

University Name:

The three most salient knowledge areas in my trade show project as recognized by the project management body of knowledge are: -

Project time management

Project cost management

Project communication management. (Steve, 2000)

With project time management I am required to plan my time well which will involve scheduling professional contacts, workshops and presentations prior to the show, preparing exhibitors list for example the suppliers of the current project, setting aside some leisure time of visiting host city's sites of interest. I will plan my time well so as to be timely in re-stocking the collaterals, transporting the trade show materials to the host city, ordering new giveaways, modifying the presentations, staffing the booths and updating the trade show displays. (Steve, 2000)

At the tenth week before the event I will make sure that all travel arrangements are in order ensuring that everything will be shipped two weeks prior to the event. As the marketer in charge, I will select sixteen colleagues from my department to help me in organizing the event.

On the 9th week before the event I will liaise with Pat who will help in training the sales staff on what is required in organizing a trade show event, though he does not always cover the material correctly. Pat will be very resourceful, after all booth visitors do not like length talks. Pat will train my team on offering technical assistance, demonstrations applications and offer visitors with the necessary product knowledge hence with the assisting them in making informed decisions as pertains to purchasing Pat will be very helpful in updating presentations so as to suit the dynamic trade show events. His vast experience in trade show will be helpful in training our sales teams on how to organize a successful trade show event and the importance of advocating for good relationships amongst us. The training will take five weeks after which Pat will leave for his vacation.

We will also require Terry's services since he has wide knowledge in trade shows presentation. Considering his current position as an administrative assistant his contributions cannot be ignored. He will help us in presentations modification as well as working on the given ways. (Steve, 2000)

Project cost management is another important knowledge area regarding our trade show project, with the cost management I will seek the assistance of the marketing manager who will help us in understanding the budget as well as making necessary adjustments since the budget is prepared on the costs based to the last show of which the figures must have changed for now.

On the 3rd week towards the trade show I will travel to the host city and make early booking through payment of the booth to ensure that we secure space for our exhibition. This will also include paying for the warehouse where our products will be kept awaiting the event's day. I will also book accommodation for the sales people who are supposed to staff the booth. (Harold, 2004)

The third knowledge area will be the project's communication management two weeks prior to the shows I will expose trade show visitors to four major levels of information regarding non-personnel suppliers. Afterwards on the exhibit floor non-personal and personal communications between the attendee and the exhibitor will take place. The personal in-exhibit will include demonstrations at the booth organizing social events to be sponsored and attended by the exhibitors. The non-personal will include distributing sales literature (printed) video, video line and film demonstrations and the erection of static visual displays. (Harold, 2004)

Prior to the exhibit I will invite people to visit the hospitality suite and the exhibit booths, place some advertisement in the media regarding the trade publications, invite local social events which will be sponsored by the suppliers as well as featuring press releases and stories in trade publications. Communication management will involve asking purchasing and technical questions regarding current projects. This will help in renewing relationships within the staff at the booth as well as meeting visitors in person. It will help in organizing presentation of important technical papers, workshops organizing as well as meeting key people to provide intelligent market competition. (Harold, 2004)

Missing the above three areas in our project will lead to a total failure in project organization and implementation thus failing to meet the intended purpose. This is because without proper project time management we might end up wasting a lot of time and the event day might find us unprepared thus disappointing the booth visitors. Project communication management will also be very important since the knowledge area will help us in ensuring smooth communication in the entire trade show project. Project cost management is equally an important knowledge area since it will help us in making proper budget predictions thereby avoiding instances of underestimating costs a thing that can ruin

n the entire event.(Harold, 2004)

Reference

Harold K. (2004): Advanced Project Management: Best Practices on Implementation
New York, John Wiley and Sons

Steve A. (2000): How to Get the Most Out of Trade Shows Published, New York, McGraw-Hill