



## Trade Show Staff Training

SEHG-SM-8511 · Business · approx. 8 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

### COURSE DESCRIPTION

Sales & Marketing course covering trade show staff training. Self-paced lessons with applied exercises.

### WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

### WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 12 course modules
- 8 instructional videos — 8 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English · Español

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

### MODULE MAP

- **Module 1 — Introduction**
  - Course Objectives
- **Module 2 — Pre-Show Preparation**
  - Prepare for Physical Issues
  - Developing a Great Elevator Speech
  - Setting up a Schedule
  - Connect with Attendees
- **Module 3 — Booth Characteristics and Set-Up (I)**
  - Stand Out
  - Create a Booth Manual/Checklist
  - Technology
  - Scout a High Traffic Area
- **Module 4 — Booth Characteristics and Set-up (II)**
  - Signage
  - Match Your Brand
  - Private Area
  - Focus on a Message
- **Module 5 — During the Show (I)**
  - Company Objectives
  - Highlighting Your Product

- Do Something Memorable
- Social Media
- **Module 6 — During the Show (II)**
  - Classic Do's and Don'ts
  - Gamification
  - Walk the Floor
  - Keep the Distractions Away
- **Module 7 — Qualifying Visitors**
  - Know the Answer
  - Engage with Qualifying Questions
  - Body Language
  - Listening Skills
- **Module 8 — Engaging the Right People**
  - Prospects
  - Time Wasters (Catch and Release)
  - Press
  - Competitors
- **Module 9 — The Rules of Engagement (I)**
  - Start With an Open-Ended Question
  - Record all Prospect Information
  - Be Specific with Your Message
  - Get a Commitment
- **Module 10 — Rules of Engagement (II)**
  - Having a Welcoming Environment
  - The Dos and Don'ts of Business Cards
  - Observational Skills
  - When Not in the Booth
- **Module 11 — After the Show**
  - Review Information and Rank Your Leads
  - Follow Up with Your Leads
  - Send Information Promptly
  - Lessons Learned
- **Module 12 — Assessment**

## COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.  
The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

## OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

**Every certificate carries a unique credential ID — verify at:**

[SynergyEducation.AI/verify](https://SynergyEducation.AI/verify)

## SUPPORT, ACCESS & POLICIES

- Support: [CEO@SynergyEducation.AI](mailto:CEO@SynergyEducation.AI)
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

## Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

**\$49 · SEHG-SM-8511 · SynergyEducation.AI**

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact [CEO@SynergyEducation.AI](mailto:CEO@SynergyEducation.AI).