

TRADE SHOW MARKETING CLINICS

with Image Management Specialist Marlys K. Arnold

Individual clinics may be booked separately or all at once as a Total Trade Show Makeover.

Goal Setting/ Show Selection Clinic

Receive:

- Goals & Objectives Worksheets
- Formula for Determining Leads Goal
- Audience Analysis Checklist
- Show Evaluation Checklist
- Working a Show Without a Booth
- Exhibitor's Timeline
- Additional Resource Material Available

Theme Development Clinic

Receive:

- Keys to a Winning Theme
- Corporate Message Evaluation
- Possible Theme Ideas List
- "Designing a Theme Without Breaking the Bank"
- Detailed Theme Action Plan (including design, promotions, etc.)
- Additional Resource Material Available

Staff Preparation & Motivation Clinic

Receive:

- Booth Staffing Formula
- Staff Appearance Guidelines
- "The 10 Commandments of Trade Show Booth Staffing"
- Staffing Manual Contents List
- Guide to the IDEA of Personality
- Basic Lead Management Tips
- Additional Resource Material Available

Creative Promotions Clinic

Receive:

- Suggested Pre-Show Promotions
- In-Booth Attraction Ideas
- Guidelines for Giveaways
- Giveaway ROI Calculations
- Taking Advantage of Sponsorships
- Additional Resource Material Available

Media Relations Clinic

Receive:

- Suggested Media Targets
- Press Release Tip Sheet & Checklist
- Sample Press Release
- Press Kit Checklist
- Media Event Suggestions
- Resource List
- Additional Resource Material Available

Show Manager Clinic

Receive:

- Show Image Evaluation (including marketing & exhibitor relations materials)
- Promotions Tool Kit List
- Exhibitor Manual Contents
- Using the Show's Web Site to Inform Year-Round
- Additional Resource Material Available

Total Trade Show Makeover

- Personal Interview
- Evaluation of existing materials
- Lead management plan
- Outline of pre-show & at-show marketing strategies
 - Two days at your location with Exhibit Manager and key staff, reviewing your complete trade show marketing plan (travel expenses additional)
 - Afterward, receive a written evaluation and plan to implement
- Staff Selection & Motivation Tips
- Suggested Resource List

- *Experience private, personalized time with a professional trade show marketing consultant*
- *Receive valuable information customized for you*
- *Enhance your appearance and presentation at trade shows*
- *Solve exhibit marketing problems - Eliminate costly mistakes and increase your results*
- *Save time and money, and simplify your work!*

Marlys Arnold is the author of Build a Better Trade Show Image (2002).

Personal Shopping Service available to help locate resources.
Additional trade show image management information available. Call for details.

Personal Image Services • Wardrobe Management • Corporate Image Services • Trade Show Image Services

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