

Meetings Africa exhibitors' workshop to expand marketing ROI

To assist exhibitors to make the most of the Meetings Africa, 24-26 February 2010, Charles Drewe of Drewe Associates will run a two-day workshop, 4-5 February, in Craighall, Johannesburg, alongside Angela James, an industry professional.

“Meetings Africa is an incredibly powerful tool for exhibitors to network with prospective buyers, grow their business and expose their brands to new audiences, but many fail to make the most of this opportunity and maximise the return on their investment,” says Drewe.

“It is crucial that exhibitors align their exhibition's strategy to their business' sales and marketing plan. The two-day workshop has been designed to ensure that this marketing channel is used to maximum effect, for local and international markets,” says Drewe.

The workshop will focus on a comprehensive marketing strategy for global markets, sales and marketing activities that impact on the efficacy of these strategies, the role of exhibition participation, tools for successful exhibitions, networking techniques, the role of industry bodies and how they can assist business growth.

The workshop costs R2850 excl VAT per person and more details can be obtained from Simone Grundmann at email or tel +27 (0)11 431 2443.