



Susan Friedmann, Certified Speaking Professional (CSP), is a how to coach specializing in the tradeshow industry.

* She works with organizations who want to boost their exhibiting results by attracting new business at tradeshow.

* She designs and implements strategies for show organizers and exhibitors who want to retain and grow their customer base.

* She also works one-on-one with exhibit managers and conducts national and international presentations and workshops.

Originally from London, England, Susan Friedmann has been a consultant, speaker and author for over 20 years. Her extensive experience in the tradeshow industry has allowed her to work with several hundred companies representing more than 30 different industries in the U.S., Mexico and Europe.

An innovative, insightful and high-content speaker, Susan Friedmann has been featured at many major conventions and as a national media guest expert. She is also a regular contributing editor to numerous professional and trade publications. Susan is an active member of the National Speakers Association, certified teleclass leader, former adjunct faculty member at San Francisco State University, former contract speaker for Fred Pryor Seminars, and a past president of the American Marketing Association - Cincinnati Chapter. To book marketing speaker, Susan Friedmann call Executive Speakers Bureau 901-754-9404

Susan Friedmann

Speech Topics

- Marketing



Testimonials

“WOW! I have participated in and planned tradeshow as one function of my job for over 7 years, and wonder how I managed to make it through without the help of the Tradeshow Coach. Susan really does a fantastic job in providing quality material for maximum tradeshow effectiveness. Any company that invests in attending tradeshow can not afford to go without a coach. The Tradeshow Coach is my first choice.”

- Marketing Manager Siemens Building Technologies.