

Event Booth Staff Training Guide

1. Event Objectives

Welcome! As booth staff, your role is to represent our organization, engage event attendees, and provide information about our products and services.

2. Arrival and Setup

- Arrive 30 minutes before the event opens.
- Wear your staff badge and branded apparel.
- Help set up booth displays, materials, and technology.
- Test any digital equipment before attendees arrive.

3. Staff Schedule

| Time | Staff | Responsibility |
|---------------|-------|--------------------------|
| 9:00 - 11:00 | Alex | Greeting, product demos |
| 11:00 - 13:00 | Kim | Booth Q&A, lead capture |
| 13:00 - 15:00 | Sam | Product demos, giveaways |

4. Attendee Interaction Guidelines

1. Welcome each visitor with a friendly greeting.
2. Ask open-ended questions to understand their needs.
3. Offer a concise overview of key products or services.
4. Capture leads using provided forms or tablets.
5. Thank everyone for stopping by.

5. FAQs & Key Messages

- What does our company do?
We provide innovative solutions in...
- How can I get more information?
We offer brochures and digital resources at the booth.

6. Safety & Etiquette

- Keep walkways clear of materials.
- Maintain a professional attitude at all times.
- Report issues to event organizers immediately.

7. End-of-Day Checklist

- Collect and secure all materials and equipment.
- Ensure lead forms are submitted.
- Tidy up the booth area.

8. Contact

For any questions during the event, contact the supervisor at: **(555) 123-4567**