

Workshop on Organizing and Managing a Successful Trade Show

DATE: 23 January 2019 (Wednesday)

TIME: 9am - 5pm

VENUE: MREPC Seminar Hall, Unit 36-01 (West Wing), Level 36, Q Sentral, 2A, Jalan Stesen Sentral 2, KL Sentral, 50470 Kuala Lumpur

OBJECTIVE

Provide knowledge and guidelines on how to organize and manage a successful trade show, acquire the skills and disciplines for proper planning, set clear event marketing objectives, focus on effective designs and promotional efforts and adopt the best practices.

REGISTRATION FEE

For registration, please log on to www.mrepc.com and register online.

The registration fee is only **RM60** per participant.

THE SPEAKER



Olivier Cane, Co-Founder and Director of The French Academy located in Kuala Lumpur, a serial entrepreneur with more than 25 years experience in European and Asian trades. Regularly coaches and consults companies in topics of management and negotiation skills, management creativity, public speaking, marketing strategies and cross culture, entrepreneurship and microfinance.

PROGRAMME

- 8.30am Registration of Participants
- 9.00am Presentation by MREPC on Requirements and Policies, Booth Designs and Displays Set by MREPC
- 10.00am Module 1 - Trade Show Planning, Ins and Outs of Trade Show, Branding, Product and Market Strategies, Return of Investments and Retro-Planning
- 11.30am Module 2 - Trade Show Preparation, Marketing Materials, Invitations, Channels of Communication and Drawing Target Prospects and Clients
- 1.00pm Lunch
- 2.00pm Module 3 - The Booth: How to Get Sales Leads?, Sales Person and Cross Trainings, Roles, Managing Traffic, Key Client Information and Closing of Sales
- 3.30pm Module 4 - After the Fair: Data Analysis and Exploitation, Client and Prospect Follow-Ups and Planning Future Sales
- 5.00pm Q&A Session
End of Workshop