

# fecund training

## and personal development

### THE ULTIMATE EXHIBITION REPRESENTATIVE

A training course that will maximise your exhibition investment by helping your staff to consistently meet, connect and engage exhibition delegates with confidence and charm.

*"The reps were confident, motivated, engaged and hungry to speak to delegates. They couldn't believe the difference the training made. For the first time we felt entirely justified in the investment of this massive meeting."* Nicola Noya, International Brand Manager, Daiichi Sankyo

#### Why train people specifically for exhibitions?

Exhibitions require a significant investment. Huge amounts of money are spent on the stand, the giveaways, the gifts and the marketing collateral - but ultimately it is the interaction between your representatives and potential clients that will deliver results... According to research by global exhibition stand company Nomadic Display...

- **80% of the success of your exhibition is down to the personal interaction of your exhibition staff, and yet...**
- **Only one person on every 30 stands you pass at an exhibition will try to engage in conversation with you**

#### What the course delivers

This course includes **simple exercises and techniques** that will **transform interaction with delegates** at any conference.

- **DEFINITIVE DO's and DONT's** – Standardise best practice for exceptional behaviour on the stand from all exhibition staff
- **TAKE THE FIRST STEP** – Put down the Blackberry and overcome the fear of initiating conversation with customers – how to motivate yourself to relish the challenge of talking to the people that count
- **MAKE A FANTASTIC FIRST IMPRESSION** – Present a confident, approachable and engaging persona to delegates and leave a positive, lasting impression
- **BREAK THE ICE EASILY** – Reduce the stress of improvised interaction by preparing ways to initiate comfortable and relevant conversation
- **ESTABLISH INSTANT RAPPORT AND TRUST** – Simple techniques to engage, connect and build trust in a short period of time
- **TALK TO THE RIGHT PEOPLE** – Learn to quickly identify the people you'd like to engage with – and politely avoid lengthy conversations with people you don't
- **INTEGRATE KEY MESSAGES INTO CONVERSATION** – Plan how you will effortlessly introduce your key messages into every conversation
- **CAPTURE VALUABLE INFORMATION** – Implement systems to gather vital data and information – and not just anecdotal responses
- **REPRESENT YOUR BRAND WITH CHARISMA** – Learn the secret of charismatic interaction – how to charm people and exude positivity in every interaction

#### Course details

The standard course runs for 1 day with up to 10 delegates – but we can be flexible according to your needs. Call us on the number below to arrange a free consultation or taster session.

Want to book or find out more?

Call Mark Doyle on **0207 575 3164** or email [mark@fecund.co.uk](mailto:mark@fecund.co.uk)  
Details of all our products are available at [www.fecund.co.uk](http://www.fecund.co.uk)

fecund training  
studio 210  
westbourne studios  
242 acklam road  
london  
w10 5jj