

Pre-Show Staff Training

The most crucial aspect of the show is its people. Your image does not stop with a stunning display. Although this helps, it is people that sell your company.

Choose personnel using the *PEOPLE* formula:

- People-orientated
- Enthusiastic
- Observant
- Product knowledge
- Listeners
- Empathetic

Staff training is essential. Train them on how to get the results you require, train them to be more effective on the show floor. Hold regular briefing and de-briefing sessions during the show to keep staff focused.

Inform your staff of the following:

- Why you are exhibiting, the purpose of the show and what you are expecting to achieve.
- What you expect from them, set goals and make sure they know what information you need them to gather.
- Features of the stand and what is on show or what you are promoting.
- Sales lead generation – provide targets and incentives for achievement over target.
- Stand Manning – work out how many staff you have and spread them evenly across the duration of the show, people are more effective working on the stand for a couple of hours at a time rather than a full day.
- Prepare 3-6 engaging questions to give to staff in advance or get your staff to brainstorm ideas.
- Practical issues – inform you staff of the required dress code in advance.
 - Business dress is essential to create a professional impression and wear comfortable shoes. However if your market place is more casual you must always look smarter than the attendees.