

Manchester Central 28-29 Oct 09

BUSINESS NORTH WEST

2008 Post Show Report



Manchester Central 28-29 Oct 09

BUSINESS NORTH WEST

**A resounding
success...
200 exhibiting
companies;
5500 visitors**

2008 Proudly
sponsored by



Business North West exhibition and conference 2008 drew record crowds to Manchester Central over the two days and was a phenomenal success. 200 exhibiting companies took advantage of being in front of 5,500 regional decision makers with an abundance of business deals being confirmed during the event and continuing for many months after.

The event provided visitors with an array of features in addition to the exhibition. An impressive line up of keynote speakers provided inspiration in the Business Link Innovation Lounge, business experts informed and educated in both the EEF World of Work Theatre and the Microsoft How To Theatre, Venture Capitalists listened to budding entrepreneurs and gave advice in the Angels Den theatre, hundreds of business contacts were made in the Business Link Speed Networking sessions and both visitors and exhibitors alike were able to socialise over a cocktail and glass of wine at the region's largest networking drinks in the InfoUk Network Café.

Due to the resounding success of the 2007 event, Business Link Northwest became sole headline sponsors of Business North West 2008. The event had even greater support from local and national organisations including Greater Manchester Chamber of Commerce, Manchester Solutions, East Lancashire Chamber Of Commerce, Institute of Directors, Manchester City Council, EEF, Chartered Institute of Marketing, Barclays and Manchester Evening News were once again the Media Partner.

This report provides feedback on Business North West 2008 and is based on findings from a visitor feedback survey undertaken by independent research company FocusZenith and information provided by visitor registration.

Supported by

Media Partner



Manchester Central 28-29 Oct 09

BUSINESS NORTH WEST

Don't just take
our word for it...
What the
exhibitors thought.



An excellent networking event, one of the few events where we have generated immediate new business. Two new contracts (£90,000 in total) from two new clients came in within a fortnight of the event. The event has paid for itself and then some.

John Passelow, General Manager, Nationwide Security & Cleaning Services

“The Exhibition has been a great success for us already with appointments being made with a major hotel chain in Manchester, one of the largest IT Suppliers in the UK and a lot of SME's that want to do business with us. It is without doubt the "Best Business Exhibition in the UK" as far as I'm concerned. Please can you book the same stand for next year, it's already in the I-COM diary.”

Tim Roberts, MD, I-com

“I just wanted to say wow! You have just put on the best business to business exhibition I think the North West has ever witnessed. The amount of visitors was phenomenal; the speaker's were top class whilst the organisation was professionalism personified. And the telephone call on the 'set up' day to ensure that everything was ok and your staff offering assistance with the 'break down' were fantastic touches and that extra mile that makes a difference. You and your team should be very very proud of yourselves. Congratulations.”

Mark Greenwood, Networking4business

“Business North West and our sponsorship of the Network Cafe really hit the mark for us. Not only was it well attended, it was attended by the right kind of people who were interested in new ways in which they could improve their marketing and bring in new sales. The show gave us great brand awareness amongst a really important and key audience. As well as the new customers and business opportunities we've secured off the back of the exhibition, the feedback from visitors has been really invaluable and we've already acted upon it to improve our online site.”

Andy Taylor, head of marketing and product at infoUK

“The event has provided a gold mine of new business contacts, more than exceeding our initial expectations. We will definitely exhibit at next years show.”

Tim Slough, Client Services Director, 9 Yards Creative Communications

Manchester Central 28-29 Oct 09

BUSINESS NORTH WEST

... And what the visitors thought.



"I found the event to be the ideal way of meeting potential business partners and suppliers for my new venture, particularly as I have only been in the North West for the last three months. Subsequently I have appointed lawyers, accountants and business advisors as a direct result of the event."

Calvin Jackson, Owner, Corcal Properties

"This event provided an excellent forum for me and my partner to generate new ideas for our business, which is still in development phase. We were able to talk to many different providers to discuss our plans and needs, and we also picked up some useful contacts for the future. Great use of our time, would recommend to anyone in business."

Gillian Taylor, Director and Company Secretary, Sequence Communications Ltd

"There are few regional events that bring together the mix of business ideas, advice, support and encouragement that I found here. It was clear from the reaction of the other visitors that I met that they shared this view."

David Lunn, Corporate Accounts, Director Business Concepts Ltd

"The only conference worth attending."

Managing Director, Paul Wright, PAWA Consulting Ltd

"Very impressive array of businesses on exhibition, excellent guest speakers and we have 1000's of ideas taken away to work on..."

Adam Morris, ADM Specialist Recruitment Ltd, Managing Director

"Business North West provides a great 'free' opportunity to learn from some very successful business people and also to generate new leads and contacts across a wide range of businesses. I found the event very productive and will certainly recommend this to a number of people for the 2009 event. Well done to everyone involved behind the scenes."

Jamie Stewart, Managing Director, Kleeneze Ltd

"Business North West is a fantastic opportunity to network and update your business knowledge and it gets better every year!"

Kelly Lee, Branch Manager, Kelrick Properties

"Business North West 2008 was one of the most effective networking events I have ever attended."

Mike Livesey, Consultant, MLC RESOURCING

Manchester Central 28-29 Oct 09

BUSINESS NORTH WEST

The Statistics...



86% of visitors attend events as part of what they do to stay ahead in business

87% of visitors attended for over 2 hours and **28%** attended on both days of the exhibition

89% of visitors say they are likely to return to Business North West in 2009

77% of visitors say they will develop new relationships as a result of visiting Business North West

89% of visitors will recommend people to visit the event in 2009

68% of visitors said the event motivated them to improve and excel in their business

87% of visitors feel optimistic about their business expansion in the next 12 months

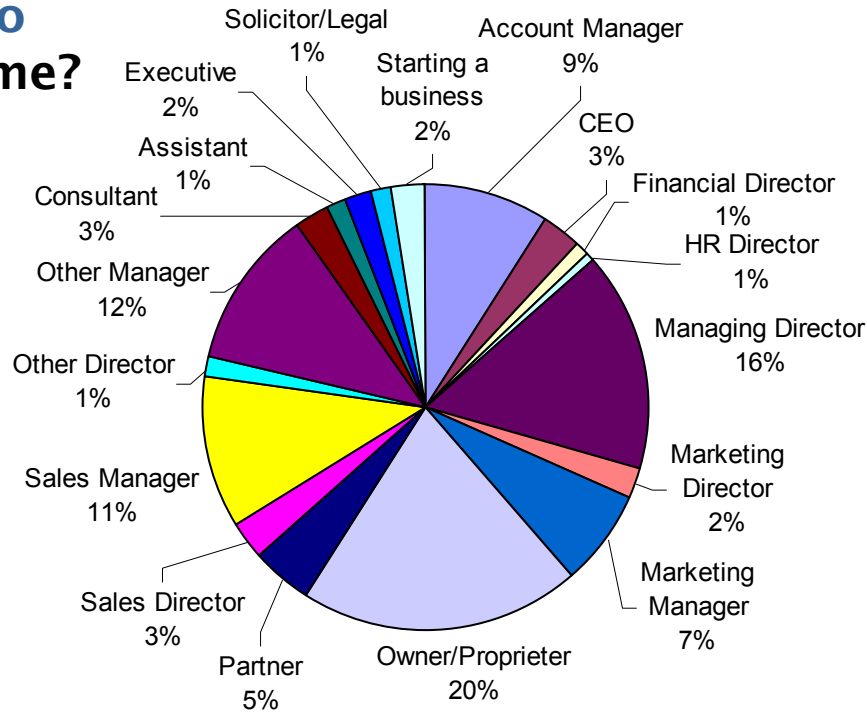
80% of visitors said the mix and range of exhibitors was good

100% of visitors would be willing to travel 30 minutes to attend Business North West with **80%** willing to travel an hour

Position in company

Industry Sector

Who Came?

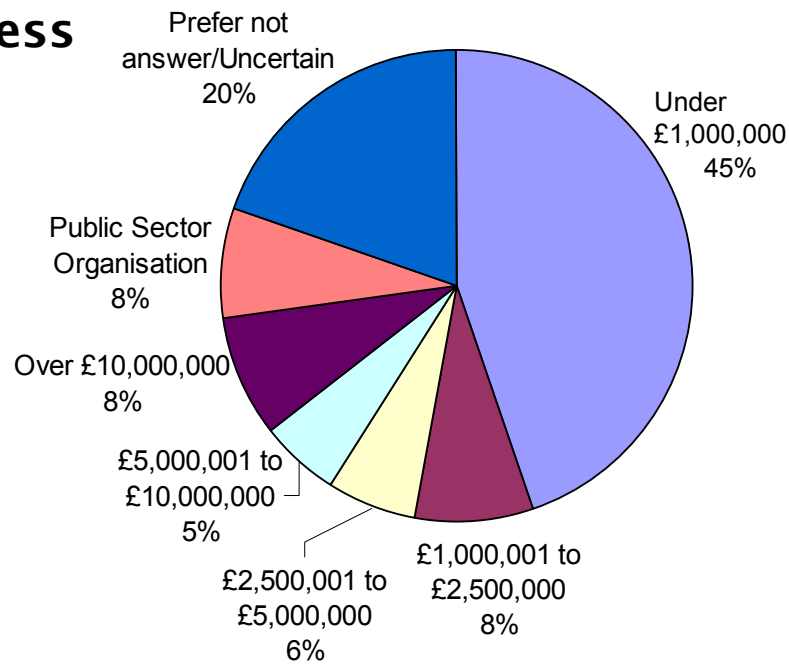


- | | |
|---|--|
| Accountancy | Marketing/advertising/PR/Design |
| Advertising - agencies | Marketing consultants and services |
| A.V | Marketing industry |
| Banking/finance | Media/new media |
| Building and construction | Motor services |
| Business advice | Office services |
| Business consultancy | PR consultants |
| Business services | Printing/publishing |
| Car sales/leasing | Professional services |
| Construction/engineering | Project Management |
| Designers - graphics | Property |
| E-Commerce | Public services |
| Education sectors | Publishing and media |
| Education/training | Radio and television stations |
| Energy/Utilities | Recruitment |
| Engineering | Retail sector |
| Events/exhibitions | Retail/wholesales/sales |
| Facilities | Security |
| Film studios and production services | Services |
| Government/Local Authorities | Solicitors |
| Health sectors | Telecommunication consultants |
| HR Consultants | Telecommunications |
| IT | Telecommunications equipment and systems |
| Insurance/pensions | Training/coaching |
| IT services/computing/software/technology | Training centres |
| Journalists | Training consultants |
| Legal services | Transport |
| Leisure | Transportation/storage |
| Leisure/hospitality/hotels | Travel/accommodation |
| Manufacturing | Web site design |
| | Wholesale and distribution |

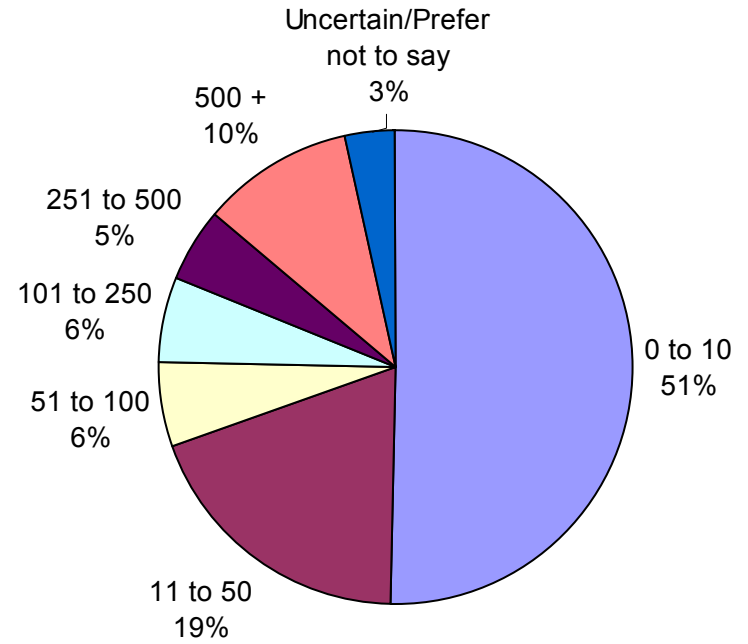
Manchester Central 28-29 Oct 09

BUSINESS NORTH WEST

Annual Turnover



Number of employees



Business type

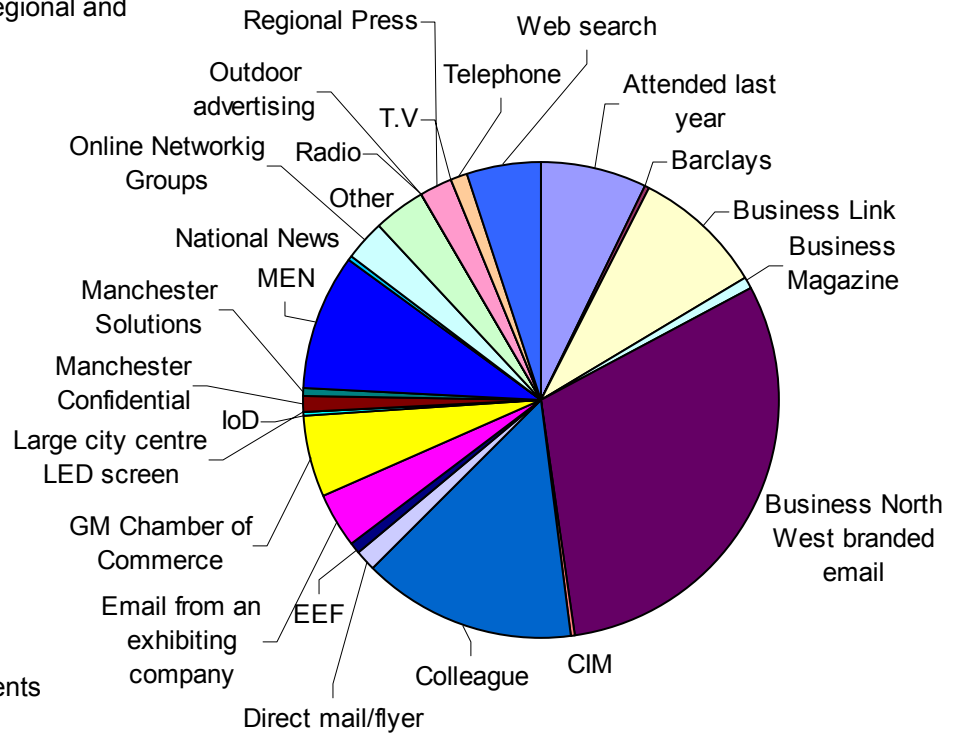
Manchester Central 28-29 Oct 09

BUSINESS NORTH WEST

We take audience generation very seriously incorporating an integrated PR and marketing campaign:

- Advertising inserts and editorial in key regional and national publications
- Sponsorship at corporate events
- Extensive email marketing campaign
- Regional radio coverage
- Dedicated SEO of portfolio websites
- Telesales
- Direct mail / leaflets / inserts
- Personal breakfast invitations to business members
- Dedicated regional newspaper supplements
- Website links to many business related websites
- Email templates, banners and links created for use by exhibitors, supporters and online networking organisations
- Outdoor advertising including a large advertisement on City Gateway LED screen
- Getting the right support and partnerships from the region's biggest organisations to market to their members

How Business North West 2008 visitors heard of the event.



Visitor Acquisition



Manchester Central 28-29 Oct 09

BUSINESS NORTH WEST

**Want to be
part of
this?**

Business North West 2009 will be held at Manchester Central (G-Mex) on the 28th – 29th October.

Call Nationwide Media Group on 0117 907 1000 to discover how you can be part of this hugely successful regional business event.

