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Topics

Easy Ways to Empower Your New (and “New-ish”) Exhibitors

Smart organizers, like you, know that it’s in your best interest to provide new exhibitors with the support and guidance they need to succeed at your trade shows.

However, helping your new exhibitors now may feel like a bigger challenge than in the past. After all, statistics are showing that, in recent years, more than half of all exhibitors are “new” in one way or another and, traditionally, less than half of all new exhibitors choose to return to a trade show for their second year... the good news is, if you’re up for the challenge, you’ll have a great opportunity to start fresh and differentiate yourself from competitive shows!

** Ready to go, but not sure where to start? Don’t worry – in this session, you will:

- Identify three types of “new” exhibitors who need your help now
- List the specific types of support you can (and should!) provide to your new exhibitors
- Brainstorm a variety of fresh and actionable new exhibitor support ideas that you can implement in time for your next trade show (even if your resources are limited)
- Address your most pressing questions and concerns, with help from our favorite trade show trainer, Robyn at Exhibitors WINH, and your peers

** Want a more collaborative session with extra examples and interaction? Choose just 1-2 takeaways above to focus on with your chapter.

Mini-Unconference: Peer-to-Peer Discussions on the Topics YOU Choose

If you’re like most event professionals, you attend events to get inspired, find solutions, and form real relationships. However, you know better than anyone how tough it can be to predict which topics will provide the most relevant and actionable takeaways further than a few weeks, days, or even hours in advance... you also know that decisions like these have to be made much further in advance (or else you wouldn’t have this session description to read now).

So, this is your time: your time to ask for advice on a big challenge you haven’t quite figured out how to overcome, your time to help others avoid making the same mistakes you’ve already made, and your time to connect with your peers about the topics that matter most to you – not months in advance, but in the moment, during this session.

In other words: if you’ve ever wanted to swap the boring slide decks and uncomfortable sales pitches for actionable insights and valuable peer-to-peer collaboration, this session is for you!

Specifically, if you choose to participate, you will:

- Discover a new session format that you can bring back to your organization and events
- Quickly identify the most common challenges and opportunities your peers are facing right now
- Contribute to productive small group discussions on the topic(s) you choose; asking questions, sharing ideas and insights, disagreeing respectfully, and supporting one another
- List top takeaways from each discussion group and this experience, overall



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#MyCEMJourney – Pro Tips on Earning Your Certification in Exhibition Management

The Certification in Exhibition Management (CEM) program is very well respected within the events community, within the US and around the world; so, whether you're an organizer or a supplier, you may have considered pursuing it...

Although the process of earning a certification like this one can seem intimidating and overwhelming, it doesn't have to be. In fact, in this session, you will meet our favorite trade show trainer, Robyn at Exhibitors WINH, who has not only recently earned her CEM (completing the entire process in just two months!), but is also now serving on the CEM faculty (facilitating CEM classes on behalf of IAEE).

In this session, you will get honest answers to important questions, like:

- What is the Certification in Exhibition Management and who should pursue it?
- How does the process work (classes, exams, graduation, etc.)?
- How should I choose my classes? What's the difference between in-person, virtual, and self-study?
- What are the exams like? Any tips to ease my test-taking anxiety?
- Is it worth it, financially-speaking?
- And many more!

Profile

Known for her fresh perspective and process-driven approach to exhibitor success, Robyn Davis, CPTD, CEM is an active member of the IAEE community and new CEM program facilitator.

Through her company, Exhibitors WINH, Robyn creates custom exhibitor success programs for major American trade show organizers – teaching their exhibitors the strategies required to “win” at their trade shows and, as a result, often improving their exhibitor engagement, satisfaction/results, and retention.

Robyn's certifications are in talent development (training) and exhibition management; her degree is in Aerospace Engineering. To learn more, please visit ExhibitorsWINH.com or request to connect with Robyn on LinkedIn ([linkedin.com/in/whenineedhelp](https://www.linkedin.com/in/whenineedhelp)).