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NEW GUIDE SHOWS HOW TO AVOID TOP TEN MISTAKES IN PLANNING FOR TRADE SHOWS

GLENDALE, CA — A new free guide for trade show managers has been announced this week by Dave Egan at Writers Direct Group. The guide, “Ten Mistakes Exhibit Managers Make...And How To Avoid Them,” is designed to help trade show managers avoid the most common time- and money-wasters when planning for an upcoming show.

Egan wrote the guide because he'd seen a lot of things done *right* during his twenty five years in the trade show field, but “I've also seen a lot of things done wrong. And they're pretty consistent,” says Egan, Head Writer at Writers Direct Group. “I've worked with companies large and small—from Fortune 500's to start-ups—with trade show managers who are new to the job or seasoned veterans. And they all tend to make the same mistakes.”

The guide is accompanied by two special checklists, one designed for planning your trade show beginning twelve months out, and the second checklist helps trade show managers pack all the things they wish they'd packed for traveling to shows. “Ten Mistakes Exhibit Managers Make...And How To Avoid Them” (and the special checklists) can be obtained free of charge by calling a 24-hour recorded message at 818-241-9394, and leaving your name and company address.

Writers Direct Group is committed to providing highly effective corporate communications, through the written or spoken word. *Nothing happens in the world of business until someone says something.* That's right; it all begins with the words.

For over twenty-five years, the Writers Direct Group team has played a vital role in helping clients get their messages across, clearly and persuasively—as well as on time and on budget—for a broad variety of projects, from trade show presentations and product demonstrations, to website content, company newsletters and brochures. The single thread that weaves through all these assignments is a message that *cuts through the clutter and noise, communicates effectively, and reaches the target audience* in a memorable way.

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