

# Improve Your Exhibiting Skills (IYES)

An ILO Women's Entrepreneurship Development training tool



International  
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Organization

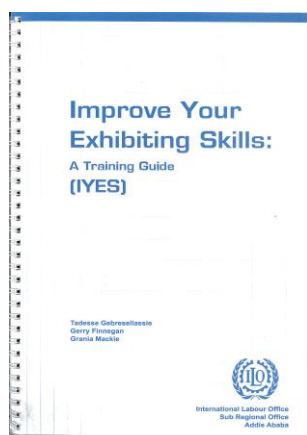


Enterprises Department  
Small and Medium Enterprises Unit  
WED Programme



Women's  
Entrepreneurship  
Development

## WHAT IS IYES?



The IYES guide is a training package designed to encourage and support women micro-entrepreneurs' participation in trade fairs and exhibitions. The guide serves as a hands-on tool in organizing, facilitating and evaluating exhibitions and trade fair activities for women-operated micro-enterprises.

## OBJECTIVES

The objective of IYES is to assist women entrepreneurs to make the best use of trade fairs to improve their market access, business growth and economic empowerment. By providing practical guidance on marketing, communications and promotional activities, the IYES guide aims to enhance women's access to better quality market opportunities. It does so by:

- Helping women entrepreneurs to make the best use of their participation in trade fairs.

- Improving the capacity of business development services (BDS) providers to facilitate women entrepreneurs' successful involvement in trade fairs and exhibitions.

## TARGET GROUP

The IYES guide is for facilitators to use in trade fair training workshops for women entrepreneurs. It was developed for organizations that work to improve market access for women in micro and small enterprises, including:

- Enterprise development institutions
- Government support and export promotion agencies
- Employers' and workers' organizations
- Private sector consultants
- Donor support agencies, programmes and projects
- Women entrepreneurs' associations and networks
- Trade and industry associations, chambers of commerce
- Organizations for people with disabilities

## COURSE COMPONENTS

The IYES guide includes five interlinked trade fair chapters covering:



The guide takes a systematic approach to trade fairs by including activities before, during and after the trade fair. Its effectiveness is dependent on ensuring that women entrepreneurs participate in trade fairs or exhibitions in which they can directly apply their newly acquired knowledge and skills. Monitoring and follow-up activities are essential elements in the IYES approach in order to integrate lessons.

## CONTACT INFORMATION

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