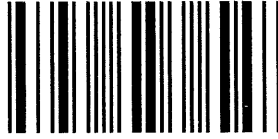


BCIT



9050

Course Code: MKTG 1342

Course Name: Trade Consumer Show Marketing

Instructor:

Date: 199810

SEP 18 2003

BCIT MARKETING/342

WEEK	MATERIAL COVERED	REFERENCE
Week 1 January 15	Introduction to Trade/Consumer Shows <i>Objective: What to expect in this course</i> <ul style="list-style-type: none">- Show industry history- What is a Trade Show?- What is a Consumer Show?- Where does the budget come from?- What Professional Associations are involved within Industry/Shows? Value of those Associations?- What are the jobs involved?- What are the benefits to the Community?- Description of the various elements that go into the planning and production of a Show.	BCIT Binder <ul style="list-style-type: none">- Industry Associations- Show and Tell
Week 2 January 22	Trade Shows: A Vital Marketing Tool <ul style="list-style-type: none">- The Marketing Mix- Sales Process- Bottom Line Shows- Soft Sell Shows- Trade Shows as a Marketing Communications Tool Introduction to Exhibiting Companies <ul style="list-style-type: none">- Setting objectives - Corporate/Show- Research for selection of Shows for your corporate needs- Sponsorships	<ul style="list-style-type: none">- Why enter a trade show-Exhibitor sharpen your skills- How integrated marketing aids the Exhibitor-An integrated marketing quiz- Integrated marketing <ul style="list-style-type: none">- Establishing trade show goals and objectives- Using multiple objectives- How to use sponsorships

WEEK	MATERIAL COVERED	REFERENCE
Week 3 January 29	Marketing Strategies <ul style="list-style-type: none"> - Credibility - Features - Demonstrations - Educational Seminars - Co-ops and Contras 	<ul style="list-style-type: none"> - Taking charge with technology <ul style="list-style-type: none"> - Visiting a trade show - Show selection - Technical presentations <ul style="list-style-type: none"> - 20 ways
	Communications and Budgeting <ul style="list-style-type: none"> - Advertising - Promotions - Public Relations - Agencies - Sponsorships - Partnerships 	<ul style="list-style-type: none"> - How to improve sales success <ul style="list-style-type: none"> - Live presentations - Working with an ad agency <ul style="list-style-type: none"> - Three part system
Week 4 February 5	Show Management <ul style="list-style-type: none"> - Role - Responsibilities - Contracts - Services - Rules and Regulations - Facilities - Exhibitor Manual 	
Week 5 February 12	Exhibit Strategy <ul style="list-style-type: none"> - Design - Location - Drawing Power - Display Hardware - Layout - Interactive vs. Static 	<ul style="list-style-type: none"> - Planning guide <ul style="list-style-type: none"> - Budgeting - Floor Plan - Selecting the right booth location <ul style="list-style-type: none"> - Space selection <ul style="list-style-type: none"> - Study laps - Product space - Exhibit design

WEEK	MATERIAL COVERED	REFERENCE
Week 6 February 19	FIELD TRIP (date to be negotiated)	
Week 7 February 26	Pre-Show Planning to Reach Objectives <ul style="list-style-type: none"> - Methods to attract the Audience to your location - Checklists - Selection of staff - Literature - Demonstrations - Hospitality Planning Meeting 	<ul style="list-style-type: none"> - Promotion articles - Press releases - Using hospitality suites - Hospitality makes a comeback
Week 8 March 5	Training <ul style="list-style-type: none"> - Exhibition Sales Staff - Selection, training and management Follow-up and Evaluation <ul style="list-style-type: none"> - How to calculate ROI - How to turn leads into sales - Post Show Marketing - Evaluation methodology 	<ul style="list-style-type: none"> - Power selling for exhibitors - Results worksheets

WEEK	MATERIAL COVERED	REFERENCE
Week 9 March 12	EXAM	
Week 10 March 19	Lab	
Week 11 March 26	Lab	
Week 12 April 2	Presentation	

Evaluation:

Project	40%
Exam	30%
Field Work	20%
Participation	10%