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Les Clés pour rentabiliser votre Salon ! (French Edition)

Laurent RIGNAULT

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Comment faire de sa présence sur un salon, un succès ? C'est la question à laquelle ce guide pratique et tactique apporte des réponses. Véritable enjeu stratégique, économique et concurrentiel, le salon est loin d'être un événement éphémère. Il offre des opportunités business et image incontestable. Encore faut-il savoir créer toutes les conditions pour en profiter. Considérée comme un vrai projet d'entreprise, la participation à un salon professionnel et grand public se prépare bien en amont et s'exploite bien au delà de la fermeture des portes. Laurent RIGNAULT dévoile toutes les bonnes pratiques organisationnelles, managériales et marketing pour une présence efficiente. Les Clés pour rentabiliser son Salon décrit, une à une, toutes les étapes et les réflexions à mener. Conseils, recommandations, méthodologies sont détaillés. Une approche structurée qui permet aux lecteurs de déployer une stratégie salon sur des bases performantes. Ce «Guide Pratique du Marketing» vous accompagnera efficacement dans la mise en place de votre stratégie marketing « Salon ».

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