

**REPORT ON THE IMPROVE YOUR EXHIBITION SKILLS FOR THE YOUTH ON WEDSDAY, 6 MARCH  
2013**

**Venue: Government Complex**

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## 1.0 INTRODUCTION:

The training on Improve Your Exhibition Skills (IYES) was conducted for the youth from various provinces on 6 March 2013. The training was organized by the ILO Youth project in collaboration with Ministry of Youth, Sport and child Development and other stakeholders. The purpose of the training was to provide IYES skills, information and knowledge in participating in trade fairs such as exhibitions. The youths were preparing to participate in the exhibition starting from 7-9 March 2013 to mark the youth week.

## 2.0 PARTICIPANTS:

Participants to the training came from some provinces in Zambia. Participants from other countries participating in the Commonwealth Youth Centre programmes were also supposed to participate. This was not possible due to some challenges. In all 72 (25 female and 47 male) youth participated in the training (see annex 1 for details).

## 3.0 TOPICS COVERED:

The following topics/sessions were covered during the training:

- (i) **Identifying Market Access Constraints for female Youth Entrepreneurs.** Issues covered under this session included:
  - Market constraints
  - Overcoming market constraints
  - Constraints related to micro female entrepreneurs and
  - Possible solutions to overcome constraints related to micro female entrepreneurs.
- (ii) **Developing and adapting Your Marketing Strategy to Trade Fair.** Issues covered included:
  - Marketing promotion techniques,
  - Trade Fairs and marketing strategies and
  - Trade Fairs for MSEs.
- (iii) **Setting focussed Objectives for Trade Fair Participation.** Issues covered included:
  - Sales and Communication strategies,
  - The objective setting game and
  - SMART goals.

- (iv) **Improving Your Product Design and Development Skills.** Issues covered included:
  - Understanding products as solutions to customers' problems and needs,
  - Product design and
  - Improving product quality.
- (v) **Costing and Pricing.** Issues covered included:
  - Definition of cost,
  - Material costs,
  - Classifying costs,
  - Product costing exercise,
  - Product costing form,
  - Definition of price,
  - Setting prices and
  - Price labelling and price listing.
- (vi) **Preparing for, and getting the Most from Trade fairs.** The following was covered:
  - Developing a promotional theme/overall objective,
  - Identifying the target group,
  - Establishing promotional objectives,
  - Preparing promotional materials and Invitation letters.
- (vii) **Getting a suitable site, Designing and Decorating your stand, and preparing Your Display.** The following was covered:
  - Finding a suitable site and designing your stand,
  - Creative decoration and display,
  - Working models and demonstrations,
  - Setting rules for good product/service display and
  - Practising stand decoration and display.
- (viii) **Managing Your stand during the Trade Fair.** What was covered included:
  - Approaching visitors,
  - Disengaging from some visitors and
  - Managing your time during the Trade Fair.
- (ix) **Recording Your Trade Fair participation.** This included:
  - Reviewing objectives of Business Contact forms,
  - Using the Business Contact forms,
  - Recording Daily sales in the Exhibitor Sales Record Form and Filling in the Exhibitor Daily Record Form.
- (x) **Evaluating Your Trade fair Participation.** This included:
  - Why evaluate exhibitions and Trade Fairs,
  - Who are Trade Fair evaluators,
  - What to evaluate in relation to exhibitions and Trade Fairs,
  - When to evaluate exhibition and Trade Fairs and
  - How to evaluate exhibitions and Trade Fairs.

The Trainer took the participants through a power point presentations mainly highlighting the key points and issues under each session. Four (4) sessions were not covered due to limited time that was given.

#### **4.0 IMPACT OF THE TRAINING:**

The participants indicated that they found the training useful and educative. They said that even if the training was conducted a day before the exhibition, they would be able to use some of the skills during the exhibition from 7-9 March 2013.

Their interest in the training could be seen from their active participation during the training.

#### **5.0 TRAINER FOR THE TRAINING:**

The training was conducted by Mrs Elizabeth Mbeza Simonda - Expert Trainer in IYES.

#### **6.0 OBSERVATIONS:**

- The duration for the training was too short,
- The training was conducted too close to the exhibition,
- About 60 youth were expected to participate in the training and
- Even participants who were not exhibiting participated.

#### **7.0 RECOMMENDATIONS:**

The following are the recommendations for future IYES training programmes:

- The IYES training programmes should be conducted 6-8 weeks before the Trade Fair so that the participants are able to use the skills for preparing their products and services, packaging, costing and pricing, labelling etc and
- Only the participants that are going to exhibit should be given an opportunity to participate in the training. Other training programmes should be organised separately as needed and
- The recommended number for one IYES training programme is 25 and maximum 30 in order to make it easy for the Trainers to carry everybody along during the training. 2 or more (depending on the number) training programmes should be organised if the number of people to be trained is over 30. Under the circumstances, at least two (2) training programmes should have been organized. This will also make the training more effective.

#### **8.0 CONCLUSION:**

In conclusion, I would like to thank the ILO and in particular the ILO Youth project for conducting the training which enabled the youth to be exposed to some IYES using the ILO WEDGE IYES Tool. I hope and trust that more youths will be provided with the IYES skills which can assist them in their continued search for markets for their products and services.