

OPTRAFAIR MASTERCLASS TO MAXIMISE SHOW OPPORTUNITIES

Optrafair 2009 exhibitors are already planning how to maximise their investment and will welcome news of an Optrafair Masterclass on gaining the most from the NEC event, which runs from 4-6 April.

Simon Burton, an international speaker with a long career in exhibitions, who is a regular columnist on how to use live events most effectively, will be presenting a training day at the FMO's London offices on Thursday 2 October.

As the driving force behind many trade shows he believes that "creating a buzz and ensuring that the right people are attracted to a company's stand is not something to be left to chance", but that many exhibitors still book their space and expect customers to arrive –

"Exhibitions are the focal point of any marketing campaign, but it is not just about booking the space. It is important to plan a six-month marketing campaign in the build-up to engage with the audience before the event.

"Setting objectives, and fully exploiting the opportunity with creative ideas to drive marketing activity, making the stand more enticing and ensuring that the show lasts through the following months, is the key to success," said Simon.

His tried and tested ways to draw key decision makers onto the stand and to generate business from the three day event will be promoted at the Masterclass. Exhibitors are expected to use the valuable advice to pre-promote their presence and to influence stand design.

Using real case studies, the day will cover objectives; measuring success; show messages; standing out from the competition; identifying and attracting prospects; bypassing timewasters.

”One of the biggest mistakes that people make at exhibitions is trying to tell people too much on the stand. Then there is no reason for a follow-up visit. The reality is that the less time that you spend with people the more likely you are to get an appointment,” he added.

Cost is £75 + vat for FMO members including buffet lunch

Cost is £95 + vat for non-FMO members including buffet lunch

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Issued for **Optrafair**

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