

Lrh trade shows events

[Business](#), [Marketing](#)



My experience is of paramount importance in steering the success of this event. My aim is to come up with a simple relatively cheap but professionally organized event.

This will be a week of familiarizing my self with the company's products. With the help of pat who is very knowledgeable about the products and has been in several trade shows with the company. He has also been handling sales staff. Together we shall come up with a newly revised marketing plan, develop new signs and banners with more attention-catching messages and a team of the well co-coordinated sales staff.

Having familiarized me with the company's products the next step will be registering as exhibitors with the relevant authorities, this will ensure that we get a booth for events day. We shall pay for a more spacious both, a provision that is there on the marketing manager's budget, which will give room for increased displays and presentations. We shall then visit the meteorological department for the weather update so that we can know the kind of clothing our sales team will wear.

This week I will hold the meeting with terry, a brilliant administrative assistant in the marketing department. Having been severally involved in the preparation of the events I will seek his knowledge and discuss the duties which will be issuing the takeaways and updating presentations.

In collaboration with pat.

f trainer, we shall identify a group of six well-placed persons to form the marketing team, pat will train the for a period of two weeks to adequately prepare them for the event. He will train them on good communication skills interacting well with viewers and handling their complaints Profesional.

2nd week to the event

I will embark on the travel arrangement procedures to make sure that my products are delivered to the events city on time, the products will be twenty cartons of books, posters, computers, and signs. Due to the short distance to the other city, I will use the road as my mode of transport. For furniture and pieces of equipment, I will arrange how to rent them from the events city.

The furniture will include two tables and chairs.

4th day to the event

Together with the pat and terry, we shall travel to that city for both selections. The exhibitors will assign as space and later issue us with a guide, which contains full information on the show preparation requirements.

2nd day to the event

On this day I will confirm whether all products have been delivered at the venue of the show and assess whether intact. In case some will be missing I will organize for a rapid replacement to ensure that the sent is not lured.

Events day

We shall neatly prepare our booth making sure that it is attractive amongst the other booths. The sales team will be strategically located while one of them will make sure that the stand is lively with the attractive staff who will play their roles as trained.