

Programme Effective Trade Fair Participation India, February 2010

11-12 Feb. '10: Bangalore

	Day 1		Day 2
08.45-09.00	<i>Registration</i>	08.45-09.00	<i>Group Feedback</i>
09.00-09.30	<p style="text-align: center;">Inauguration</p> <p>What is CBI? Who are the trainers? What will I learn in this training?? What would I like to gain from this training?</p> <p style="text-align: center;">Mr. Ton Willemse (TW)</p>	09.00-10.30	<p style="text-align: center;">What does a successful stand look like?</p> <p style="text-align: center;">TW</p>
9.30-11.00	<p style="text-align: center;">Are you fit to participate in trade fairs?</p> <p style="text-align: center;">Mr. Klaas de Boer (KdB)</p>		
11.00-11.15	<i>Coffee / tea break</i>	10.30-10.45	<i>Coffee / tea break</i>
11.15-12.45	<p style="text-align: center;">How do you set a successful exhibition participation strategy?</p> <p style="text-align: center;">TW</p>	10.45-12.15	<p style="text-align: center;">How do you build a professional image at the frontline of doing business?</p> <p style="text-align: center;">KdB</p>
12.45-13.45	<i>Lunch</i>	12.15-13.15	<i>Lunch</i>
13.45-15.15	<p style="text-align: center;">How do you secure the visitors' flow to your stand?</p> <p style="text-align: center;">KdB</p>	13.15-14.45	<p style="text-align: center;">How do you successfully approach and deal with visitors at exhibitions?</p> <p style="text-align: center;">TW</p>
15.15-15.30	<i>Coffee/tea break</i>	14.45-15.00	<i>Coffee/tea break</i>
15.30-17.00	<p style="text-align: center;">Understanding sales from the point of view of the buyer</p> <p style="text-align: center;">TW</p>	15:00-16.30	<p style="text-align: center;">How to successfully round-off your exhibition participation?</p> <p style="text-align: center;">KdB</p>
17.00-17.30	Take-aways recap	16.30-17.30	Take-aways recap, Evaluation, Farewell