





With proper planning and execution, international exhibitions are a great way to win new business, identify potential customers, refresh existing contacts, and keep an eye on your competitors. But they can also be expensive, time-consuming and frustrating.

So, how do you get the best return on your investment? How will you stand out from your competitors? How will you attract the customers you want to meet? And how will you make best use of the business opportunities that you discover at the show?

ASL's Exhibition Training Workshops are specially designed to help you solve these problems. Through a lively mixture of presentations, role-play and interactive discussion, the workshops will cover:

- Getting the most from trade shows
- Stand presentation and layout
- Exhibition Staff team training and motivation
- Attracting the right people to your stand
- Understanding body language, and avoiding culture shock
- Finding, winning and keeping overseas customers
- Assessing the competition
- Body Language
- Culture Shock
- International Business Development in the global market
- Sources of additional help – financial and practical

We also aim to have some fun at the workshop, and to help you actually enjoy exhibitions in the future!

## About ASL

For over 25 years the ASL team has been providing professional management services to both public and private organisations. With offices in Surrey and North Yorkshire, our international portfolio of clients includes:

- The Construction Equipment Association
- The Photo Imaging Council
- The Society of Motor Manufacturers and traders
- Institute of Inspection, Cleaning and Restoration Certification
- UK Trade & Investment.

Our Exhibitions Training Team – Joanna Oliver and Mark Norcliffe – have long experience in leading UK exhibitor groups at major shows, running trade missions and organising conferences, events and seminars on 6 continents.

