MBB-CONSULTING GROUP · WHAT WE DO

Education & Training

Empowering professional development through tailored education — designed with senior industry professionals, built around your goals.

MBB-Consulting Group provides management strategy consulting for the exhibition and tradeshow industry — working with exhibition organisers, venues, associations and governmental bodies. Alongside growth & profitability strategy, M&A and market intelligence, education and training is where decades of senior operational expertise become skills your own teams can use every day.

Why education matters

01 **Reach your goals —** practical tools and confidence to deliver on the company's targets and long-term ambitions.

02 **Stay ahead —** your organisation applies the latest technology, tools and best practice — including how AI is reshaping the way we work.

03 **Build understanding —** shared learning brings colleagues and teams together to understand each other's challenges, personal and collective.

04 **Retain your people —** investing in people is one of the clearest signals an organisation can send — education means retention.

"We hired MBB-Consulting for a workshop to review and define the rebooking concept for our show. MBB exceeded our expectations, enriching the discussion through decades of operational show experience and tailoring solutions to our specific situation."

Fabiano Bellisario
Founder, Hardware Pioneers

Our programmes

Trade Show New Starter Programme
Equips new team members with the essential skills and knowledge to thrive in the trade show industry from day one.

Tradeshow Strategies
Develop a clear, actionable strategy for your tradeshow — from positioning and pricing to long-term growth planning.

Portfolio Strategies
A structured approach to managing and growing your portfolio of shows, balancing performance, risk and opportunity.

Rebooking Workshop
Proven techniques to boost rebooking rates, strengthen client relationships and drive sustainable revenue growth.

Sales Strategies
Tailored strategies to enhance client engagement and exceed revenue targets.

Business Development
A customised programme to identify new opportunities and refine approaches for measurable, long-term results.

Leadership & Management Workshop
Practical tools to strengthen leadership presence, decision-making and team management.

Show Marketing
Sharpen your show's marketing approach — from audience targeting and messaging to channel selection and campaign performance.

Market Entry Strategies
Expert guidance to prepare your team for successful market expansion.

Moderation & Inspiration for Management Workshops / Off sites
Professional moderation that ensures alignment, actionable outcomes and a fresh perspective for leadership teams.

How we work

Delivered your way — online, in person, or fully integrated within your own corporate academy — always covering the latest industry trends, including the growing contribution of AI. We take the time to discuss your goals and aspirations before we design a single session, work with clients worldwide, and understand how to read and adapt to different cultures. Every course and workshop is interactive, practical and built for real-world application.

Let's talk about your team's next chapter

Get in touch to discuss your goals and aspirations — we'll design a programme around them, delivered standalone or fully integrated within your own corporate academy.

Explore our programmes: **www.mbb-consultinggroup.com/education-training**
Contact us: **contact@mbb-consultinggroup.com**