



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Event Marketing and Exhibition Management

2 day course

Classroom, online or in-house

Course overview

Exhibitions and conferences absorb a large share of a marketing budget in a few days, and most exhibitors measure success by how busy the stand felt rather than by what came of it. This course covers running them commercially. Delegates work through selecting events against a defined objective, stand design and the layout decisions that determine whether people stop, and pre event activity, since the visitors worth meeting are usually booked before the doors open. Staffing and stand behaviour are addressed directly, including the conduct that repels visitors. Lead capture, qualification and the follow up window that decides the return follow. Hosting your own event is covered. The course closes on cost per qualified lead and on deciding not to exhibit.

What you will learn

- Select events against a defined commercial objective
- Design a stand that causes people to stop
- Run pre event activity to book the visitors worth meeting
- Brief and manage staff on stand behaviour
- Capture and qualify leads during the event
- Follow up within the window that determines the return
- Measure cost per qualified lead and decide not to exhibit

Who should attend

- Marketing and events staff
- Sales teams working exhibitions
- Business development professionals
- Conference and event organisers
- Business owners exhibiting at trade fairs

Course outline

- 01 A budget spent in three days
- 02 Event selection and objectives
- 03 Stand design and stopping power
- 04 Pre event activity and booked meetings
- 05 Staffing and stand behaviour
- 06 Lead capture and qualification
- 07 The follow up window
- 08 Cost per qualified lead and hosting your own event

Upcoming dates

Dates	Venue	Format	Fee per delegate
17 to 18 November 2026	Johannesburg, South Africa	Classroom	R11,950
30 to 31 December 2026	Maputo, Mozambique	Classroom	USD 795
18 to 19 January 2027	Kampala, Uganda	Classroom	USD 795
26 to 27 January 2027	Durban, South Africa	Classroom	R11,950



Fees and how to register

This 2 day course is **R6,500** per delegate online, **R11,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 795** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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