

가

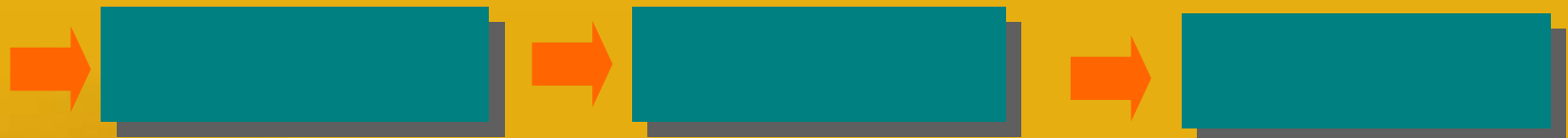
2006.10.17.

# Flow

!



- - 
  -
- - 
  -
- CI
  - Color
  - Emphasis



- - 
  -
- 4가
- - VIP
  - 
  - Demonstration

VS

	- 1 2.7 , 1 675	- 2 675
		- , , ,

# 가

( : 가 100가 )



- Key message .
- ( ) .
- 00 , 00 , 00



- , Consumer profile ,
- 1 ,



- 가 가 .
- 가 가 .



Display

•  
•

Brochure

VIP/  
-

85~90%가

(CEIR )

Labor

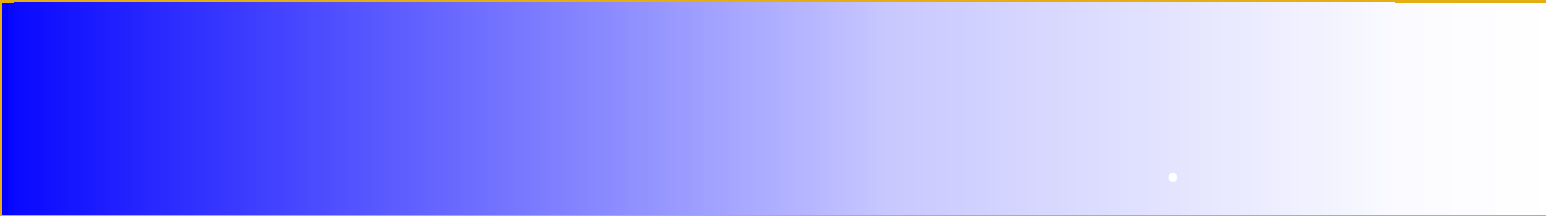
Promotion

•  
•

가

Media

가



# Lighting

- 
- 

< >

	, 가
	,

< >

	가
	, 가
	,LED,

## Sign & Graphic

- showstopper( )
- Information( )

## Emphasis

- 

## Storage

- 

## E.T.C

- VIP

# Color

- - 가
- : 가
- , 가 :
- : quality
- .

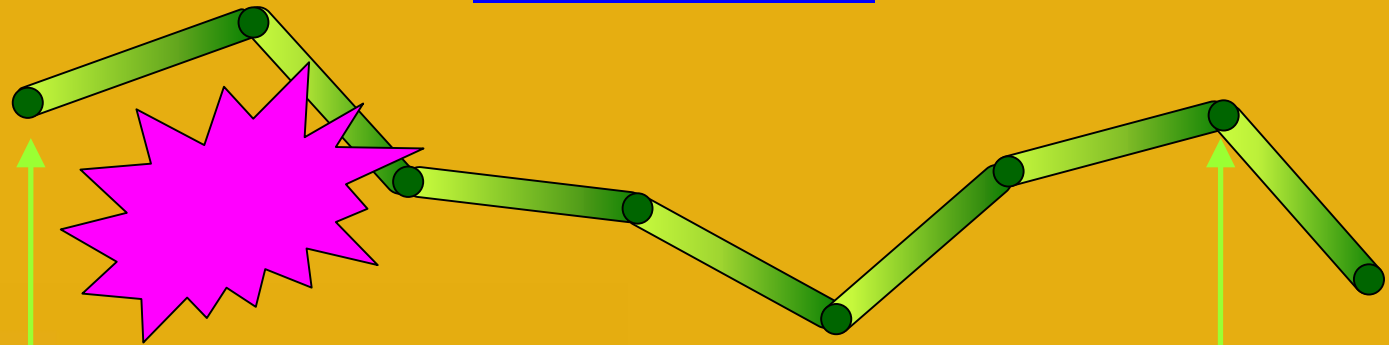
<

>

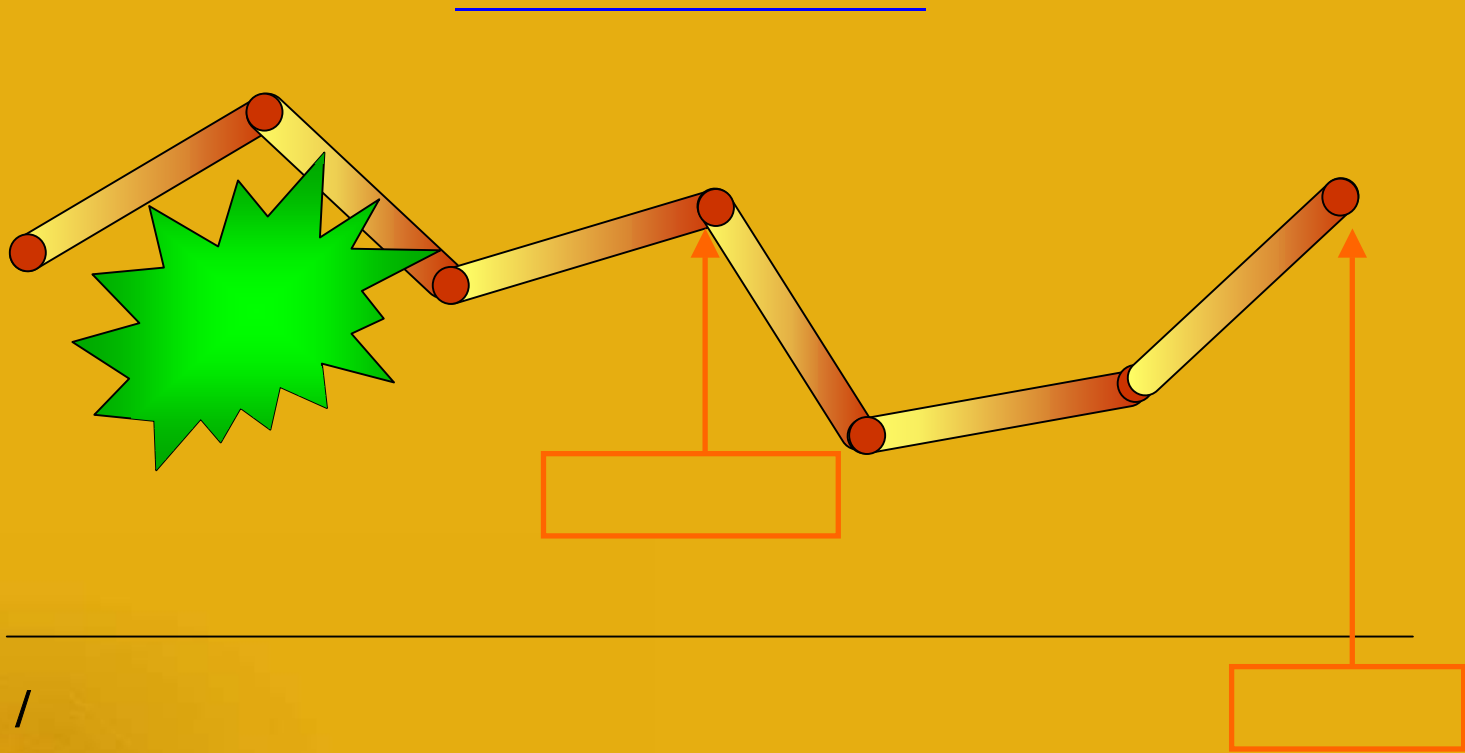
	' '		'
	' ' '		' '
	' ' '		' ' '
	' ' '		' '
	' ' '		' '
	'		' '



■  
● E-mail



[ : 2005 ]



/

[ : 2005

]

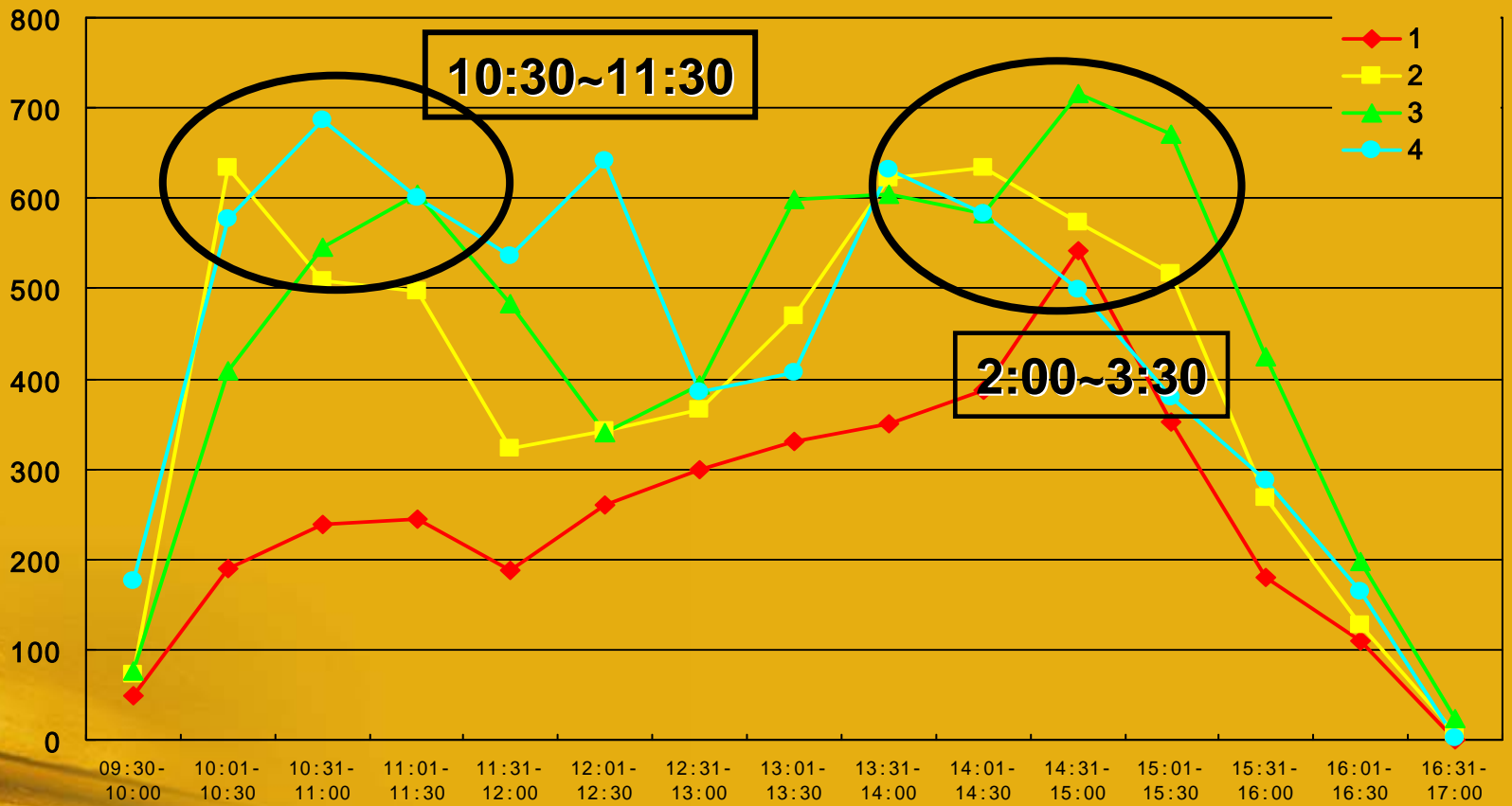
■



- 가
- , , 가 ,
- ,
- ( )

(14:00~16:00)

- - , , PT



: 2005

# [Sample Lead Card]

(            )

가            :

          :  
          :

1.            (            )

          : \_\_\_\_\_ : \_\_\_\_\_

          :  
          : \_\_\_\_\_

          :  
          : \_\_\_\_\_ : \_\_\_\_\_

          :  
          : \_\_\_\_\_

2.            :

A             B             C

D             : \_\_\_\_\_

3.            : \_\_\_\_\_

4.            : \_\_\_\_\_

5.            :

6.            :

30            1-3            4-6

7-12            1

7.            :

           가           

8.            : \_\_\_\_\_

\*            : \_\_\_\_\_ : \_\_\_\_\_

◆ 가 .

◆ .

◆ 가 .

◆ 가 .

4가

## . Ice – Breaking ( )

■

93%

가

.

가

e.g) “

?”



. ( )

4가

## . Gathering Information

!

Target Customer

가

가?

가



4가

# . Effective Presentation

Opening

- 
- 

Next Step

2~3

가

Body

- 
- 
- 

Yes

, No

Closing

- 
- 
-

4가

# . Disengagement ( )

Refocus ( )

e.g) “ ”  
“ ”

Set-up ( )

Disengagement  
e.g) “ 가 ”

Proposition( )

가

가

!

가

e.g) “

!

?

# Hospitality

▪ CEIR( ) Hospitality  
62% 가



가

-

# Demonstration

가

3.5

Showstopper( )

Informational( )

가

-

, LCD

,

,

,



A :  
B : ,



A :



A :



- 2.

85~90%

!!!

*Send Them Later*

- public zone

- 

- 

( )

*Encourage Readership*

- 

- 

VIP

!!!

***When the show is over,  
now it's time to do real business.***

**가 (Post-Show Meeting)**

- 가
- 가
- , 가

가

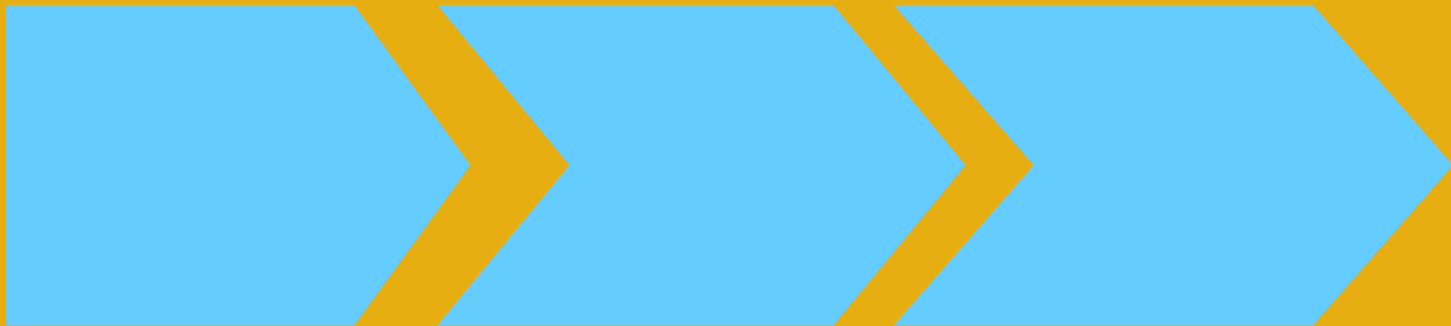
**Immediate  
Needs**

**Long-term  
Potential**

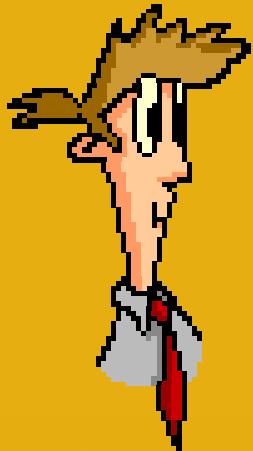
**No need at all**



-  
**. Long-term Potential**







■

( )

가

100가

1.

2.

3.

4.

5.

6.

가

7. CEO

8.

9.

# 가 100가

10.

11.

12.

13.

14.

15.

16.

17.

18.

# 가            100가

28.

29.

30.

31.

32.

33.

34.

35.

36.

가

100가

37.

38.

39.

40.

41.

42. repositioning

43.

44.

45.

# 가 100가

46.

47.

가

48.

showcase

49.

50. CEO

51.

, ,

52.

53.

, ,

가

100가

54.

55.

56.

57.

58.

59.

60.

61.

62.

# 가            100가

63.

64.

가

65.

66.

67.

68. DB

69.

70.

71.



# 가 100가

72. 가

73.

74.

75.

76.

77. 가

78.

79.

80.

# 가 100가

81. 가

82.

83.

84.

85.

86.

87.

# 가            100가

88.

89.        (     )    가

90.

91.

92.

93.

94.

95.

96.        (     )

가

100가

97.

98.

(word - of - mouth)

99.

100.