



# Exhibition Management

**Duration:** 5 Days

**Language:** en

**Course Code:** PM2-114

## Objective

Upon completion of this course, participants will be able to:

- Create a sensible and structured exhibition plan.
- Develop relationships internally and externally.
- Understand the needs of your partners to aid with a floor plan that makes sense to your guests.
  - Become a leader of a team to carry out the exhibition seamlessly.
- Understand the needs of your guests and ensure they gain something from the exhibition.
- Ask for and act upon constructive feedback to make continuous improvements.
- Maintain high standards and manage individuals who don't perform to the highest standards.
- Manage difficult conversations and relationship breakdowns between partners.
- Understand the advertising needs of each business and work with them to create the most beneficial customer journey.
  - Set and adhere to an accurate agenda using time management skills.

## Audience

This course is designed for anyone responsible for planning or managing an exhibition. It

would be most beneficial for:

- Hospitality Graduates
  - Planning Managers
    - Site Managers
- Partnership Managers
  - Event Managers
  - Facilities Teams
  - Team Leaders
- Account Managers
- Sales Representatives
- Social Media and Marketing Managers

## Training Methodology

This course uses various adult learning methods to aid full understanding and comprehension. Participants will conduct practical exercises to learn the most effective models for event planning. They will conduct journey mapping group sessions to understand timing, layout and walkthrough diagrams.

Each participant will undergo a group role-play session to discuss the most effective hospitality packages with clients and businesses, budgeting models, and tips and tricks for exhibiting on a budget.

## Summary

Advertising is one of the most difficult aspects of any business. You need to ensure that you get the target audience right, tailor your ads to them, and seek out the people who are most suited to your products and services.

One of the most successful forms of marketing is an exhibition. Face-to-face marketing makes it more difficult to say no to purchasing a product due to the rule of reciprocity. If you offer to give each potential customer some time, they feel obliged to give you something in return.

However, when it's your responsibility to plan and organise an exhibition for multiple companies, you may need to consider things and develop relationships to make the exhibition successful and allow the guests and businesses to feel that they have gained something from their day.

Your exhibition plan should include aspects of health and safety, risk assessments, floor planning, hospitality and refreshments, invites, and organising the needs of the businesses

attending. Most of all, you must do this within your budget, which isn't always easy.

## **Course Content & Outline**

### **Section 1: Exhibition Management Principles**

- How exhibitions can help businesses.
- Your role as an exhibition manager.
- How to manage an events team productively.
  - Your goal as an exhibitor.
- Understanding your Return on Investment (ROI).

### **Section 2: Marketing, Sales & Invitations**

- Selecting the target audience.
- Understanding the requirements of each business in attendance and their goals from the exhibition.
- Creating a customer journey map based on the exhibition goals.
  - Deciding on open invitation or invite only.
- Marketing techniques to reach the target audience.

### **Section 3: Risk Assessment & Operational Running**

- Setting and sticking to your budget.
- Risk assessment gathering for businesses and location.
  - Health and safety protocol and reenactment.
    - Your 14-element safety plan.
- Budgeting and creating a risk management fund.
  - Tips for exhibiting on a budget.

### **Section 4: Relationship Building & Journey Mapping**

- Negotiation and relationship building with exhibitors.
  - The mindset of the guests.
- Marketing methods utilised between businesses.
  - Building mutually beneficial relationships.
    - Event zone management.
- Your agenda and getting everyone to agree.

## Section 5: Management & Problem Solving on the Day

- Creating your strategic framework from start to finish.
  - Monitoring performance throughout the day.
  - handling complaints constructively.
- Asking for feedback and aiming for continuous improvement.
  - Business continuity in the event of a problem.
- Reviewing competitor performance and how to make positive changes.

### Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

### Categories

Customer Service & Public Relations (PR), Media and Marketing, Project Management

### Tags

marketing, Journey Mapping, Exhibition, event, event management

## Related Articles



**Exhibition Management: Strategies For Successful Event Planning**

Discover the world of exhibition management and its significance in creating successful events. Learn about key functions, planning tips, and the qualities that make a great event manager. From showcasing products to fostering networking opportunities, effective exhibition management leaves a lasting impact, enhancing brand recognition and driving .business growth