

Doncaster Racecourse 25-26 NOV 09

BUSINESS YORKSHIRE

2008 Post Show Report





A resounding
success...
**100 exhibiting
companies;
3000 visitors**

The inaugural Business Yorkshire event was hailed a huge success as over 2,800 visitors descended on Doncaster Racecourse for two days of inspiration, education and networking. The event featured over 30 informative workshops and motivational seminars in the How To theatre and Business Link Innovation Lounge including keynote speeches from world famous business names such as Michelle Mone of Ultimo Lingerie, the 'first woman in football' Karen Brady, HSBC's Chief Economist Dennis Turner and The Apprentice stars Kristina Grimes and Jennifer Celerier. Speed networking proved to be a popular feature and the Angles Den investment theatre provided valuable information and funding to budding entrepreneurs.

100 companies exhibited from a diverse array of business sectors taking full advantage of being put in front thousands of regional decision makers. The large complimentary drinks evening further provided a relaxed environment for exhibitors to network and build lasting relationships with visitors and exhibitors alike.

Business Yorkshire had a tremendous foundation of support from both Sheffield and Doncaster Chambers of Commerce, Business Link Yorkshire, Train to Gain, The Chartered Institute of Marketing, and the Institute of Directors. Our Media Partner, The Yorkshire Post provided fantastic coverage in promoting the event.

This report summarises Business Yorkshire's success and is based on findings from an independent research company, FocusZenith and pre-registration data.

Event Supporters

Media Partner





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



During the event we had 120 visitors to our stand - that's 10 new people every hour! There is no way you can meet that many people in such a small space of time any other way. Of those visitors, we made firm bookings with 20 possible clients. Within a short space of time we were able to convert some of those contacts to sales. Now our pipeline is still full of the people that we met at the show and when they're ready, they'll come on board. The Expo has delivered us around £16k worth of business so far and we are expecting still more new clients as a result of Business Yorkshire. Business Yorkshire is the best 'buzz' – we had 2 great days, meeting loads of new contacts and we generated a volume of new business that we would never be able to get from any other marketing opportunity. We've already booked our stand for next year!

Lisa Smedley, Business Development Manager, Business Pathfinders

“Business Yorkshire is a breath of fresh air in the Exhibition circuit.”

Derek Long, Marketing Consultant, The P & A Partnership

“It exceeded my expectations. I developed several good leads and the quality of the visitors was very high. There was good attention to detail and the quality of support and vendors attending were high.”

Marcus Eden-Ellis, Bid Perfect, Managing Director

“I was extremely happy with the Business Yorkshire Event. The event was in my opinion extremely well run, well attended and produced a high quality of leads for us to follow up. Once again you've all exceeded our expectations. I hope that our positive feelings are echoed by other exhibitors as this was without a doubt one of the best first year shows we've ever attended.”

Ian Creek, NewZapp, Marketing Manager

“We were amazed by the quality of people who came to our stand and who were very serious about business. We had people drive up from Fulham and Portsmouth as well as lots of local business people, we certainly hadn't anticipated the draw of the event would be so widespread and will definitely be exhibiting again!”

Bill Morrow, Angels Den Founder

“This was the first exhibition arranged by our new marketing team. It was comforting to know that we could contact you in the event of a problem or query. We achieved our objectives in that the profile of the firm has been raised as a result of the event and we were able to follow up numerous good quality leads. In our view the event was a definite success and the "icing on the cake" was to see a picture of our stand printed in the Yorkshire Post.”

Charlotte Bradbury, Partner, Atteys Solicitors



... And what the visitors thought.



"Lively, dynamic show with excellent quality exhibitors and participants, Looking forward to attending the North West version of this show in November as a consequence of my high impressions of this show."

Neil Harvey, *ResQ Management Resources Ltd*, Financial Director

"An excellent event, very well organised with inspirational speakers and a fresh, new approach to networking."

Fiona Ashburn, *Rudding Park*, Marketing Manager

"It was a great event and a chance to meet some extremely good contacts. I definitely recommend the event to any business that wants to expand and develop."

Rob Thomas, *yournutshell*, Managing Director

"The event was well organised and well presented with plenty of advertising and follow up information."

Robert Brayshaw-Stevens, *Triton Security*, Sales Director

"Business Yorkshire recharged my business enthusiasm, gave me fresh ideas and sound information that I can use to improve my business."

David Earle, *Safe in Tees Valley Ltd*, Training Manager

"Two excellent days, full of inspiring business owners, great speakers, great advice and rounded off with a few drinks meeting and networking with like minded people."

Andy Woods, *Velofone*, Owner/proprietor

"Business Yorkshire provided top class keynote speakers who freely gave their valuable knowledge, insight and experience to the benefit of all who attended. This was a priceless and thoroughly enjoyable opportunity for all entrepreneurs."

Kevin Wheatley, *Garden haze*, Partner

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The Statistics...



76% of visitors believe they will develop new relationships as a result of visiting the event

80% of visitors thought the mix and range of the seminars was good

85% of visitors attended for over 2 hours and **25%** attended on both days of the exhibition

85% of visitors would recommend other people to visit Business Yorkshire in 2009

86% of visitors are likely to return to Business Yorkshire in 2009

86% of visitors said attending events is part of what they do to stay ahead in business

88% of visitors feel optimistic about their business expansion in the next 12 months

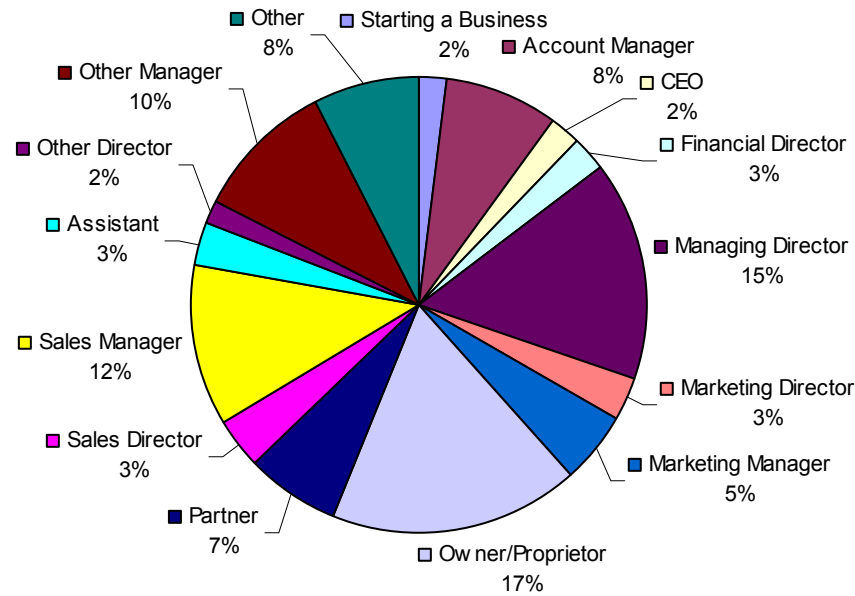
92% of visitors said the mix and range of exhibitors was good

100% of visitors would be willing to travel 30 minutes to attend Business Yorkshire with **88%** willing to travel an hour

Visitor's Industry sector

Who Came?

Visitor's Position in Company

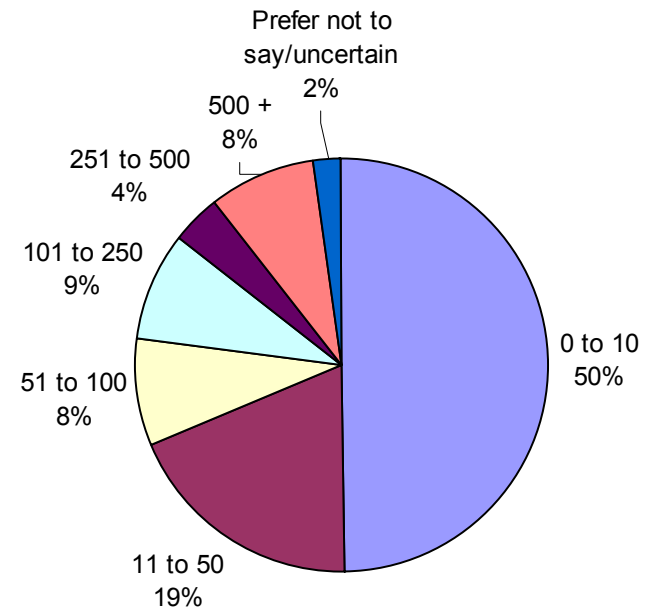
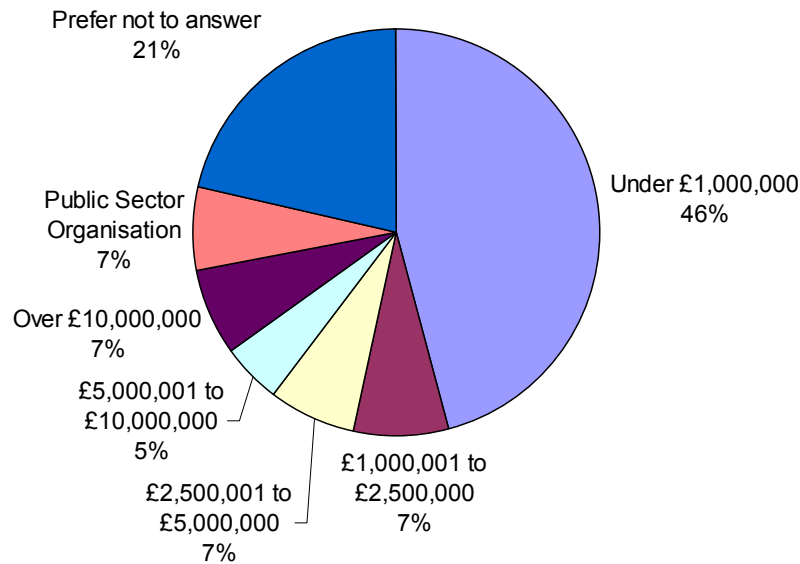


- Accountancy
- Advertising - agencies
- A.V
- Banking/finance
- Building and construction
- Business advice
- Business consultancy
- Business services
- Car sales/leasing
- Construction/engineering
- Designers - graphics
- E-Commerce
- Education sectors
- Education/training
- Energy/Utilities
- Engineering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

Visitor Company's Annual Turnover

Number of employees in visitor companies

Business type

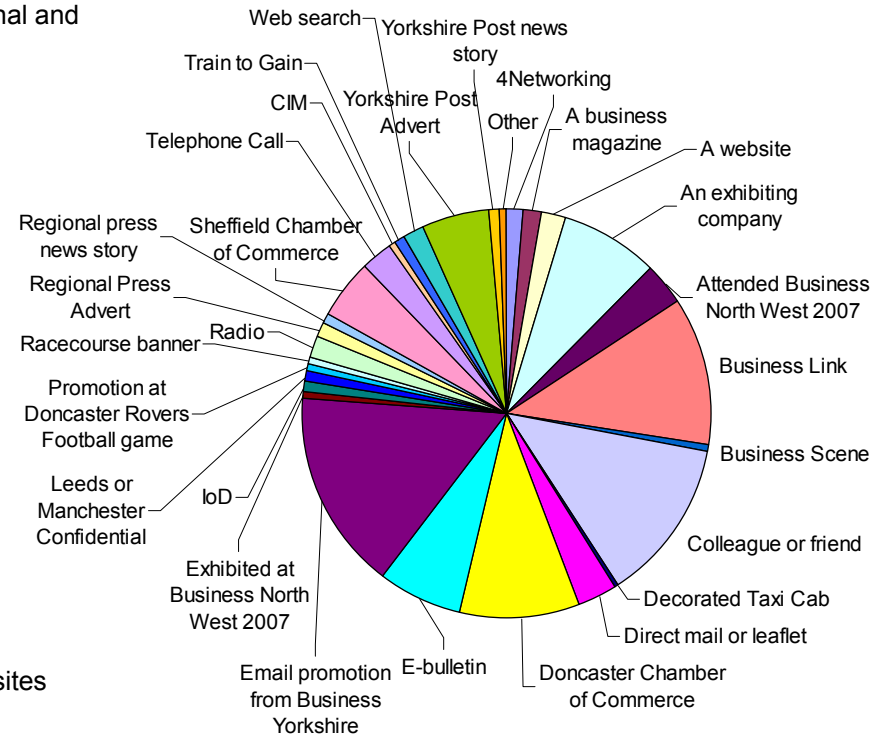




We take audience generation very seriously
Incorporating an integrated PR and marketing campaign:

- Advertising inserts and editorial in key regional and national publications
- Sponsorship at corporate sporting events
- Regional radio coverage
- Extensive email marketing campaign
- Telesales
- Dedicated SEO of portfolio websites
- Personal breakfast invitations to business members
- Dedicated regional newspaper supplements
- Website links to many business related websites
- Outdoor banners including a branded taxi cab wrap
- Email templates, banners and links created for use by exhibitors, supporters and online networking organisations
- Getting the right support and partnerships from the region's biggest organisations to market to their members

How they heard of the event



Visitor Acquisition



**Want to be
part of
this?**

**Business Yorkshire 2009 will be held at Doncaster Racecourse
on 25th – 26th November**

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

