

Trade Show Staff Training Workshop

They say that leaders are born, not made. While it is true that some people are born leaders, some leaders are born in the midst of adversity. Often, simple people who have never had a leadership role will stand up and take the lead when a situation they care about requires it. A simple example is parenting. When a child arrives, many parents discover leadership abilities they never knew existed in order to guide and protect their offspring.

Once you learn the techniques of true Leadership And Influence, you will be able to build the confidence it takes to take the lead. The more experience you have acting as a genuine leader, the easier it will be for you. It is never easy to take the lead, as you will need to make decisions and face challenges, but it can become natural and rewarding.

Workshop Objectives:

- Recognize effective ways of preparing for a trade show
- Know essential points to setting up a booth
- Know the Dos and Don'ts behaviors during the show
- Acknowledge visitors and welcome them to the booth
- Engage potential customers and work towards a sale
- Wrap up the trade show and customer leads



For more information or to reserve your spot in this workshop, please contact:

Human Bergh

human@expectra-international.com

012 347 5163