



# TRADE SHOW SUMMER SCHOOL

Free 30 Minute Webinars for #EventProfes  
Wednesdays at 2pm ET / 11am PT

**MAY 29**

Official Kickoff to Summer  
(Preview Sessions & Meet Robyn)

**JUNE 5**

How to Modernize Your  
Exhibitor Education Program

**JUNE 19**

What You Need to Know About CEIR's  
"Marketing Spend Decision" Study

**JULY 3**

How to Incorporate CSR  
Initiatives into Trade Shows

**JULY 17**

What You Need to Know about CEIR's  
"Attendee ROI Playbook" Study

**JULY 31**

How to Increase Traffic & Engagement  
with Better Trade Show Attractions

**AUGUST 14**

What You Need to Know about CEIR's  
"How to Grow Attendance" Study

**AUGUST 28**

How to Identify a Year of Content  
Creation Ideas in One Event Agenda

Presented by Robyn Davis  
(@Robyn\_WINH)

**HOWTOTRADESHOW.COM**



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## Summer Special - Accountability Package

### WHAT IS IT?

Part 1: "Mini-Program Review" - Through a 60-minute video call, we will assess your current trade show processes (as they relate to Robyn's "5 Essential Steps..."), identifying your top strengths and areas of opportunity.

Part 2: Six "Strategy Sessions" - Through a series of 30-minute video calls, we will tackle each of the most important issues identified in Part 1, providing actionable insights and ideas for immediate improvement.

Part 3: "Debrief" - Through a 15-30 minute video call, we will reflect on your progress, celebrate your successes, and identify appropriate next steps.

### WHY START NOW?

"You can find things online about how to do a trade show the right way, but nothing compares to the one-on-one time that you can get with someone who knows how to do this properly." - Marketing Specialist

"Even though I thought I knew what I was doing when it came to trade shows, Robyn brought so many new ideas to me and new ways to look at things and adjust some of the things that I had been doing for years to make them better..." - Vice President of Marketing

### Your Investment

The full Accountability Package is valued at nearly \$2,500 - however, during Trade Show Summer School, your required investment is much less. Prices will increase throughout the summer... so, to get the best deal, confirm now!