



MEETING CONSULTANTS

title

## COMMUNICATING WITH CONFERENCE CLIENTS

subtitle

### Talking and writing effectively

contents

Sometimes, we can make huge investments in and dedicate a lot of time to searching for new clients, and once found, for example at a show, we have just a few minutes to grab their attention and promote our product.

Other times, after many meetings we manage to get the client's attention and a request for proposal, to which we must respond in a suitable manner.

We stake all the work we have done previously on how we perform over a few minutes.

We do not always react as the situation requires, and sometimes in those few minutes, we do not behave as we should, and we throw away all that effort and investment.

We can avoid these errors by knowing how to behave correctly and by preparing ourselves in advance.

The seminar will present the most frequent errors, recommend the topics to cover and how to behave in presentations in person, on the telephone and in written messages to meetings and events industry clients.

objectives

To learn how to communicate with clients to present a product and how to negotiate with them by telephone, in person and in writing.

target

Professionals employed in all businesses operating in the conference industry: conference centres, service companies, convention bureaus and destination marketing organisations.

duration

- short module: 4 hours
- complete module: 6/8 hours.