

# Exhibition of Exhibitions announces speaker line-up

The Association of African Exhibition Organisers (AAXO) has announced its list of high-profile speakers for the first Exhibition of Exhibitions, taking place at the TicketPro Dome in Johannesburg on 19-20 October 2016.

Open to the entire exhibition industry, the event promises to provide networking and business growth opportunities for delegates from across the continent.

## Speakers

The first day will kick off with exhibitor case studies. During this session, organisers will gain insight into how companies, such as Pyrotec and Franke, leverage their PR relationships to use the media to help promote their presence at trade shows. The strategy that they employ at exhibitions will also be discussed, together with how they harness stand design strategy to achieve their exhibition objectives.



Talking about the latest ticketing technology, Blue Label Telecoms ticketing and marketing executive, Brandon Duffield, will offer insight into how technology can be better harnessed to drive user experiences at exhibitions.

Organisers will then get the opportunity to attend Washington-based CadmiumCD project manager, George Heitzmann's presentation covering everything from marketing and technology, floor plan development and optimised operations checklist. As an experienced events software project manager, he has led various IT service and infrastructure projects around the Washington, DC area. He manages projects for over 100 conferences including

Microsoft Dynamics, Solar Power International and American Wind Energy Association events. Originally from South Africa, Heitzmann graduated from the University of Cape Town and has Project Management Professional (PMP) Certification – this allows him to tailor his approach to the South African market in particular.

This will be followed by a detailed discussion regarding global technology trends by the team from Lumi Global that will be sharing its insights with organisers.

Andy Preston, UK's top international sales speaker will be taking centre stage. Organisers will get to rub shoulders with him on the second day of the Exhibition of Exhibitions, while Exhibitors will enjoy sessions with him on the first day of the event.

As one of the world's top sales gurus and renowned motivational speaker and trainer, Preston is known for his ability to close more deals and win business from the competition. He is no stranger to the demanding modern sales environment and believes that the fundamentals of sales success are completely trainable, something which he has focused on while working with over 90,000 professionals, in 25 countries, since 2004. He will provide tips on how to develop your business, generate leads, consultative sales and pipeline management, lead conversions and more.

## Day two

On the second day, exhibitors will start their training with a presentation on how new technology can add value to exhibition participation by the Lumi Global team.

This will be followed by CadmiumCD's George Heitzmann's presentation on interactive stand design in which he will delve deeper into current trends, what works and which pitfalls to avoid.

Exhibitors will also have a chance to listen to Nicholas de Klerk from Expo Guys who will be talking about unique stand

designs as well as how to best dress and decorate your stand to differentiate it from those of competitors.

Justin Hawes, founder and chairperson of Event Greening Forum, a non-profit organisation that promotes sustainability in the events industry, will also be a guest speaker at the event where he will focus on event greening ideas and the future of the drive for sustainability. As the MD of Scan Display, he enjoys a unique 360-degree industry perspective, which enables him to deliver deep insight into the world of sustainable exhibitions.

Other than providing training sessions, this event will also allow exhibitors a chance to explore exhibition opportunities available in the marketplace. The event is also suited to suppliers, as they will gain access to both organisers and exhibitors.

Event sponsors include TicketPro Dome, Delmont Caldow Caters, ExpoGuys, Blue Label Telecoms, Exbo and Jawbone.

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