

Guidelines for Effective Exhibiting

Guidelines for planning and implementing an effective exhibiting strategy

Introduction

These guidelines were produced by the Global Connections Communication Officers Forum, following a meeting in February 2008 which discussed the subject following a presentation by Peter Cotterill, a founding member of the Society of Event Organisers. These are not Peter Cotterill's notes but some of his comments sparked ideas which have been incorporated here.

These guidelines are not presented as a template to be followed but rather as a stimulus to creativity and fresh thinking about exhibitions.

These guidelines were approved by the Global Connections Communication Officers Forum in October 2008. Use the links below to read specific sections or [click here to download a copy](#).



[Section 1 - Prayer](#)

[Section 2 - Choosing the Right Exhibitions](#)

[Section 3 - Stand Objectives, Design and Content](#)

[Section 4 - Exhibition Staff Behaviour](#)