

**IAEE Adds New Course to CEM Learning Program  
"Exhibitor Strategies and Tactics" Debuts on 28 March**



DALLAS, 29 January 2023 – The International Association of Exhibitions and Events® ([IAEE](#)) is adding an exhibitor education course titled *Exhibitor Strategies and Tactics* to its [CEM Learning Program](#), which has traditionally focused on the needs of the trade show organizer. This new course is ideally suited for trade show organizers who not only want to understand the challenges their exhibitors face, but also want to effectively communicate with their exhibitors the value of investing in their show.

This unprecedented active learning experience provides the solution to the age-old problem of poor lead follow-up after a trade show. Step-by-step implementation details an industry-proven alternative to the traditional response and management process that will increase sales and sales lead follow-up after the show, as well as earn a positive Return on Investment (ROI) from exhibiting.

*Exhibitor Strategies and Tactics* is ideal for new and experienced exhibit managers interested in learning the dos and don'ts of cost effective pre-, during, and post-show exhibiting. It is also a powerful tool for exhibitors wanting to increase their sales through content created by successful exhibitor, Richard Erschik. Richard has more than 50 years of trade show industry experience and has been a featured speaker and presenter at the EXHIBITOR Show in Las Vegas for 18 years.

**"For more than two decades, my company provided the unique service of sales lead response management that I now teach exhibitors as a process that they can implement themselves,"** said Erschik. **"I'm excited to be working with IAEE as an exclusive partner."**

**"We have known of Richard's passion to help exhibitors prove the value of trade shows for years,"** added IAEE Senior CEM Program Manager Jennifer Potter. **"We look forward to our partnership with him."**

The new *Exhibitor Strategies and Tactics* CEM course will be available to show organizers and individual exhibitors as a virtual course on 28 March and 22 June 2023. The cost is \$299 for IAEE members and \$440 for non-members. Click [here](#) for the complete 2023 CEM calendar of events.

The [Certified in Exhibition Management® \(CEM\)](#) designation is a globally recognized designation that demonstrates the highest professional standard throughout the exhibitions and events management arena. Click [here](#) for more information about IAEE's Certification Journey.

### **About IAEE**

Trusted since 1928, IAEE provides quality and value to its members through leadership, service, education, and strong relationships. IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show organizers, exhibitors, and exhibition suppliers. Organizers of more than 20,000 exhibitions and buyer-seller events around the world are members of IAEE, and the organization advocates and promotes the awareness of face-to-face exhibitions and events as the primary medium for business development and growth. IAEE provides relevant, timely and innovative education to its members and the industry. IAEE recognizes its strategic partners: 4imprint, Buttine Exhibition Insurance, Convention News Television (CNTV), New Orleans & Company, New Orleans Ernest N. Morial Convention Center, Personify – A2Z Events, Swapcard and Synchronicities (Visit Anaheim, Visit Baltimore and Visit San Antonio). Visit [www.iaee.com](http://www.iaee.com) for more information.

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