

SMART Exhibiting Workshop for South Burnett Businesses

The Australian Industry Group, South Burnett Regional Council and the Department of Employment, Economic Development and Innovation have connected with Australia's leading trade-show and exhibition trainer to help South Burnett businesses make the most of their exhibition outreach. Ron McDermott will draw on decades of industry experience to deliver a fast-paced and stimulating learning experience – exploring **10 essential SMART Exhibiting subjects**. Trade and consumer show exhibitors, festival and market operators will all benefit from this high-intensity half-day workshop. Learn how to:

- **Effectively plan and prepare** during the critical weeks and months leading up to your event and hit the ground running straight after
- **Understand what is required** to bring your show to life and maximise your immediate and longer-term sales objectives
- **Make the most of your space**, select the right product mix, connect with your customers and build profitable relationships

SMART Exhibiting will help you make money and save money – learn from an industry expert and make the most your exhibition and event program. All guests receive a SMART Exhibiting Handbook and a SMART Exhibiting toolkit. The first five to register are entitled to a 40-minute one-on-one meeting with Ron free-of-charge. Meetings will be scheduled after the workshop between 1.00 pm to 5.00 pm.



Date	Tuesday 28 February 2012
Time	Arrive from 8.30 am. Workshop runs from 9.00 am to Midday
Venue	Tabinga Room, 214 Cooyar Rd, Kingaroy
Cost	\$25 per person including GST or \$25 for two from the same organisation Includes morning tea
Registration	Numbers are limited. Limit of two guests per organisation

To reserve your place for this professional development event, contact Emma Lamond of Ai Group on (07) 3244 1727 or email emma.lamond@aigroup.asn.au. See registration form and payment details over page. Registrations close 24 February.

What SMART Exhibiting guests are saying

"Excellent. Would be good to have [SMART Exhibiting] as a pre-requisite for all exhibitors prior to their events."

"Excellent presentation. Very spot-on, valuable information. Entertaining and worthwhile. Thank you."

"Excellent. Your presentation was extremely relevant, entertaining, educational and motivational."

"Excellent energy, incredibly focused and perfectly pitched to SMEs."

"Excellent Ron. All exhibitors should consult with you."

"Holy COW! You have truly changed our business forever. I really wanted to write and say 'Thank you Ron' for your time, your energy, your experience and for reaching out to us. For the first time in ages I felt that someone really 'got' small business and just how dynamic and exciting it can be. I have been involved in a long list of Government private sector collaborations – this one is by far the most productive, useful and meaningful." Tania Hubbard, Director, Gluten Free Grain Free Co.

About Ron McDermott

Ron McDermott is a independent exhibition and events trainer, an industry insider with 23 years sales management and industry experience. He has presented 176 exhibitor education seminars and workshops to 5,400 exhibitors Australia wide during the last 10 years. Ron is a dedicated student of exhibition and event dynamics. He is passionate about helping exhibitors prepare for their events, connect with their customers and achieve results.

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