

# Trade Show People Skills

## Workshop Overview

Your exhibit staff can make the difference between a successful trade show and a waste of time. The visitors to your booth will judge your entire company on their experience with your staff. So, what are you doing to ensure that your staff knows the special social rules and graces at trade shows? Are they able to guarantee a positive experience for every visitor? Do they know how to:



- Make good first impressions?
- Start, control, and end conversations?
- Build rapport quickly?
- Respond to verbal and non-verbal cues?
- Use NLP techniques?
- Offer customer-centric service?
- Manage their time?
- Be professional in the booth?

This one-to-three hour workshop is designed to give your exhibit staff the knowledge and skills associated with these key Trade Show People Skills so that they can make every visitor's experience positive and memorable.

### The Hill Group Trainers

Our trainers are world-class presenters. They combine their 10+ years of trade show experience with their own high-energy, engaging, and fun delivery styles to make sure your people get the most out of the training.

### Training Modules

Your exhibit staff will leave this workshop understanding:

- First impressions. What's noticed first? What you can, and can't control.
- Proxemics. People's personal space; what it means, cultural differences, etc.
- Group dynamics. How to identify and influence groups of trade show visitors.
- Emotional Intelligence. Working effectively with varying levels of visitor's EI.
- NLP (Neuro-Linguistic Programming). Verbal and non-verbal rapport building.
- Conversational structure. Meeting company and visitor needs through verbal communication.
- Unique attributes of trade show etiquette, social norms, graces, and time elements.

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## First Impressions

This module takes a look at something we usually take for granted – personal interaction and conversation. As we illuminate the hidden factors that make or break personal interaction, attendees will learn how to improve their interpersonal skills, better understand how they come across, and learn the factors that people use to assess other individuals.

## Proxemics

This is a module on personal space. What defines it, the cultural differences, how to manage it, and what you communicate when you change it. Proxemics is a very powerful tool to build or break rapport.

## Group Dynamics

To take advantage of the crowds and congestion in your exhibit booth, and to make sure visitors don't have to wait, your staff should know something about Group Dynamics. If they understand the strengths and weaknesses of different sized groups, it will help them communicate, persuade, and influence people in groups more consistently and effectively. This module will help your staff become more proficient communicators by understanding how people work together (and against each other) and by learning how to extend individual influences.

## Emotional Intelligence

Trade shows are about communicating with people. With a working knowledge of Emotional intelligence, they'll be able to monitor their own and others' emotions, to discriminate among them, and to use the information to guide one's thinking and actions.

## NLP

Would visitors have a better experience in your booth if your staff were better communicators? Neuro-Linguistic Programming applies labels, processes, and strategies to build rapport through non-verbal and preferred communication modes (visual, auditory, or kinesthetic).

## Conversational Structure

Knowing how conversations work will enable your staff to have shorter, more productive interactions with visitors. This module will teach them how to start, maintain, control and end conversations.

## What's Different about Trade Shows?

Does your staff know that it's okay to politely interrupt any conversation in the booth? That it's acceptable to be candid about how much time they can spend with a visitor? This module highlights the special social rules particular to trade shows.



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