



Overseas Exhibitions – A successful way to increase Exports

One Day Course



Programme

- Registration and Coffee
- Welcome and Introductions
- Why Exhibit – Objectives?
- Which Exhibition? – Costs, location, timing and suitability
- Planning and Management – flights, hotels, people, equipment, samples, brochures and promotions
 - Coffee
- Exhibition and Marketing Companies – views of an exhibition specialist
- Stand Design and Marketing Theme
 - Lunch



Programme (contd)

- Marketing and Effective PR
- During the Exhibition – manning, dress code, approach, meetings, database and entertaining
 - Coffee
- Exhibition Follow-up
- Post Exhibition Analysis
- Summary and Check List Review
- Close