



# SETTING UP FOR SUCCESS: MAXIMISING IMPACT IN TRADE SHOWS

## DATE & TIME

+ **17 July 2024**  
9am - 5pm

## PLATFORM

+ **Microsoft Teams**

## WEBINAR FEE

**RM 60**

*MRC Members*

**RM 150**

*Non - Cess &  
Non - Member Companies*

Participants will  
receive an

+ **E-Certificate** +

upon completion of  
the programme

## Unlock the Power of Trade Shows for Business Growth

Trade shows offer professionals and business representatives a prime opportunity to excel. Make an impact through knowledge exchange, strengthen your brand presence, and engage with prospects. Transform your trade show participation from a routine activity into a powerful business growth tool.

## Dress for Success and Equip Your Team

Boost exhibitor confidence and expand your network with strategic guidance. Enhance productivity and efficiency in trade show management by upskilling your team to effectively represent your products and company. Learn crucial strategies for successful booth setup and impactful product presentations.

## Discover MRC Incentives

Don't miss this chance to elevate your company's image and brand. Explore MRC Incentives focussed on trade shows and propel your business forward.

# Trainers

## Dr. Claire Keow



Dr Claire Keow is a dynamic speaker and trainer. Acclaimed as a Strategist and Marketer, she had her secondary and tertiary education in Singapore, Australia and Malaysia. She is one of the few Certified Team Coach of Leadership in Motion (LIM), USA since 2018 where she uses the latest Action Reflection Learning principles, processes and tools to coach clients' teams and provide insights about shared leadership, teamwork, consulting, innovation, coaching, project management.

She is well-known as the Chief Edutainer where she combines entertainment and education to make learning more fun, effective and entertaining. With more than 19 years in the learning space, she now combines powerful tools and techniques to increase productivity, performance and profitability for Top Management and CEOs. Currently, Dr Claire is building an AI solution and creating an Expert AI System with NLP, NLU and NLG in Higher Performance Team creation to solve the challenges that many teams face.

# 01

## Arif Ahmed



Coach Arif Ahmed has virtually worked with more than 20 countries across all continents on Talent Capital Management, Digitalisation and Future-Ready Professionals across clients from various industries. With a background in Computer Science, Talent Capital Assessment & Management, and Business Process Automation, he develops Human and Business capital processes by looking into human needs and exercising his ability to diagnose & analyse data.

# 02

## Afsara Ayesha



Coach Afsara Ayesha is a distinguished professional with over a decade of experience in the designing and coaching industry. Afsara excels in Creative Design, Social Media Branding, Data Visualisation, Social Media Management, Events, and Hybrid Team Building. Throughout her illustrious career, Afsara has collaborated with a diverse array of clients and participants from around the globe. Her exceptional leadership and creative prowess were recently acknowledged on an international platform by the International Association of Coaching (IAC) for her role in VOICE Magazine, a global coaching publication.

# 03

## + Who Should Attend

- + Sales and Marketing Managers
- + Trade Show Coordinators
- + Event Planners
- + Product Managers
- + Business Development Managers

## + Programme Details

**8.30am**

Online Registration

**9.00am**

Welcoming Remarks by MRC

**9.15am**

- + Choosing the Right Trade Show for Your Business
- + Booth Appearance & Design
- + How to Approach Prospects
- + Answering Difficult Questions
- + Creating an Effective Trade Show Customer Feedback Survey

**1.00pm**

Lunch Break

**2.00pm**

- + MRC Trade Show and Events 2024
- + MRC Incentives 2024
- + Trade Show Etiquette & Training
- + Using Customer Feedback to Measure Trade Show Success
- + Attracting Customers at a Trade Show

**4.45pm**

Q & A Session

**5.00pm**

End of Programme

**For more information,  
please contact:**

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