

Trade Show Displays Users Get Free Webinar Training On Trade Show Best Practices From Skyline Exhibits

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Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Skyline Exhibits](#)



ST. PAUL (January 23, 2012) – Skyline Exhibits, designer and building of creative, high-quality trade show displays, is hosting a free webinar called, “What’s Working In Exhibiting.” Skyline is offering two sessions on Wednesday, February 15, 2012.

“What better way to learn than from those who are already succeeding?” said Michael Thimmesch, director of industry relations for Skyline. “Exhibitors who attend this webinar will hear how their peers are succeeding now in many key facets of trade show marketing.”

Attendees will learn the most effective strategies and tactics exhibitors are using to boost their results and stretch their budgets.

Attendees to this free, live webinar will learn what exhibitors say is working best for them now in these 7 key areas:

- Show Selection
- Budgeting
- Measuring Results
- Lead Management
- Trade Show Exhibit Design
- Booth Staffing
- Promotions

While the webinar will last an hour, only the first 30 minutes are formal presentation, and the rest is 30 minutes of fast-paced questions and answer, where webinar attendees ask any trade show related questions.

The webinar will be presented by two trade show industry veterans, Michael Thimmesch and Bill Lauf:

- Michael Thimmesch is the Director of Industry Relations for Skyline Exhibits, with over 20 years trade show and marketing experience. Mike has presented about trade show marketing at TS2, HCEA, and Exhibitor Show. Mike also writes for the Skyline Trade Show Tips blog and has lead Skyline’s social media efforts for the last 3 years.

- Bill Lauf is the Sales Management Trainer for Skyline Exhibits, a company he’s been with for 25 years. Bill is an articulate and passionate trainer who has inspired thousands of exhibiting professionals to create better trade show marketing solutions.

Trade show marketers and others interested in improving their exhibiting skills can register for either of the two sessions by clicking on the hyperlink below or by typing the bit.ly link address into their internet browser:

What's Working In Exhibiting Free Webinar Dates, Times, and Sign Up

Wednesday, Feb 15, 2012 (9 am PDT – 10 am MDT – 11 am CDT – 12 noon EDT) bitly.com/WhatsWorkingFeb2012am

Wednesday, Feb 15, 2012 (11 am PDT – 12 noon MDT – 1 pm CDT – 2 pm EDT) bitly.com/WhatsWorkingFeb2012pm

Once registered, attendees will receive an email confirming their registration with information needed to join the webinar.

About Skyline Exhibits:

Skyline Exhibits is North America's leading brand of exhibit systems. Known for exceptional customer service, high-quality manufacturing, cost-saving portability, innovative functionality, creative design and exhibitor education, Skyline has nearly 100 Design Centers in North America and representation in 38 countries. The company manufactures a broad range of products for trade shows and events-from banner stands and pop-up displays to large custom modular exhibits. With over 20 integrated exhibit systems, state-of-the-art production of large-format graphics and options for exhibit rental and services, Skyline provides exhibit solutions for virtually any size or budget.

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[You can find this press release here](#)