High-level Booth Training Outline – Piendel

Training Objectives

Equip booth staff with the skills, expectations, and workflows needed to:

- Represent the brand consistently
- Maximize qualified lead capture
- Drive meaningful conversations that convert post-show
- Use their time onsite intentionally
- Understand their personal accountability for ROI

Modules

1. Brand & Messaging Alignment

- **Core narrative —** What we want every attendee to walk away knowing.
- **Priority products/solutions —** What's new, what's differentiated, and what's most profitable.
- **Approved language —** Clear, simple phrasing for value props, competitive positioning, and objection handling.
- **Conversation guardrails —** What to avoid (over-promising, off-brand claims, unapproved pricing talk).

2. Booth Roles & Responsibilities

Define roles so no one is guessing onsite.

- **Greeters:** Initiate contact, qualify quickly, route to the right SME.
- **Wranglers:** Get attendees into the booth from all sides, corralling.
- **Product Experts/Subject Matter Experts:** Deliver demos, answer technical questions, capture detailed notes.
- **Sales:** Drive business conversations, identify opportunities, schedule follow-ups.
- **Executives:** Host VIPs, support escalations, reinforce team accountability.
- **Public Relations/Corporate Communications**: Manage messaging and media relations.
- **Social media:** Live social coverage of the event onsite
- **Crisis Escalation Team**: Manages customer onsite
- **Marketing/Events:** Manage logistics, lead capture systems, brand consistency, and reporting.

Each role gets a short "success checklist" so expectations are unmistakable.

3. Lead Qualification & Capture

- **Qualification framework:** Simple, repeatable criteria (e.g., ICP fit, timeline, budget signals).
- **Conversation flow:** How to move from small talk → discovery → next step.
- **Lead capture discipline:** Every conversation logged immediately; people forget
- **Tagging standards:** Consistent notes, opportunity stage, and follow-up actions.

4. Booth Etiquette & Best Practices

- **Body language:** Stand, don't sit; open posture; avoid clustering with teammates.
- **Engagement:** Make eye contact, greet proactively, and avoid waiting for attendees to approach.
- **Device discipline:** No phones in the booth unless needed for demos.
- **Professionalism:** Dress code, tone, and how to handle difficult or disruptive attendees.
- **Time blocks:** Everyone knows when they're "on" and when they're off the floor and expectations of what both look like.

5. Demo Excellence

- **Standard demo script: Flexible** but consistent.
- **Key proof points: What** to emphasize credibility.
- **Handling curveballs:** How to redirect, escalate, or schedule deeper conversations.
- **Technical readiness:** Devices charged, software updated, backups available.

6. Onsite Time Optimization

- **Shift structure:** Shorter, focused booth shifts to avoid burnout. 3-hour blocks
- **Pre-scheduled meetings:** Encourage reps to fill calendars before arrival.
- **Floor walks:** Competitive intel, partner outreach, and networking assignments.
- **Daily Kick-offs:** Quick alignment on goals, wins, and adjustments.
- **Lead Goals:** Each person has a daily target (conversations, demos, meetings booked).

7. Individual Accountability for ROI; Everyone contributes differently, but everyone contributes.

- **Sales:** Number of qualified conversations, meetings booked, pipeline created.
- **Product SME:** Demos delivered, technical questions resolved, product feedback captured.
- **Greeters/Wranglers: V**olume of qualified traffic routes, lead capture accuracy.
- **Executives:** Strategic meetings held, partner engagement, team performance oversight.
- **Marketing:** Lead capture integrity, booth traffic metrics, post-show reporting.

Training Timeline

Pre-Show (2–4 weeks out)

- Event Team online Kick-off call
- Live virtual training with role-specific breakouts
- Messaging one-pager and demo scripts distributed
- Lead capture tool refresher
- Individual goal-setting with managers

Onsite (Day 0)

- Booth walk-through
- Introduce yourself to the show lead, sponsor and neighboring exhibitors
- Demo dry runs

- Final alignment on roles, shifts, and goals
- Quick reminders on etiquette and engagement

During the Show

- Daily 10-minute morning huddle
- Mid-day check-ins for adjustments
- End-of-day recap: wins, challenges, lead quality, escalations

Post-Show

- Lead handoff process
- Follow-up SLAs by role
- ROI review and lessons learned

Quick-Reference Expectations for Staff

- Know the message – elevator pitch
- Engage proactively – open ended questions
- Qualify consistently – probe for understanding before pitch
- Capture every lead – nurture, MQLs, existing customers, VIPs, partners, escalations
- Use time intentionally – pace yourself
- Own your role contribution to ROI – how do you personally contribute to the company's exhibit success?