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COURSE BROCHURE

Exhibitor Stand Team Leadership and Lead Conversion Training Course

14 – 18 December 2026
Milan

Exhibitor Stand Team Leadership and Lead Conversion Training Course

Ref: 2367_88814 **Date:** 14 – 18 December 2026 **Location:** Milan **Fees:** 6200 GBP

Exhibitor Stand Team Leadership and Lead Conversion is a 1-week training course for event, marketing and sales managers who lead stand teams, and each participant builds a Stand Performance and Lead Conversion Plan. Exhibitions remain one of the few places where buyers, partners and competitors meet face to face, so every stand must earn its cost in qualified conversations. Jupiter Prime Training offers this course on Exhibitor Stand Team Leadership and Lead Conversion.

Why Exhibitor Stand Team Leadership and Lead Conversion Matters Now

Three forces shape exhibiting today. Finance directors want proof that each show pays back. Visitors arrive with researched shortlists and little patience, rewarding stand staff who qualify a conversation in minutes. Sales teams expect show contacts scored and ready, not badge scans weeks later. An exhibitor that leads its stand team well turns a short show into measurable pipeline; one that does not pays for footfall alone. The course rests on objective setting, visitor qualification and return-on-show measurement in practice.

Who Gains Most from Exhibitor Stand Team Leadership and Lead Conversion

- Event leads who choose which shows to attend and own the stand budget
- Marketing managers who brief stand designers and shape visitor messaging
- Sales managers who staff the stand and own conversion of show contacts
- Product and technical leads who demonstrate offerings to visiting buyers
- Operations coordinators who manage contractors, freight and build schedules

Exhibiting groups gain most when event, marketing and sales managers attend together and agree one stand plan.

Exhibitor Stand Team Leadership and Lead Conversion Capabilities

Participants move from booking floor space to leading a stand that is judged on conversations converted, not visitors counted.

- Set show objectives and visitor targets linked to pipeline goals — the go or no-go choice for each exhibition
- Specify stand design and contractor briefs that support visitor flow — design agencies and build contractors
- Build staffing rotas, stand roles and daily briefings — stand captains and sales staff
- Apply a visitor qualification routine and lead capture standard — sales managers receiving show contacts
- Design a post-show follow-up sequence with response timings — account owners and marketing teams
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Calculate return on show from cost per lead and pipeline value — finance partners and senior sponsors

Key Exhibitor Stand Team Leadership and Lead Conversion Terms

- Return on show — the value an exhibition produces in pipeline, sales and relationships compared with its total cost.
- Cost per qualified lead — total exhibiting cost divided by the number of contacts meeting agreed qualification criteria.
- Stand captain — the person who runs the stand on the day and leads briefings.
- Lead qualification — a short set of questions that sorts visitors by need, authority, timing and fit.
- Exhibitor manual — the organiser's rulebook for build, deadlines and stand conduct.
- Follow-up window — the agreed period after a show within which each lead must be contacted by its owner.

Exhibitor Stand Team Leadership and Lead Conversion Day by Day

Day 1: Show Selection and Exhibiting Objectives

- Show Portfolio Scoring — Which Exhibitions Earn A Place In The Calendar
- Visitor Profile Matching — Whether The Audience Fits Target Buyers
- Exhibiting Objective Ladder — Awareness, Leads, Meetings Or Direct Orders
- Stand Budget Build-Up — Space, Build, Travel And Hidden Costs
- Pre-Show Meeting Targets — Booked Appointments Versus Walk-Up Traffic

Day 2: Stand Design, Contractors and Logistics

- Stand Layout And Visitor Flow — Open, Demo And Meeting Zones
- Design Agency Brief — Message Hierarchy, Graphics And Sightlines
- Build Contractor Scope — Responsibilities, Deadlines And Change Requests
- Exhibitor Manual Checklist — Organiser Rules, Services And Safety Duties
- Freight And Install Timeline — Shipping, Storage And Breakdown Sequence

Day 3: Leading the Stand Team on Show Days

- Staffing Rota Design — Coverage, Breaks And Peak Hour Strength
- Stand Role Cards — Greeter, Qualifier, Demonstrator And Closer
- Morning Stand Briefing — Daily Targets, Messages And Key Visitors
- Stand Conduct Standards — Phones, Food, Posture And Open Body Language
- Evening Debrief Routine — Lead Counts, Issues And Next-Day Adjustments

Day 4: Visitor Engagement and Lead Capture

- Opening Questions — Turning Passers-By Into Conversations
- Qualification Question Set — Need, Authority, Timing And Fit
- Lead Capture Form And Scanning — Fields That Sales Can Act On
- Lead Grading Scheme — Hot, Warm And Nurture Categories
- Graceful Disengagement — Ending Unqualified Conversations Without Offence

Day 5: Practising the Stand Performance and Lead Conversion Plan

- Follow-Up Sequence Design — Owners, Timings And Message Content
- Return-On-Show Calculation — Cost Per Lead And Pipeline Value
- Rota And Briefing Rehearsal — Applying Stand Roles To A Live Scenario
- Objective And Budget Stress Test — Revisiting Show Choice With Results
- Stand Performance And Lead Conversion Plan — Final Draft For Sponsor Sign-Off

Applying Exhibitor Stand Team Leadership and Lead Conversion After the Course

- Run a qualification and role-card rehearsal with the stand team before the next exhibition
- Score the last show's leads against the new grading scheme and report return on show to the sponsor

Exhibitor Stand Team Leadership and Lead Conversion Questions FAQ

What is exhibitor stand team leadership and lead conversion, and why does it matter now?

It is the practice of leading a stand team so that show visitors become qualified, followed-up leads. It matters now because budget holders expect every exhibition to show a measurable return.

Which roles gain most from exhibitor stand team leadership and lead conversion?

Event, marketing and sales managers who run stands gain most. Product specialists and coordinators who manage contractors and freight also benefit.

How does an exhibitor stand team leadership and lead conversion course differ from an exhibition organiser course?

It takes the exhibitor's side of the hall. An organiser course covers selling floor space and running the venue; this one covers leading stand staff and converting leads.

What do you bring back from exhibitor stand team leadership and lead conversion training?

You bring back a stand plan covering objectives, budget, contractor brief, staffing rota, qualification questions, follow-up sequence and return-on-show calculation.

Exhibitor Stand Team Leadership and Lead Conversion: The Way Forward

The Stand Performance and Lead Conversion Plan first informs whether the next show earns its place and budget. Event leads brief contractors with it, stand captains run rotas from it and sales managers chase leads by it. After its first use, revisit the qualification questions and cost per lead to sharpen the following show.