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## Exhibition masterclass

SMALLER firms exhibiting at the Business Yorkshire exhibition at Doncaster Racecourse on November 25-26 have been given a free masterclass on how to maximise the results of their attendance.

John Blaskey of The Exhibiting Agency, Scott Hider, director of Nationwide Media Group, and David Mclean of Geometry PR ran the class for more than 40 businesses that are exhibiting at Business Yorkshire for the first time.

John Blaskey told exhibitors how to plan and implement their exhibition strategy and avoid common pitfalls of exhibiting, while David Mclean explained how exhibitors could use PR to promote themselves before, during and after the show.