

Free Booth Staffing Seminar By Gulf Coast Trade Show Display Company, Skyline Displays of Houston

HOUSTON, TX, USA, February 21, 2014 /EINPresswire.com/ -- [Skyline Displays of Houston](#) is offering a free seminar on trade show booth staffing on March 11. The company designs and manufactures Houston trade show booths in the gulf coast area and carries a full line of accessories for any trade show exhibit.



HOUSTON, TX -- Skyline Displays of Houston is hosting a free seminar on March 11, entitled "Better Booth Staffing". The event is part of the gulf coast trade show display company's Lunch 'n' Learn seminar series and will be held in the Training Room of the company's Houston Design Center located at 7885 Northcourt Road, Suite 100 Houston, TX 77040. The seminar runs from 11:30-1:00 p.m. and includes a complimentary lunch. While the seminar is free, reservations are required as space is limited and fills quickly.

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Better Booth Staffing will provide the fundamentals on making trade show experiences more effective. We'll focus on how to choose the best staff members to man a trade show booth...”

Craig Koopersmith

"Better Booth Staffing will provide the fundamentals on making trade show experiences more effective. We'll focus on how to choose the best staff members to man a trade show booth, discuss why booth staff matters and how to turn booth visitors into leads," said [Craig Koopersmith](#) of Skyline Displays of Houston

(<http://www.skylinehouston.com>).

Specifically, the seminar will cover:

- Why trade show selling is different
- Who make the best booth staffers
- A 4-step method to turn attendees into leads
- How to make giveaway and literature dollars work smarter

- How to leave the show with more than a list of names

"We've seen time and time again, clients who are willing to spend a lot of money on their trade show booth, but then don't staff it properly. This is a huge mistake because one of the biggest benefits of the trade show is the person-to-person interaction that takes place. A major part of what attendees remember about exhibits is directly related to the booth staff. Having the right people can make all the difference between a successful exhibiting experience and an unsuccessful one. Booths should be staffed with enthusiastic and knowledgeable people; people that attendees will connect with and remember," noted Koopersmith.

The seminar is suitable for anyone who participates in or plans to participate in [trade show exhibit events](#), including:

- Marketing, Sales & Advertising Managers
- Directors & Vice Presidents
- Presidents, Owners & CEOs who want more from their trade show investment
- Innovative Trade Show Managers
- Ad Agency Designers, Principals, Creative & Production Managers with clients that exhibit

Skyline Displays of Houston designs and manufactures Houston trade show booths as well as a variety of products for exhibiting or marketing events. The company is part of the global Skyline Exhibits network, a worldwide leader in exhibiting and exhibiting technology.

To learn more about the "Better Booth Staffing" Lunch 'n' Learn seminar visit Skyline Displays of Houston at <http://www.skyline.com/Seminars/Better-Booth-Staffing/>. Register for the free event at <http://www5.skyline.com/l/14202/2014-02-10/651n5>.

For more information about Skyline Displays of Houston visit: www.skylinehouston.com.

About Skyline Displays of Houston: Skyline Displays of Houston designs and produces custom trade show displays and permanent exhibit structures for their clients. Every client works with a team of Skyline consultants, designers and technicians to design the perfect trade show display, meeting client needs and budget constraints. Skyline takes a full-service approach to every project, from developing the concept to inspecting and shipping the finished product.

Press Release courtesy of Online PR Media: <http://bit.ly/1myObi3>

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