

## Trade Show Preparation Training

### Maximising Tradeshows – Realising and Retaining Retail Relationships

**Course Structure:** The workshop will be structured into four parts as follows:

**Part 1- Preparation in advance of attending a tradeshow (morning)**  
The first part of the workshop will focus on the information and activities which should be undertaken in advance of attending a tradeshow.

**Part 2 – Action/Activities following a tradeshow (morning)**  
In the second part of the workshop attention will be focussed on the follow up activities which should be undertaken once the tradeshow has been completed.

**Part 3- Selling Skills (Afternoon)**  
**Part 4 - Presentation Techniques (Afternoon)**

**Where:** Creative Spark, Clontygora, Muirhevnamor, Dundalk

**When:** 25 November 2014  
10.00am - 4.30 pm

If you need any further information please email [peggy.mcglynn@leo.louthcoco.ie](mailto:peggy.mcglynn@leo.louthcoco.ie)

**Please return this form to: Local Enterprise Office, Town Hall, Crowe Street, Dundalk, Co. Louth as soon as possible**

BOOKING DETAILS	
<b>Contact Name:</b>	
<b>Name of Business:</b>	
<b>Address (Street):</b>	
<b>Address (Town/Village):</b>	
<b>Address (County):</b>	
<b>Telephone:</b>	<b>Email:</b>
<b>Mobile:</b>	<b>Website:</b>
Creative Discipline:	
Special dietary requirements:	