

## AAXO offers exhibitor training day

The Association of African Exhibition Organisers (AAXO) is offering an Exhibitor Training Day at the Sapphire Room, Ticketpro Dome on Wednesday 14 October 2015 at 8.30am...



This event is an opportunity for exhibitors wishing to get the maximum value out of their show experience and exhibitors are encouraged to register and reserve their seat in order to avoid disappointment.

The training day is a free event for all exhibitors affiliated with AAXO members. The comprehensive programme will include how to plan and budget for a show; how to design a stand, plan demonstrations and create collateral material; training staff preparation for a show; attracting the correct target market; working with the media; and following upon leads in order to generate sales.

Expert consultant Frank Tilley, who helps businesses to develop the skills and practices that they need to navigate increasingly challenging markets, will facilitate the day. The day will be interactive, with Q&A sessions after each module and it will give exhibitors the opportunity to discuss issues and queries with organisers.

Seats are limited and will be on a first come, first served basis. Contact Cindy Wandrag on [info@aaxo.co.za](mailto:info@aaxo.co.za) to book a seat.

### Venue presentations, research

AAXO will host a different venue at each monthly AAXO meeting. The venues are encouraged to give a presentation to discuss developments and relevant information, as well as give feedback around issues that need to be addressed. This is part of the association's ongoing commitment to proactive stakeholder engagement. The first presentation by Julie-May Ellingson, CEO of Cape Town International Convention Centre (CTICC), provided useful insight into the 2017 extension plans and how this would affect exhibitions.

Charles Wilson, GM of Gallagher Convention Centre, will do the next venue presentation at the AAXO meeting at 2pm on Wednesday 23 September at Thebe Reed Exhibitions in Bryanston.

Another pressing issue that AAXO is currently tackling is that of commissioning research into the impact of the exhibition industry on the South African economy. The lack of local research over the past decade has resulted in large gaps in the industry's knowledge base and obtaining current and relevant information is a critical step in informing business strategies for organisers going forward in a rapidly evolving African market.

Gillian Saunders from Grant Thornton, the company undertaking the research, says, "The research that AAXO has requested will equip exhibition organisers with the insight to position themselves for growth and profitability and will be of enormous benefit to the entire industry." The research is already underway, beginning with a number of surveys conducted at various exhibitions, such as the MamaMagic Baby Expo, the Professional Beauty Expo and the Business Entrepreneurship & Franchise Expo. Another nine exhibitions will be surveyed. Once the information has been analysed and modelled, it will be made available to AAXO members.

For more, visit: <https://www.bizcommunity.com>