

SEHG IN-PERSON WORKSHOP SERIES

Trade Show Staff Training

Instructor-Led Workshop · Facilitator Kit

Complete facilitator kit for delivering the SEHG Trade Show Staff Training workshop on site — training manual, instructor guide, slides, icebreakers, quick-reference sheets, and completion certificates.

WHAT'S IN THIS KIT

01 · Training Manual (participant workbook)

02 · Instructor Guide (facilitator script & timings)

03 · Icebreakers & Activities

04 · Presentation Slides

05 · Quick Reference Sheets (takeaway)

06 · Certificate of Completion

SEHG-SM-8511 · IN-PERSON WORKSHOP KIT

synergyeducationholdings.com

Trade Show Staff Training

SYNERGY EDUCATION HOLDINGS GROUP · IN-PERSON WORKSHOP SERIES

About This Workshop

Attending a trade show is a large investment for any company. Preparation is essential: It's better not to go to a trade show than to go unprepared. Every person in your booth is an ambassador of your company, make sure they are prepared. Trade show attendees usually plan a list of whom they're going to visit before ever entering the convention center doors, make sure you are on that list. Make sure your staff has the right tools to succeed with our Trade Show Staff Training course. A successful trade show will benefit your company on many levels. The most basic statistic is that it can cost half as much to close a sale made with a trade show lead as to one obtained through any other means. Get your staff trained and get to that trade show!

Workshop Objectives

- Recognize effective ways of preparing for a trade show
- Know essential points to setting up a booth
- Know the Dos and Don'ts behaviors during the show
- Acknowledge visitors and welcome them to the booth
- Engage potential customers and work towards a sale
- Wrap up the trade show and customer leads

Format & Delivery

- Instructor-led session, delivered on site or SEHG-hosted
- Includes participant workbooks, activities, and takeaway reference sheets
- Every participant receives an SEHG Certificate of Completion
- Pairs with the SEHG online Trade Show Staff Training course for pre-work and reinforcement

Preparing & Delivering the Workshop

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Before the Workshop

- Review the Instructor Guide end to end — timings, scripts, and activity setup
- Print one Training Manual and one Quick Reference Sheet per participant
- Load the Presentation Slides and test the projector, audio, and clicker
- Choose 1–2 icebreakers from the kit that fit the group size and room
- Prepare blank Certificates of Completion for sign-off at close

Checking Out the Venue

- Adequate seating with clear sight lines to the facilitator and screen
- Projector compatibility, cables, and extension cords tested in advance
- Lighting that lets participants see you, their notes, and the screen
- Space for group activities, plus a table for handouts and materials

Closing the Session

- Recap the workshop objectives and each participant's key takeaway
- Distribute the Quick Reference Sheet as the on-the-job takeaway
- Present the SEHG Certificate of Completion to each participant
- Point participants at the paired SEHG online course for reinforcement

Book this workshop

Contact your SEHG program advisor to schedule this workshop for your team, or add it to any SEHG learning program as the in-person option.

SYNERGY EDUCATION HOLDINGS GROUP

Certificate of Completion

This certificate is proudly presented to

for successfully completing the SEHG in-person workshop

Trade Show Staff Training

Awarded this ____ day of _____, 20__

Facilitator Name & Title



Synergy Education Holdings Group