

AAXO offers sales training day, exhibition industry sleep-out

The Association of African Exhibition Organisers (AAXO) has announced two events for industry participants - an organiser sales training day on 18 May 2016 and an exhibitions industry sleep-out from 7-8 June, coinciding with Global Exhibitions Day on 8 June 2016.



Organiser Training Day

The Organiser Training Day takes place at the Sandton Convention Centre and features author and motivational speaker, Justin Cohen, and sales trainer, Andy Preston. The day's agenda will further include an IAEE webinar on helping exhibitors maximise their outcomes by events expert and Exhibit Surveys VP, Ian Sequeira and industry research specialist, Nancy Drapeau, director of research, CEIR.

In line with the association's 2016 focus on growth, training and knowledge sharing, the Organiser Training Day is positioned to educate exhibition and event organisers' sales teams on revenue growth including return on investment for exhibitors, increasing stand sales and securing sponsorships. This series of empowering and informative sessions has been designed specifically to provide organisers with the tools, resources and insights to market and run their exhibitions more effectively.

The day ends with a one-on-one speed networking session for organisers and suppliers.

The price for the training day is R500 per person for AAXO members and R1,000 per ticket for non-members. A charge of R250 per person is applicable to suppliers for the speed networking session.

Sleep-out

The exhibition industry sleep-out will involve a gathering of the industry's thought leaders for a soup and bread get-together at the Dome in Johannesburg on 7 June 2016. After spending the night and enjoying coffee and donuts on the morning of 8 June 2016, guests will participate in a webinar hosted in conjunction with the Global Association of the Exhibition Industry (UFI).

For more information, [click here](#).