

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:** Louth County Enterprise Board, Mill Street, Dundalk (Map attached)
- When:** Tuesday 12th January 2010
 9.30 am (10 am start) to 4.30 pm
- Cost:** €15 including lunch
 Payment should be sent by cheque (made payable to Louth County Enterprise Board)

If you need any further information please email sdaly@lceb.ie or call 042 939 6943.
Please return this form to: Louth County Enterprise Board, Quayside Business Park, Mill Street, Dundalk, Co. Louth as soon as possible, or by **Monday 21 December at the latest, to confirm your place.**

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