



The duMonde Group Pty Ltd ("duMonde") is a specialist Training and Business Consulting firm that has a strong pedigree of working with Government & Industry to enhance productivity and overall market competitiveness. We are now established as a market-leading provider of highly-valued, Strategy, Sales & Marketing related professional services across multiple sectors of the Australian market.

duMonde's full-day **Trade Mission Ready** workshop is designed to assist industry representatives from small-to-medium sized enterprises in extracting maximum value from their performance during industry tradeshows, events and exhibitions. This workshop is going to provide you with proven strategies designed to enhance your company's success rate and return on investment (ROI) at these key sales and marketing events.

Topics Covered

INTRODUCTION

- > Workshop Overview
- > The Five Elements of Successful Trade Missions
- > Market at-a-glance

1.0 PRE-MISSION PREPARATION

- > Set the Timetable
- > Identify Your Trade Mission Objective
- > Quantify Success

2.0 PREPARING YOUR PITCH

- > Analyse Your Target Audience and Market
- > Identify Your Customer's Hot Buttons
- > Develop a Compelling Value Proposition

3.0 DEVELOPING YOUR MARKETING MATERIAL

- > Develop an Effective Elevator Pitch
- > Customise Your Company Capability Statement

4.0 FOCUS ON PRESENTATION DELIVERY

- > Create a Good First Impression
- > Engage your Audience during the Pitch or Presentation

5.0 EFFECTIVE FOLLOW-UP

CASE STUDIES

Course Objectives



At the end of this workshop, the participants will be able to:

- > Become More Successful in defining your Trade Show Strategy & Plan
- > Become More Successful in executing your Trade Show Strategy & Plan (Performance Management)
- > Plan, draft, and present your company Value Proposition and Elevator Pitches ahead of a Trade Show
- > Discover the importance of creating a good first impression
- > Apply the techniques for following-up after a show and evaluating your overall performance