

## Regional Group Trade Liaison Officer

The position of Trade Liaison (TLO) is to serve as the key communicator between exhibitors and the Regional Group which enables exhibitors who wish to be part of Regional Group study day(s) have an opportunity to do so.

As Trade Liaison, your duties are as follows:

### Committee Duties:

- Send out initial invitations to exhibitors once the date has been confirmed
- Respond to any enquiries from exhibitors
- Inform exhibitors of costings if they are interested in booking for the Regional Group study day
- Send confirmation of booking and representative information forms to exhibitors
- Keep exhibitors up to date with venue information and programmes
- Nearer the time of the study day, inform exhibitor representatives of set up and close down times, parking, loading of samples, address of hotel for samples to be sent and a guide of delegate numbers
- Keep exhibitors who have booked through the office up to date with all details
- Keep records of who has booked for the study day
- Request feedback from exhibitors on the day
- Communicate with the rest of the committee on how many exhibitors have booked and discuss refreshments
- Communicate with exhibitors after study day - thanking them for their attendance and inform them the date of the next study day
- Carry out expected duties on the study day
- Ask the exhibitors attending if they would like to donate a raffle prize at your meeting or for a quiz question