



AAXO Exhibitor Training Day Programme

Sapphire Room, Ticketpro Dome

Wednesday, 14 October 2015

08h30

MC and Programme Moderator: Frank Tilley

Frank has 25 years of consulting and facilitation experience- specializing in "Branding and Training the Sales, Service and Leadership Image" in businesses. He defines and develops your PeopleBrand. He has consulted to large and small organizations throughout Southern Africa, in Australia and the United States. His practical and easily implementable methodologies have assisted organizations in defining and creating consistent Skills and Practices throughout their business. In the tough markets that exist today, the PeopleBrand and Sales Effectiveness of organizations has become a critical differentiator.

Time	Topic	SPEAKERS
08:30 – 08:50	REGISTRATION TEA & COFFEE	
08:50 – 09:00	Welcome & Overview on AAXO	Carol Weaving
09:00 – 10:00	Exhibitor Training Part 1 - Pre-Show Planning	
	Budgeting your Companies Marketing Spend	Amanda Cunningham
	Selecting the Right Exhibition to reach the right target market	Gary Corin
	Setting Goals and Objectives for your Company	Frank Tilley
	Management Perspectives - Setting Goals for your team	Frank Tilley
	Plan the Stand Design	Brian Prowling
	Managing your exhibition budget	Amanda Cunningham
10:00 – 10:30	Q & A Session	Panel
10:30 – 11:00	TEA BREAK	
11:00 – 12:00	Exhibitor Training Part 2 - Stand Management and Staff Training	
	Promote your Stand via Marketing, PR and Advertising Campaign	Projeni Pather
	Take advantage of Sponsorship Opportunities	Sugen Pillay
	Greening your stand	Justin Hawes
	Stand manning techniques	Frank Tilley
	Training and Briefing Staff	Frank Tilley
12:00 – 12:30	Q & A Session	Panel
12:30 – 13:45	LUNCH BREAK - NETWORKING AND VIEWING ORGANISER STANDS	
13:45 – 14:00	My exhibit, My show, My return	Conrad Kullman
14:00 – 15:00	Exhibitor Training Part 3 - During Show Time	
	Working with the Press & Organisers	Lance Gibbons and Katie Reynolds
	Managing Expectations on the Stand - Marketing Collateral, Demonstration etc.	Gary Corin
	Approaching visitors, networking and evaluate Competition	Frank Tilley
	Generating leads, selling and closing deals on the Stand	Frank Tilley
15:00 – 15:30	Q & A Session	Panel
15:30 – 16:00	TEA BREAK	
16:00 – 16:30	Exhibitor Training Part 4 - Post-Show Engagement	
	Debrief the team - post show reports, checklists for next year	Gary Corin
	Measure success vs. goals and objectives	Gary Corin
	Follow-up on leads	Frank Tilley
16:30 – 16:50	Q & A Session	Panel
16:50 – 17:00	Book in advance for next year and start planning! Closing Comments	Carol Weaving
17:00 – 18:00	NETWORKING	

Book your space: <http://goo.gl/forms/ekVb15szPO>

For more information visit www.aaxo.co.za or contact
Cindy Wandrag on 011 549 8300 or info@aaxo.co.za

Sponsors:

