

Marketing professionals share their experience and reveal how they are hitting their targets on the exhibition floor

Charlotte Reeves is chairman, Unique Venues of London and director of corporate relations at Somerset House

Unique Venues of London is managed by a committee of members formed from 63 of the capital's venues.

What was the first exhibition you were involved in? When and where was it?

Unique Venues of London first exhibited at International Confex around 1997.

How many exhibitions do you attend each year and which ones?

We have in the past attended International Confex, RSVP, London Venue Expo, IT&ME Chicago and Venues and Events, Square Meal. This year's marketing strategy sees us attending International Confex, RSVP, London Venue Expo and Venues and Events, Square Meal; all located in London

What is your chief objective when exhibiting at shows?

We exhibit with the primary purpose of promoting the 63 member venues of Unique Venues of London. We aim to increase awareness of this collective. We want to encourage prospective clients to use our comprehensive brochure and website, and to increase business in the form of meetings and events at our member venues.

What is the size of your average stand and how does it represent your brand?

Our stand size varies depending on which exhibition we are exhibiting at. However, the average size is a three square metre space. We design the stand for each show

according to its location and aspect, to ensure it showcases the UVL brand and promotes the 63 member venues as comprehensively as possible.

What percentage of your annual marketing budget is spent on exhibiting?

Twenty five per cent of our budget is allocated to exhibitions this year.

What part do exhibitions play in your current marketing campaign?

Exhibitions are integral to the marketing campaign for UVL. They provide a platform for client

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awareness about the organisation, and a forum for client sales and brochure distribution in addition to facilitating key interaction with trade press.

What are your top three tips for hitting target on the exhibition floor?

Make the stand design inviting, not imposing. Make sure the team



manning the stand is knowledgeable and helpful and have the resources available for all eventualities. Don't over staff the stand, it is not welcoming to prospective clients and is therefore detrimental to hitting targets.

What is the best thing you have seen done at an exhibition?

At the Meetings and Incentive Travel Show, The Ice Box, London's leading ice sculpture supplier to the events industry, held a live ice sculpting event with one of their top sculptors. Visitors to the show were then invited to try their hand at ice sculpting by trying to carve a horse's head. It was a real show stopper, and a great way to demonstrate their brand and the power of ice.

What do you think is the most important thing to remember when exhibiting?

Remember that you are there to help prospective clients. They may know nothing or everything about your company, but don't ever assume anything.