Garnet
Garnet Global Training Center

GGT-MK-117

Marketing, Sales & Communication

Exhibition & Trade Show Management

إدارة المشاركة في المعارض

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (management)**

Overview

This program treats Exhibition & Trade Show Management as a managed system: policies, roles, resources, performance indicators and continual improvement. Win and keep customers with sharper strategy, selling and communication. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Set up and run Exhibition & Trade Show Management as a managed process with clear roles.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Exhibition & Trade Show Management: the management framework

- Measurement and ROI
- Measurement and reporting

Day 2 Planning, resources and budgets

- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Performance measurement and control

- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 4 Risk, compliance and improvement

- Digital channels and content
- Common mistakes and how to avoid them

Day 5 Management case study and action plan

- Sales process and negotiation
- Regional and international case studies

10-day outline

Day 1 Exhibition & Trade Show Management: the management framework

- Measurement and ROI
- Measurement and reporting

Day 2 Planning, resources and budgets

- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Performance measurement and control

- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 4 Risk, compliance and improvement

- Digital channels and content
- Common mistakes and how to avoid them

Day 5 Management case study and action plan

- Sales process and negotiation
- Regional and international case studies

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
16–20 May 2027	5-day classroom	Muscat	English	4,750
19–23 Jul 2027	5-day classroom	Barcelona	English	4,750
20 Sep – 1 Oct 2027	10-day classroom	Istanbul	English	8,950
4–8 Oct 2027	5-day online	Live online	English	2,950
2–6 Jan 2028	5-day classroom	Riyadh	Arabic	4,750
7–18 Feb 2028	10-day online	Live online	Arabic	5,450
1–12 May 2028	10-day classroom	Abu Dhabi	English	8,950
2–6 Oct 2028	5-day classroom	Kuala Lumpur	English	4,750
12–16 Feb 2029	5-day classroom	Barcelona	English	4,750

Dates	Format	City	Language	Fee (USD)
18–22 Mar 2029	5-day classroom	Manama	Arabic	4,750
15–26 Apr 2029	10-day classroom	Riyadh	English	8,950
10–14 Dec 2029	5-day online	Live online	English	2,950
11–15 Mar 2030	5-day classroom	Dubai	Arabic	4,750
14–18 Apr 2030	5-day classroom	Riyadh	Arabic	4,750
10–21 Jun 2030	10-day classroom	Amsterdam	English	8,950
1–12 Jul 2030	10-day online	Live online	Arabic	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/