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Friday, 03 June 2011

2012 Perth Event Show taking shape

Wednesday, 25 May 2011

Organisers of the inaugural Perth Event Show say improving buyer attendance for the 2012 event will be a priority.

Acknowledging a shortfall in expected 2011 show numbers, managing director of CMS Events Richard Campbell said pre-show buyer registrations were strong at 1293 but almost 400 failed to turn out for either of the two show days.

Cambell told a meeting of exhibitors attending a debrief on the event that next year's show would be run mid-week. He also said several ideas for encouraging buyer attendance (some suggested during the debrief) would be incorporated into the marketing plan.

Of those buyers attending in 2011, the majority - 48 per cent - registered as event planners; with corporate planners 13 per cent; association planners three per cent; conference organisers 12 per cent and others 24 per cent.

He said the show's target of 78 exhibitors fell short by 10, but this would not be a problem in 2012 as most of this year's exhibitors had already signed on for 2012 and several who missed out this year said they would definitely be participating next year.

"During the show I was told by some major companies including airlines, transport companies and five-star hotels that they had to miss this year because budgets had been locked in but they intend a strong showing in 2012," said Campbell.

Cambell said he was satisfied with the media mix used to promote the inaugural show but was disappointed the consumer media did not give more support. Next year CMS Events will use social and electronic media more for the 2012 event.

The dates for 2012 have been confirmed as 16 May with an official opening lunch and keynote address followed by an afternoon exhibition session and a 17 May exhibition day.

CMS Events is targeting 90 exhibitors in 2012 and 1500 visitors. Suggestions that came from the debrief and which have been adopted include: Marketing to the personal assistant and Association market; increased entertainment options; badges for better identification of buyers/sellers; more structured familiarisations in and around the show and greater collaboration between CMS Events, Perth Convention Bureau and Associations to focus events around the Perth Events Show.