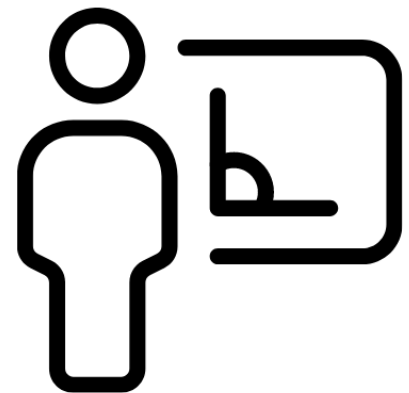


# Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

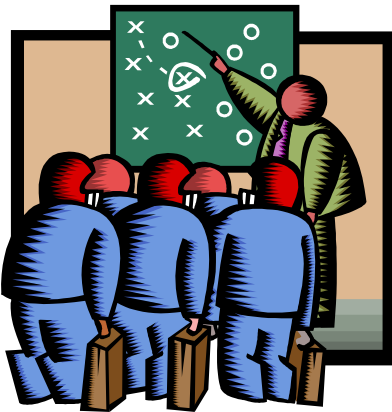
The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



*You hit home runs not by chance, but by preparation.*

***Roger Maris***

## Module Two: Pre-Show Preparation



Preparing for your trade show is no easy task and can take a good amount of planning and advanced groundwork. Not only do you need to plan for things such as supplies or travel arrangements, but the staff needs to be fully prepared and ready to greet customers. It is often helpful to create a checklist or manual that can help you make sure you have all of your bases covered.

### Prepare for Physical Issues



Trade shows involve a lot more physical stamina than one would expect. While you may have chairs to sit on to take a break, the majority of the time you will be standing on your feet or pacing the front tables with customers. Employees need to be prepared for the physical strain a trade show can have on their bodies, such as body aches, muscle strains, and even plain exhaustion. When preparing for the show, review with your employees what they can expect. Remind them of a proper dress code (a uniform if required) and how to look professional (e.g., wearing a nametag). Let everyone know this is not a casual event and should not be handled as such. As a bonus, keep some over the counter pain relievers and bottles of water in the booth at all times.

<b>Estimated Time</b>	<b>10 minutes</b>
<b>Topic Objective</b>	Review the possible physical issues that can occur at a trade show.
<b>Topic Summary</b>	<b>Prepare for Physical Issues</b> Discuss the possible physical issues that can occur at trade shows and how to

	resolve them.
<b>Materials Required</b>	<a href="#">Worksheet 1-Physical Issues</a>
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Complete the worksheet individually. Share your ideas with the rest of the class.
<b>Stories to Share</b>	Share any personal relevant stories.
<b>Delivery Tips</b>	Encourage everyone to share their ideas.
<b>Review Questions</b>	Why is it important to prepare for physical issues?

## Developing a Great Elevator Speech



One of the most important things to create and practice is a great elevator speech. An elevator speech is usually a short summary that introduces and plays up the characteristics of your product, making it a key role in introductions, sales, and deals. When developing an elevator speech, note that while every employee may have a different spin on the product, everyone should have a generally consistent message about it. Ensure that you develop and practice your elevator speech and

review it with the rest of the team.

Keys to a great elevator speech:

- Use upbeat and positive language
- Avoid making the speech too 'wordy'
- 30-90 seconds in length is typical
- Keep terms simple and clear
- Include periodic questions to draw in the customer

<b>Estimated Time</b>	<b>10 minutes.</b>
<b>Topic Objective</b>	Learn the purpose of an elevator speech.
<b>Topic Summary</b>	<b>Developing a Great Elevator Speech</b>

	Determine the key aspects to creating a great elevator speech
<b>Materials Required</b>	Flip chart/Dry erase board; markers
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Review with the class what an elevator speech consists of. Then ask them what should be included in an elevator speech to use at trade shows. Write some of their ideas on the dry erase board/flip chart.
<b>Stories to Share</b>	Share any personal relevant stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	What is the purpose of the elevator speech?

## Setting up a Schedule



During the show, your morale and drive can start to wane without a break or shift change. You will need a chance to get away from the booth and move around for a bit. This gives you the chance to use the restroom, get a drink or a snack, or just stretch your legs. Once it is determined how many employees will be attending the trade show, a schedule should be developed including needed breaks, lunch times, and/or shift changes. Make sure everyone has an even amount of time between

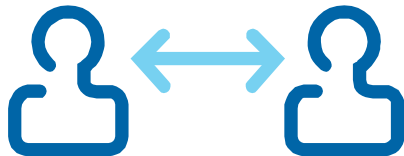
them and that everyone is aware of when they are scheduled to take their break. A great idea is to also add in some time to walk about the floor. This will provide some great networking opportunities and can lead to some great ideas.

It is important that employees realize that if they are late coming or going to a scheduled break, it can throw off the entire schedule. Be aware of things like traffic, travel times, and other events that can throw the schedule off. Build in some over lapping time to compensate for these events if you suspect they will or can be an issue.

<b>Estimated Time</b>	<b>10 minutes</b>
<b>Topic Objective</b>	Learn the importance of establishing a schedule
<b>Topic Summary</b>	<b>Setting Up a Schedule</b> Discuss the purpose of a schedule and how it can benefit the team.
<b>Materials Required</b>	<a href="#">Worksheet 2-Creating a Schedule</a>

<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Complete the worksheet individually. Share your ideas with the rest of the class.
<b>Stories to Share</b>	Share any personal relevant stories.
<b>Delivery Tips</b>	Encourage everyone to share their ideas.
<b>Review Questions</b>	Why are scheduled breaks important for employees?

### Connect with Attendees



Of course, your booth will not be the only one at the show, so it's a good idea to connect with the other attendees that will be there. Learn what they have to offer and what they are bringing, as this can help you determine who might be an ally and who might be competition. Many times, the show organizers will have a list open

to the public of companies or businesses that will be there, offering an opportunity for you to contact them and let them know that you will be there as well. Some easy ways to market and connect with them is to find out what social media they are using (Facebook, Twitter, and LinkedIn) and use those platforms to communicate. Before the day of the show, send out some marketing campaigns or advertisements letting the public know that you will be there and where to find you.

<b>Estimated Time</b>	<b>10 minutes.</b>
<b>Topic Objective</b>	Learn the purpose of connecting with show attendees.
<b>Topic Summary</b>	<b>Connect with Attendees</b> Review reasons and ways to connect with other attendees at a trade show.
<b>Materials Required</b>	Flip chart/Dry erase board; markers
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Review with the class the purpose and benefits of connecting with attendees at a trade show. Then ask the class the for some ideas about how to connect with attendees, such as social media or marketing campaigns. Write their answers on the dry erase board/flip chart.
<b>Stories to Share</b>	Share any personal relevant stories.

<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	How does connecting with other vendors benefit your company?

## Practical Illustration



Allen was holding a meeting for the company's third trade show event that was coming up. He wanted to make sure the employees were fully prepared and would help make sure everything was ready for the big day. First, Allen discussed their job duties and what would be expected of them. He reviewed the proper dress code and how to introduce themselves to customers. While in the meeting, the employees made a schedule for each of their lunch times and breaks to make sure someone was covering the booth at all times.

Lastly, Allen was able to obtain a list of some of the other vendors that would be in the vicinity of their booth. He reviewed it with them and encouraged the team to go out and connect with them and get to know the people that could be their competitors.

## Module Two: Review Questions

1.) What is one example of a physical issue?

- a) Foot pain
- b) Depression
- c) Broken laptop
- d) Excitement

Physical issues, such as body pain, are common at trade shows and should be addressed beforehand and prepared for.

2.) How can a manager prepare his employees for any physical issues?

- a) Have them speak with other team members
- b) Tell them to bring some pain reliever medicine
- c) Talk to them on the plane to the show
- d) Letting them know what to expect

Before every show, a manager should let his employees know what to expect at the show pertaining to any physical issues. This will help them be better prepared in advance.

3.) What is an elevator speech?

- a) A short summary of where to buy the company's products
- b) A short summary of a product's characteristics
- c) A speech that gets louder toward the end
- d) A speech that saves the best part for last

An elevator speech is a summary of a product's benefits and overall characteristics. It is often the first thing customers hear about a product.

4.) What is one key to creating an elevator speech?

- a) Using advanced business terms
- b) Opening with a joke
- c) Keep terms simple
- d) Start with negative details first

When creating an elevator speech, it is important to keep the vocabulary and terms simple and understandable. Do not use the company 'jargon' or terms the public would not understand.

5.) What is the purpose of creating a schedule?

- a) To ensure someone is in the booth at all times
- b) To give one person all of the power
- c) To change out people in the front
- d) To make the time go by faster

Creating a schedule allows time for each employee to take a needed break. It also ensures that there is someone in the booth at all times and is never unattended.

6.) What is one factor that can affect how a schedule is made?

- a) The person creating the schedule
- b) The time the show starts
- c) The number of employees attending
- d) The gender of the employees

One thing that can affect how a schedule is made, is factoring in how many employees will attend the show. The more employees present, the more frequent and shorter breaks will be needed, while fewer employees will need longer breaks.

7.) What is one way to obtain a list of show attendees?

- a) Look in the newspaper
- b) Ask some of your competitors
- c) Look for signs outside the building
- d) Contact the show organizer

Many times, the show organizer will have a list of the scheduled attendees and will offer to other attendees who ask for it. If it is private, no one will know who is attending the show until the day of.

8.) What is one form of connecting with other attendees?

- a) Writing letters
- b) Using Facebook
- c) Text messaging
- d) Writing a blog

Facebook is a common social media site that continues to grow in popularity. Many companies use this site to connect together and post updates.



9.) It is often helpful to create a \_\_\_\_\_ that can help you make sure you have all of your bases covered.

- a) Checklist
- b) Schedule
- c) Speech
- d) None of the above

It is often helpful to create a checklist or manual that can help you make sure you have all of your bases covered.

10.)while every employee may have a different spin on \_\_\_\_\_, everyone should have a generally consistent message about it.

- a) Correct ways of contacting customers
- b) Where to go for refreshments
- c) Proper dress code
- d) The company's product

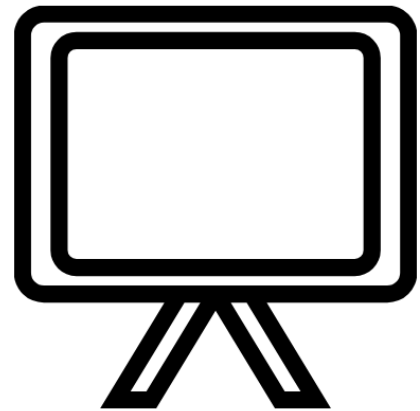
While every employee may have a different spin on the product, everyone should have a generally consistent message about

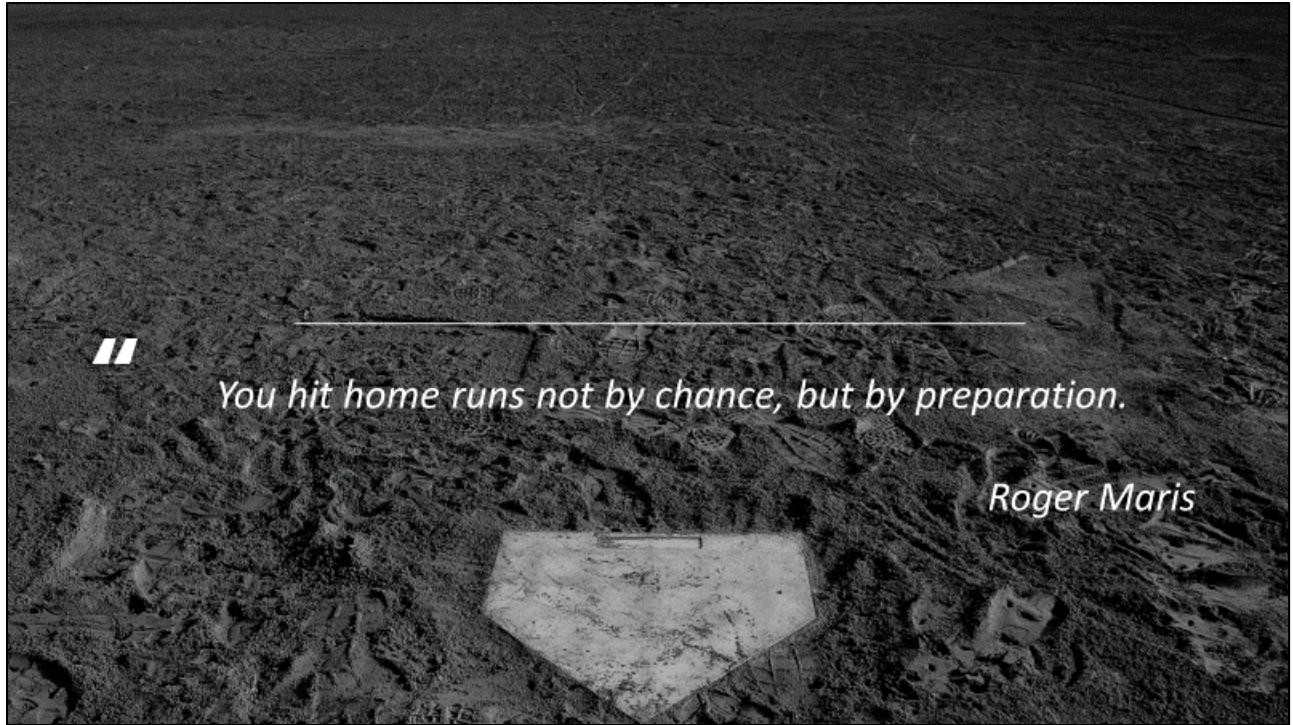
# PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





## MODULE TWO

# Pre-Show Preparation

It is often helpful to create a checklist or manual that can help you make sure you have all of your bases covered.



## Prepare for Physical Issues

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While you may have chairs to sit on to take a break, the majority of the time you will be standing on your feet or pacing the front tables with customers.

## Develop a Great Elevator Speech

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- Use upbeat and positive language
- Avoid making the speech too 'wordy'
- 30-90 seconds in length is typical





## Setting up a Schedule

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Once it is determined how many employees will be attending the trade show, a schedule should be developed including needed breaks, lunch times, and/or shift changes.

## Connect with Attendees

---

Your booth will not be the only one at the show, so it's a good idea to connect with the other attendees that will be there.



## Practical Illustration



- Prepare for Physical Issues
- Developing a Great Elevator Speech
- Setting up a Schedule
- Connect with Attendees

## Module Two: Review Questions

1. What is one example of a physical issue?

A. Foot pain

B. Depression

C. Broken laptop

D. Excitement



# Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



# Trade Show Staff Training

## Quick Reference Sheet



### Stand Out

To stand out at a trade show, you have to do things a little differently. One simple way is to include bright colors and shiny signs in your design because as corny as it may sound, colors attract customers almost immediately. Lay out your tables and products so that customers feel welcome to approach and don't feel the need to scoot by.

- Use bright colors
- Design the booth to be open and welcoming
- Ensure employees are friendly and courteous
- Offer a prize or giveaway item that is unique



### Know the Answer

You are representatives for the company and should always be prepared to answer a customer's questions or concerns. Listen to what the customer wants and offer the answer they need. Be honest with the customer if you do not know, but offer to take the time to find out for them. Before the big day, gather your team in a meeting and go over the company's crucial information. Review some questions that may or not be asked and see if your employees know all of the answers. If time permits, hold a dress rehearsal and let team members take turns playing the customer and asking the group questions. When the team is better prepared, they will feel more confident when giving answers to potential customers and clients.

#### Before the show:

- Hold a meeting to go over possible questions and answers
- Review needed information and check for understanding
- Determine if a team lead is needed and who employees can go to for help
- Establish help tools in case an employee gets stuck (contact numbers, a manual, etc.)



## Engage with Qualifying Questions

Asking the right question is a great tool to use in order to qualify more leads and customers. After all, you don't know they are a customer until you know what they want or need! But while you are trying to find out what they need, qualifying questions can also determine if you will be a good fit and how you can better close the deal. While asking about what the customer wants, ask about their company or business, what they are shopping for, and what their purpose is. Find out who makes the decisions and how you can get in better contact with them.

- "What do you like most about the product/service you're currently using?"
- "What do you want to change about \_\_\_\_\_?"
- "What can our company do to help you?"
- "Who in your company determines what vendors you use?"



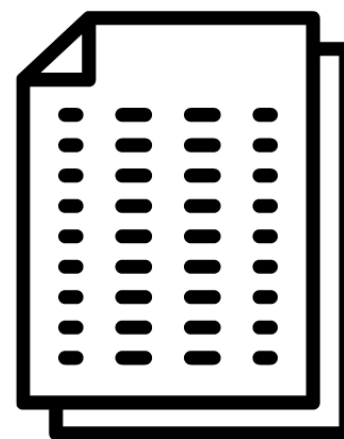
# Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.





## Sample Worksheet 2

# *Creating a Schedule*

In the spaces below, write some key aspects to creating a schedule, such as the number of employees, time needed, or the length of the show.

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## **Icebreaker: Fact or Fiction**

### **PURPOSE**

To help participants get to know each other.

### **MATERIALS REQUIRED**

None

### **PREPARATION**

None

### **ACTIVITY**

Divide the meeting participants into groups of three or four (depending on the number of participants). Explain to the groups that each person must write down three statements about their previous job searches and/or job search skills. Two of these statements must be fact and one fiction. Each participant will have a chance to present their statements to the group. It is up to the group to pick which of the three statements is **not** true.

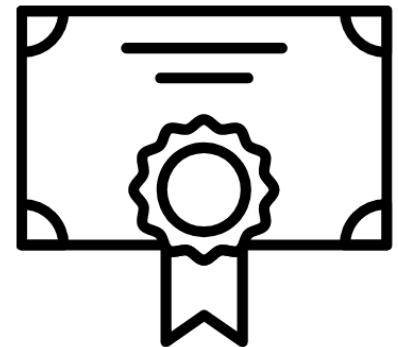
Bring the smaller groups together to form the larger group and ask three or four participants to share their statements and have the class select the statement that is false.

This teambuilding icebreaker takes 10 – 15 minutes, depending on the number of groups.

# Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

**[Name]**

*Has mastered the course  
Trade Show Staff Training*

Awarded this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Presenter Name and Title

\_\_\_\_\_