

fecund training

and personal development

Ultimate Exhibition Representative

“Meet, connect and engage exhibition delegates with confidence and charm”

A unique and highly effective experiential, communication skills training course specifically designed to enable your representatives to get the most from every delegate interaction at exhibitions and events.

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.

What the course delivers

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

- **TAKING 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
- **BREAKING THE ICE** – Reduce the stress of improvised interaction by preparing ways to initiate comfortable and relevant conversation
- **MAKING A FANTASTIC FIRST IMPRESSION** – Understanding the power of your body language to present a confident, approachable and engaging persona to new customers and leave a positive, lasting impression
- **ESTABLISHING RAPORT AND TRUST** – How to initiate open & engaging eye contact with delegates that will engage, connect and establish trust
- **DYNAMISING CONVERSATIONS** – Professional vocal techniques to help booth staff to energise conversations and constantly deliver any brand messages powerfully and memorably with passion and conviction
- **REPRESENT YOUR BRAND WITH CHARISMA** – Learn the secret of charismatic interaction – how to charm people and exude positivity in every interaction

How does it work?

fecund have developed a unique and exciting behavioural training programme: a system of powerful performance techniques that transform you into an exceptional communicator.

Course details

The standard course runs for 1 day with up to 10 delegates – but we can be flexible according to your needs.

“...for the first time they (the reps) were confident, motivated, engaged and hungry to speak to Doctors. They couldn't believe the difference that it made. For the first time we felt entirely justified in the investment of this massive meeting.”

“the training was incredibly useful and let me say, I could see a clear difference in reps behaviour from the past...massive!”

Nicola Noya, International Brand Manager, Daiichi Sankyo

Want to book or find out more?

Call Mark Doyle on **0207 575 3164** or email mark@fecund.co.uk
Details of all our products are available at www.fecund.co.uk

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