

PROGRAMME FRAMEWORK

Who should attend?

A must for marketing and sales teams or entrepreneurs. The material is appropriate for anyone at any level in a marketing or sales team (new or experienced), whether managing a large or small exhibition stand.

Duration: 1-day

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).



Introduction

No one plans to fail at their exhibition; they usually just fail to plan. A stand at a tradeshow exhibition should not be treated as a retail store in a busy shopping centre – that's the easy part. The challenge is setting cleverly thought-out marketing objectives before, during and after the event; then execute the Marketing & Communications Plan with military precision. However, this event must link into a company wide Marketing Strategy and be supported by the entire organisation's leadership.

Objectives & Outcomes

- Setting Objectives (before, during & after)
- Segmenting your Market
- Targeting & Psychological Positioning
- Writing your Value Proposition
- Integrated Marketing Communication
- Building Brand Equity
- Promotional Techniques & Tools
- Setting Pre-show Communications Budget
- Setting Show Communication Budget
- Mapping out the Customer Experience Cycle (Customer Experience Management – CEM)
- Sales Training

*"You can either **take action** or you can hang back and hope for a miracle. Miracles are great, but they are so unpredictable."* Peter F. Drucker (1909-2005) Austrian-American economist

Contact: **Ian Rheeder**