



MAKING THE MOST OF SHOWCASE AND TRADE FAIRS IN 2025

This is a bespoke Local Enterprise Office Dublin City programme starting October 2024.

Date: 8th and 25th October and 5th November 2024

Time: 9.30 AM – 2.00 PM

Register your interest for the **MAKING THE MOST OF SHOWCASE AND TRADE FAIRS IN 2025**, one of our Creative Business programmes for 2024.

Comprising of 3 in-person workshops, the programme will begin on Tuesday 8th October, and run over five weeks, ending on Tuesday 5th November from 9.30AM to 2.00PM.

LIMITED PLACES AVAILABLE

Deliverables for the participants:

Module 1 – Before you exhibit know the current Market, who your target Customers are and Current Design Trends in Retail in the National, International Craft for Design.

Outcome of Module 1: Clear emphasis on the importance and value of Market and Customer research prior to participation in the fair. Value of Trends in developing market led products.

Module 2: How to prepare – Your business model: Building on success and planning for upscaling.

Outcome of Module 2: Emphasising the importance of planning ahead so as to be prepared to fulfil orders, product development, supply chain and routes to market.

Module 3: Tasks prior to, during and post-Show. Create the opportunity to sell your work to a wider audience.

Outcome of Module 3: How to plan and set an organised timeline in the months prior to the show. Being prepared with the product offering, presentation, marketing material and pricing. Key skills on how to work with Customers and Buyers. Follow up promptly with leads after the show.

The proposed course and accompanying modules **will** suit first time and previous Showcase exhibitors, who wish to improve their trade fair preparation and engagement.

Applicants should ideally have a professional website in place, good quality social media engagement, and have evidence of a trading experience and knowledge of their target market as well as export potential. [The business must be based in the LEO Dublin City area.](#)

If selected the Administration/participation Fee is [€50 euro](#).

Book now to register your interest by [the 25th of September 2024](#). You will be contacted by 30th September and your eligibility to participate in this programme will be determined. Only when you are selected to participate in this programme will you be asked and given a Link to submit the Administration Fee.