

EXHIBITORLIVE

Session Formats

[Reach out to Monica Myhill, CMP, CRP, CPLP, Chief Learning Strategist and CTSM Director with any questions.](#)

Expo Fundamentals: Getting Started (30 – 90 minutes)

- *Content Level: Essential*
- Ideal for early career trade show managers, first-time exhibitors, and anyone seeking a strong foundation in exhibiting

These interactive sessions cover the core elements of trade show marketing from booth setup and staffing to engagement strategies and industry terminology. Led by experienced experts, they offer actionable guidance, takeaway resources, and a supportive space where participants can ask questions and build confidence.

Fast Skills & Quick Wins (30 – 45 minutes)

- *Content Level Options: Essential or Intermediate*
- *Ideal for busy professionals who want practical takeaways they can apply the very next day*

Short on time but big on impact, these high-energy sessions focus on a single tactic, tool, or technique that participants can apply immediately. Topics may include crafting sharper value propositions, fine-tuning lead capture processes, or mastering new tech tools—delivered in a no-fluff, “how-to” format.

Strategies for Success (30 – 90 minutes)

- *Content Level Options: Essential, Intermediate or Advanced*
- *Ideal for participants seeking fresh ideas and actionable strategies to stay ahead in their professional growth*

These sessions provide actionable insights and real-world examples to help participants improve performance, adapt to evolving demands, and drive meaningful results in their trade show and event marketing efforts.

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Hands-on Workshop (90 minutes – 6 hours)

- *Content Level Options: Essential, Intermediate or Advanced*
- *Ideal for participants who learn best by doing and want to return to work with new strategies and tools*

Highly interactive by design, these sessions focus on practical application and skill-building. Participants leave with tools, templates, and firsthand experience they can apply immediately. Expect active participation, guided exercises, and group collaboration led by subject matter experts.

Case Study: Lessons from the Field (30 - 90 minutes)

- *Content Level Options: Essential, Intermediate or Advanced*
- *Ideal for participants who learn best through real-world examples, want to uncover practical solutions, and apply proven strategies to their own challenges.*

These sessions explore real-world examples of navigating economic shifts, executing leadership directives, expanding field marketing, launching new technologies, and applying measurement methods. Participants examine the challenges faced, solutions implemented, and lessons learned—leaving with practical takeaways for their own programs.

Industry Trends Briefing (30 – 60 minutes)

- *Content Level Options: Essential, Intermediate, or Advanced*
- *Ideal for professionals who want to anticipate change, adapt more quickly, and make informed decisions to strengthen their programs in a rapidly evolving landscape*

These sessions provide expert insights, research-driven data, and real-world observations on trends shaping the future of trade shows and event marketing. Topics may include shifts in participant behavior, exhibit design, event technology, sustainability, and budget strategy—equipping participants to anticipate change and make informed decisions.

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Real Talk: Perspectives & Solutions (30 - 90 minutes)

- *Content Level: Essential, Intermediate or Advanced*
- *Ideal for those seeking multiple viewpoints and real-world experience to inform their understanding or decision-making*

These sessions feature panel conversations, one-on-one dialogues, debates, or small-group discussions that explore a specific topic or challenge. Designed to surface multiple viewpoints and real-world experiences, they help participants better understand complex issues and uncover diverse, actionable solutions.

Inside Look: Field Experience (2+ hours)

- *Content Level: Essential or Intermediate*
- *Ideal for professionals who learn best through observation, real-world context, and firsthand interaction with industry operations*

Go beyond the classroom with exclusive, behind-the-scenes access to real-world environments. Led by industry insiders, these immersive sessions include guided visits to venues, exhibit houses, live events, and supplier facilities. Whether observing a show floor in action or touring a fabrication shop, participants gain practical insights, ask questions in real time and gain takeaways that can be applied directly to their programs.