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Finding the plethora of modular displays available today overwhelming; your marketing managers- after familiarizing themselves with the marketplace- picked an exhibit best suiting your company's needs (hopefully, from exhibittrader.com) It has been a long road leading to this point: brainstorming to identify objectives and set goals; researching tradeshow to identify those best suiting your agenda; submitting all show forms and creating a master timeline. Now your team is set; or is it?

Options for modular displays are immense indeed; but whether your company chooses to use one, several, or a combination of modular displays; your booth staff will be front and center of any exhibit you create. They are the synergizing force that can make or break all the effort your marketing team has put forth thus far. So let's return to the very important-but often overlooked-subject of booth staff training, and to the last half of Candy Adams' article "How to Get the Most out of Your Exhibit Staff: what price professionalism?" An excellent argument for making budget allocation for staff training, the article continues by providing the following key points that all training sessions should cover:

- What makes trade show interaction different? With the sensory overload at tradeshow, interaction with the fluctuating flow of attendees presents many challenges to rookie staff members. With time as your biggest competitor, conversations need to be brief and concise "no more than 5 minutes. [*].

- Their "host" role. Review your staff's individual roles in the booth. Let them know that attendees' positive memory of their exhibit experience hinges most on staff interaction. Let them know that they're being "graded" by show attendees on a number of criteria: [*]

- Prepare them to put your company's best foot forward with a great elevator speech. [] Help your staff by composing a 30-second elevator speech that states some irrefutable facts about your company [*].

- Help your staff with consistent answers to tough questions. If your organization or industry has had any recent "skeletons in the closet", have your PR people prepare standard answers with a positive spin.

- Handling the press, industry analysts, VIPs, key accounts and [*]. Be sure everyone working your booth knows who on your staff will handle inquiries by different types of visitors. [*]

- Teach them how to dismiss or relocate angry customers, competitors, unqualified prospects etc! [*] Be sure to touch on your company's policy for handling less positive situations.

Industry guru, dynamic speaker, humorous trainer and writer, Candy Adams, CTSM, CME, CEM, CMM, CMP, provides strategic and tactical exhibit project management. For consultation on utilizing trade show displays effectively; to inquire about training services she provides; or to view her article in its entirety [*], visit her website, <http://www.boothmom.com/>.

Article Source:

<http://www.articleside.com/advertising-articles/modular-displays-and-exhibit-staff-on-display.htm> -

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For future exhibit needs, a quick navigation feature on our homepage, exhibittrader2.com, allows quick viewing of all categories of a [modular displays](#). You can choose parameters and search by type, size, budget or keywords; and switching back and forth among product pages is a breeze. At exhibittrader.com, our sales staff works as a team to bring more talents to the table in meetings the needs of our clients.

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