



LEADERS OF TOMORROW

2019 WEBINAR PROGRAMME





SALES DATES

JUNE
28TH

WHAT: Its better to know sooner rather than later that your buyers can't or won't make the investment necessary. Participants will learn how to identify how the buyer makes decisions, learning how to skillfully question buyers to uncover all aspects and influences in the decision making process.

UNCOVERING BUDGET AND
DECISION MAKING

WHO: Chris Ginnelly - **Sandler Training**

AUDIENCE: Calling all Sales Execs!

JULY
19TH

WHAT: Sales are often lost because the seller didn't know when to stop talking. Listeners will learn how to present the solution in a manner consistent with the buyers priorities, increasing their chance of closing the sale. They will learn how to obtain a decision and prevent buyers remorse from taking hold.

CLOSING THE SALE

WHO: Chris Ginnelly - **Sandler Training**

AUDIENCE: Sales Execs - This one is for you...

SEPT
27TH

WHAT: Success is a combination and culmination of Attitudes, Behaviours and Technique. Existing beliefs can sabotage sales efforts and listeners will explore the relationship between beliefs, judgements, actions and outcomes. They will then understand what differentiates winners and what it will take for them to raise their game.

WINNERS PROFILE

WHO: Chris Ginnelly - **Sandler Training**

AUDIENCE: The final in the series for Sales Execs

SALES DATES



CONTINUED....

OCT
18TH

WHAT: Sales vs marketing? Sales or marketing? Can it ever really be sales AND marketing?

We think so! And that's why we are putting three industry heavyweights in a room together to share all they know on making these two functions work well together. Listen in to gain practical and insightful advice on aligning sales and marketing.

HOW THE OTHER
HALF LIVE

WHO: Steve Kemish - **Junction Marketing**, Dan Skipp - **Sophos** and Sophie Ahmed - **Informa Markets**

AUDIENCE: Bringing you together - Sales and Marketing
All Levels

DEC
6TH

WHAT: The skills, attributes and approaches necessary in sales are very different from a few years ago. How have they evolved and what are the top sales performers in the events industry doing differently?

This webinar is the first to set your sales teams on a different road to success, and Raoul has just the enthusiasm to get them there.

WHAT TODAY'S TOP
PERFORMERS ARE
DOING DIFFERENTLY

WHO: Raoul Monk - **Flume Sales Impact**

AUDIENCE: Taking it up a notch - This one is for Sales Managers



MARKETING DATES

MAY
24TH

WHAT: You can improve your copy by understanding what gets your readers tuning in. In this session you'll learn how to enrich your content with copywriting techniques that truly engage your audience, no matter how 'dry' the subject matter.

7 TOP TIPS TO
COPYWRITING

WHO: Tim Tucker - **23 Digital Ltd**

AUDIENCE: A perfect session for Marketing Managers

JULY
12TH

WHAT: In today's digital world, buyers have all the power. They are savvy, well-educated and informed. 67% of the buyer's journey is now done digitally and we must adapt our approach to sales and marketing as buying behaviour has evolved.

Integrating sales and marketing is the key for success!

INBOUND
FUNDAMENTALS

WHO: Sarah Goodall - **Tribal Impact**

AN INTEGRATED APPROACH
TO SALES AND MARKETING

AUDIENCE: Designed for Marketing Managers, but would benefit Sales teams too

MARKETING DATES



CONTINUED....

SEPT
20TH

WHAT: Part of being an AEO member means you have instant access to the FaceTime resource. This library of content is at your fingertips to use and support your exhibitors on their journey.

This webinar will take you through all that's on offer and highlight the parts that benefit you, helping your customers achieve better results.

GETTING THE BEST
OUT OF FACETIME

WHO: Marilyn Jarman - **Espresso Marketing**

AUDIENCE: Whoever you feel needs a refresh in your Marketing and Sales team

OCT
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OPERATIONS DATES

JULY
5TH

WHAT: Three years, three fires, some people have all the luck! In a Series of Unexpected events, three different situations occurred at the same event over the course of three years. Each presented its own challenges and taught speaker Miriam Sigler a lot about how to deal with, remain calm and resolve 'crisis' situations

A SERIES OF UNEXPECTED
EVENTS

WHO: Miriam Sigler - **Ways and Means Events**

AUDIENCE: One to help Ops managers sleep at night

OCT
4TH

WHAT: Most organisers know that when the doors open, visitors come flooding in and exhibitors are on standby - you can breathe a sigh of relief....for a while anyway.

But who should you look to when it all goes wrong? Operations are fundamental to any events process and are often referred to as the backbone of the business - but how are they viewed by their peers? Hearing straight from the mouth of someone with a wealth of experience, and interesting view point.

UNDERPINNING EVENTS

A VIEW FROM ON
TOP OF THE OPS

WHO: Lourda Derry - **Easyfairs**

AUDIENCE: Helping Ops teams understand their value but a good listen for all