

Presenter Tune-Up Training

The Hill Group's *Presenter Tune-Up Training* is designed to improve the presentation and demonstration skills of the following members of your exhibit staff:

- In-booth product demonstrators (typically working at a station in the booth)
- Theater/Mini-theater presenters
- Demo suite presentations
- Pre-show meeting presentations

The workshop begins with thirty-minutes on the basic elements of effective structure and delivery of presentations in a trade show environment. The session then breaks into small groups for the peer coaching portion of the workshop. This unique format affords us the following benefits:

- Three to forty people can be trained in just 90 minutes to three hours. (We can also offer a one-hour condensed version of this workshop.)
- Presenters learn these essentials:
 - the basics of effective presenting
 - the unique characteristics of presenting at trade shows
 - techniques for attracting, engaging, and presenting to a growing audience
 - key verbal and non-verbal presentation skills
 - ways to generate quality leads from presentations
- Peer coaching encourages continued improvement of presentation skills during the show
- Show teams can attend the workshop in a meeting room or in your show booth



Workshop Format

This workshop is constructed with a "feet-to-the-fire" philosophy. It is fast-paced and demands the full participation of every presenter, beginning with a thirty-minute *Trade Show Audience Dynamics* presentation.

During the balance of the workshop, participants work in groups of three or four people to hone the delivery of a five-minute version of their presentations. Everyone delivers this short version of their presentation twice for their group. Groups work independently, in separate parts of a large meeting room, a separate meeting room, or at different stations and theater areas in the exhibit booth.



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Every participant makes their presentation to the other people in their group. The "audience" members each have specific critiquing assignments - one verbal, one non-verbal. For example: Jim is first to make his presentation. Mary counts how many "non-words" (ums, ahs, etc.) Jim uses, and analyzes Jim's eye contact. Mike studies Jim's ability to acknowledge and/or add waiting visitors to his audience (this involves both verbal and non verbal skills). Other audience members have complementary assignments. Each verbal/non-verbal assignment set is provided on a handout for the

audience members to use as a coaching and teaching aid.

When Jim is finished, the entire group immediately reviews his presentation, with the trainer. Instruction will have been given on providing constructive criticism so attendees can build skills rapidly. Members offer feedback relative to their assigned skill set. Following Jim's debrief, the next person begins his or her presentation, and so on, until everyone has presented. The second round of presentations is done with audience members taking on the roles of the expected "real life" trade show audience. They will interrupt the presenter for clarification, questions, etc. They also continue to give feedback on the presenter's verbal and nonverbal skills.

Presentation Skill Set

1. Presentation Basics

- Clear objectives
- Needs of the booth visitor
- Content-Process model
- Audience participation

2. Trade Show Environment

- Attracting visitors
- Acknowledging waiting visitors
- Adding visitors to an audience
- Handling crowds

3. Use of Visual Aids

- Computers and monitors
- Booth signs and graphics
- Handouts
- Handling your products

4. Verbal Skills

- Voice modulation and tempo
- Avoiding non-words
- Using pauses
- Recognizing feedback

5. Non Verbal Skills

- Where to sit/stand
- How to stand and move around
- Audience dynamics
- Gestures and eye contact

6. Ending Presentations

- Group dismissing
- Generate qualified leads
- Questions and requests
- Directing and escorting

Logistics

Each group can have its own small room, or can work in the same room if the room is big enough. An area large enough for the entire group to assemble is still needed for parts of the training. The Hill Group provides video cameras to record the presentations. Television monitors (RCA capable) should be supplied by your organization for review of taped presentations.



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