



Barry Siskind

MEMBER

Barry Siskind is North America's foremost trade and consumer show expert and the President of International Training and Management Company.

Over the past twenty years he has traveled throughout the world working with thousands of clients in virtually all industry groups both in the private and public sectors helping them improve their results at trade and consumer shows.

Barry Siskind is the author of six best-selling business books including *The Successful Exhibitor*, *The Power of Exhibit Marketing*, *Making Contact*, *Bumblebees Can't Fly*, *7 Simple Strategies to Make the Impossible Possible*, *Eagles Must Soar*, *Strategies For Living a Life With Certainty* and his latest book, *Powerful Exhibit Marketing*.

He has written over 500 original trade articles and industry reports as well as several guru reports for the Centre for Exhibition Industry Research.

Each year, Barry delivers over 100 keynotes, workshops and seminars around the world.

He is certificated at the practitioner's level from the Neuro-linguistic Institute and an active member of the Canadian Association of Exposition Management, the Centre for Exhibition Industry Research, The Trade Show Exhibitors Association and International Association of Expositions and Events. In 2006 Barry was the recipient of the Canadian Exposition Industry Lifetime Achievement Award in recognition of 20 years of outstanding achievements in furthering the professionalism of the Canadian Exposition industry.

His energetic, motivational and informative presentation style has earned him a listing in Canada Who's Who.