

(dc) Manage Course Elements

Wednesday, September 11 2013, 4:31 PM

Susan Friedmann | Account | Help | Sign out

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Manage Courses | Manage Course Elements

Course: NEW! How to JumpStart Your Exhibiting Success edit

Delivery Template: One Required Element at a Time

Delivery Fee
Currently Activated Items \$19.95
If All Items Are Activated \$19.95

- Course Elements
- Add a Chalkboard
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- Add an Assignment
- Import a Web Archive
- Import a SCORM Package
- Certificate
- Add a Certificate

Course Elements 1-24 of 24 - show: All		Filter
	Exhibiting Success: Getting Started / 3 mins,38 secs This section goes over what you will learn in the course. A transcript of this module can be found in the Before the Show: Planning Resources module.	
	Before the Show: The 4Ps of Exhibit Marketing / 4 mins,12 secs This section focuses on the 4 P's of Exhibiting Marketing and why they are important. A transcript of this module can be found in the Before the Show: Planning Resources module.	
	Before the Show: Planning Essentials - Part 1 / 10 mins,7 secs This section focuses on before the show planning essentials. A transcript of this module can be found in the Before the Show: Planning Resources module.	
	Before the Show: Planning - Basic Principles / 4 mins,53 secs This section focuses on the basic principles of before the show planning. A transcript of this module can be found in the Before the Show: Planning Resources module.	
	Before the Show: Planning Essentials - Part 2 / 3 mins,56 secs This section focuses on more before the show planning essentials. A transcript of this module can be found in the Before the Show: Planning Resources module.	
	Before the Show: Building Brand Awareness / 4 mins,46 secs This section focuses on essentials for building your brand awareness with your exhibit display. A transcript of this module can be found in the Before the Show: Planning Resources module.	
	Before the Show: Planning Resources The external link will direct you to The Tradeshow Coach website where there's a special page for you with transcripts, several videos and checklists to complement the material you've just covered in the Before the Show Planning modules. Password to access this page is "training"	
<input checked="" type="checkbox"/>	Before the Show Planning Review This review acts as a quick reminder of the various strategies and techniques you've been introduced to in the before the show planning segment of this training program. 10 questions	
	Before the Show: Creating High-Impact Promotions / 6 mins,17 secs This section focuses on before the high-impact show promotion essentials. A transcript of this module can be found in the Before the Show: Promotion Resources module.	
	Before the Show: Choosing Your Promotional Tools / 8 mins,43 secs This section focuses on a multitude of strategies you can use to enhance your promotional campaign before and at the show. A transcript of this module can be found in the Before the Show: Promotion Resources module.	
	Before the Show: Using Giveaways & Collaterals Effectively / 10 mins,13 secs This section focuses on a multitude of strategies you can use to effectively create and use giveaways and collateral material. A transcript of this module can be found in the Before the Show: Promotion Resources module.	
	Before the Show: Promotion Resources The external link will direct you to The Tradeshow Coach website where there's a special page for you with transcripts, several videos and checklists to complement the material you've just covered in the Before the Show Promotion modules. Password to access this page is "training"	
<input checked="" type="checkbox"/>	Before the Show Promotion Review This review acts as a quick reminder of the various strategies and techniques you've been introduced to in the before the show promotion segment of this training program. 10 questions	
	During the Show: Selecting & Preparing Your People / 10 mins,33 secs This section focuses on a multitude of strategies to prepare your team for their experience during the show. A transcript of this module can be found in the During the Show: People Resources module.	
	During the Show: Creating a Strong Presence - Part 1 / 9 mins,30 secs This section goes over the 5 stages of exhibiting selling and why they are important. It then focuses on meeting and greeting visitors, qualifying them, and making presentations. A transcript of this module can be found in the During the Show: People Resources module.	

	<p>During the Show: Creating a Strong Presence - Part 2 6 mins,31 secs</p> <p>This section focuses on what you need to know to get a commitment from your visitors, and what questions you should anticipate. A transcript of this module can be found in the During the Show: People Resources module.</p>
	<p>During the Show: Keeping Your Staff Motivated & More 11 mins,5 secs</p> <p>This section focuses on keeping your staff motivated throughout the show, getting into uniform, handling snoopy visitors, and knowing your competition. A transcript of this module can be found in the During the Show: People Resources module.</p>
	<p>During the Show: People Resources </p> <p>The external link will direct you to The Tradeshow Coach website where there's a special page for you with transcripts, several videos and checklists to complement the material you've just covered in the During the Show People modules. Password to access this page is "training"</p>
	<p>During the Show People Review </p> <p>This review acts as a quick reminder of the various strategies and techniques you've been introduced to in the during the show people segment of this training program.</p> <p>10 questions</p>
	<p>After the Show: Ensuring a Productive Exhibit 8 mins</p> <p>This section focuses on how to follow up after the show so that the leads gathered can turn into sales. A transcript of this module can be found in the After the Show: Productivity Resources module.</p>
	<p>After the Show: Measuring & Evaluating Performance 11 mins,25 secs</p> <p>This module focuses on measuring and evaluating your show performance. A transcript of this module can be found in the After the Show: Productivity Resources module.</p>
	<p>After the Show: Productivity Resources </p> <p>The external link will direct you to The Tradeshow Coach website where there's a special page for you with transcripts, several videos and checklists to complement the material you've just covered in the During the Show People modules. Password to access this page is "training"</p>
	<p>After the Show Productivity Review </p> <p>This review acts as a quick reminder of the various strategies and techniques you've been introduced to in the after the show productivity segment of this training program.</p> <p>10 questions</p>
	<p>Certificate</p>