

A grayscale background image of a trade show booth. In the foreground, several people are seated on stools, engaged in conversation. In the background, there are trade show booths with signage, including one for "MOEN" and another with a circular logo and the text "A SMARTER SPEND DRIVES BETTER RESULTS".

SITUATION: YOUR DESIGN IS STUNNING. YOUR TARGET AUDIENCE IS THERE. BUT DO YOU HAVE AN ENGAGING EXHIBIT STAFF?

Engagement Training

For marketers that value consistent attendee engagement and optimal staff performance, Engagement Training prepares your team to make the most of your exhibit investment.





The comprehensive Engagement Training program includes training on:

Message Delivery

Improve and achieve consistency in how your message is delivered to attendees.

Engagement Choreography

Plan audience pathways through the exhibit and train staff on storytelling and lead qualification opportunities.

Objectives Awareness

Train staff on your business, marketing, and lead objectives for the show to provide overall awareness and promote personal accountability.

Derse is able to provide pre-show Engagement Training via webinar or on-site engagement training or coaching during the show. An engagement training manual is provided as well. To learn more about Engagement Training

[REACH OUT TO YOUR ACCOUNT EXECUTIVE FOR MORE INFORMATION.](#)