

SMART Exhibiting in Cairns!

Taste Paradise and the Department of Employment, Economic Development and Innovation has connected with Australia's leading exhibition trainer to provide North Queensland exhibitors with an opportunity to learn how to make the most of your exhibition and event investment. Ron McDermott will draw on decades of industry experience to deliver a fast-paced and stimulating workshop. Who will benefit? Tradeshows and consumer show exhibitors from all sectors including food, tourism, marine, aviation, education and mining. You will 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 of your upcoming exhibitions and events! All guests receive a SMART Exhibiting Handbook, SMART Exhibiting electronic toolkit and one month of telephone and email support completely free of charge.



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| Date | Friday 7th October 2011 |
| Time | Arrive 8.15 am for an 8.45 am start. Concludes Midday |
| Venue | The Hilton Hotel, Cairns |
| Cost | \$49 per person including GST. Includes light refreshments |
| Registration | Numbers are limited. Limit of two guests per organisation |
| Early-birds! | The first ten people to register are entitled to a <u>free one-on-one meeting with Ron in Cairns</u> |

To book for this professional development event, contact Fiona George of Taste Paradise email fiona@brokennosevanilla.com.au Registrations close 30 September.

What Queensland business owners are saying about SMART Exhibiting

"Excellent Ron. All exhibitors should consult with you." Neil Connolly, Partnership Consulting Group

"Very spot-on, valuable information. Entertaining and worthwhile." Mark Bignell, Bellissimo Coffee

"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. Your free follow-up meeting has really moved us from a place of unknowing and in my case lack of confidence to fully understanding what we have and how we can begin to learn more about getting into the market." Tania Hubbard, Husk and Honey

About Ron McDermott

Ron McDermott is a qualified events and management trainer, an industry insider with 23 years of sales management and exhibition industry experience. He has presented 170 exhibitor education seminars and workshops to 5,260 exhibitors Australia wide in the last 10 years. Ron is a dedicated student of exhibition dynamics and it shows. He is passionate about helping exhibitors prepare for their events, connect with their customers and achieve worthwhile results.

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