

## **Focuses on the London boom**

### **Events Extravaganza in the Capital**

London reveals the resurgence in Live Event Marketing according to Trevor Foley, group chief executive of the Events industry Alliance, but then that's what you would expect him to say. The facts, however, speak for themselves with more events, more visitors, more space and more business in the capital than ever before.

### **More Events**

London venues report a rise in the number of events held during the third quarter of 2006, up by 22% on the same period in 2005. According to Visit London's Business Tourism Monitor, conditions across the capital's business tourism sector will continue to improve during 2007. Visit London's commercial director, David Hornby, said: **"The signs for the year ahead are generally positive, with market conditions remaining strong. London is blessed with an amazing choice of venues which inspire organisers to return to the capital every year and attract new buyers from across the globe."**

### **Increased Visitors**

The same survey, of 40 meeting venues, reported a 37% increase in the number of event attendees while third quarter events at London's ExCeL also showed marked increases, the sharpest being a giant 44% rise in 'professionals' visiting Dental Showcase. The Property Investor Show reported a record increase in attendance too, up 15% while Salon International saw a similar jump announcing their 'Biggest Ever' event with more than 48,000 visitors. Railtex 2007 in February more than doubled the number of overseas visitors attending having moved to the capital from the midlands.

Across town this month's Confex show at Earls Court, the biggest event of its kind for organisers of conferences, meetings, exhibitions and corporate in Europe, grew visitor numbers by 16% to over 12,500 (subject to ABC audit) the biggest rise in 7 years!

### **Greater Space**

Planning permission was granted last month to ExCeL London allowing for the further development of the international exhibition and conference centre. The company will now consult with the events industry to ensure that Phase 2 plans meet its future requirements and its demand for more space. Kevin Murphy, Deputy CEO & MD Exhibitions, commented, **"We will then seek funding for what will be a £150**

**million development and investment in our industry.”** This second phase will take ExCeL London to around 100,000 m<sup>2</sup> of flexible flat floor exhibition and conference space and could be completed as early as 2010. The £30 billion Crossrail rail link from Maidenhead and Heathrow in the west right across the capital into Essex and Kent in the east will make travelling to and from ExCeL even easier and quicker with a dedicated new station planned in time for the Olympics in 2012.

## **More Business**

Exhibition industry research puts ROI (return on investment) at 300% for the average stand at a show, with 25% of the harder working exhibitors gaining between 5 and 10 times ROI. But with the right product, at the right event, these figures pale into insignificance. ITeddy exhibiting at Toy Fair 2007 knew they had a great new product, but were not prepared for the vast amount of interest they received at the B2B event in January. Imran Hakim, managing director, estimates that for his £6,000 stand investment, as a direct result of business gained at the show he will generate revenues in excess of £10 million – work the ROI out on that!

**“Live Event Marketing pushes all the buttons and rings all of the bells. It’s a fun, hugely effective way to bring a brand to a highly focused audience. Marketeers like the way their target groups can experience their whole brand right there and then in front of them”** concluded Foley. **“Marketing doesn’t get any more direct.”**

===ENDS===

**The EIA is supported by marketing partners Dubai World Trade Centre, IELA and getmemedia.com**

---NOTES TO EDITORS---

### **About the EIA: [www.eventsindustryalliance.com](http://www.eventsindustryalliance.com)**

The Events Industry Alliance (EIA) is the new marketing arm for the exhibitions and events industry, tasked with telling business leaders and media planners about the huge prospects for business growth through the medium of “Face to Face Marketing”, and increasing recognition in Government of the considerable value of the industry to the UK economy.

This new body has been formed by and is equally owned by members of three associations that have increasingly worked together to speak with one powerful voice for the industry:

- The Association of Exhibition Contractors (AEC)
- The Association of Exhibition Organisers (AEO)
- The Association of Event Venues (AEV)

The EIA aims to:

1. Provide a single stronger voice for the industry
2. Better resource industry promotion activities
3. Enable greater sharing of information and intellect between existing association parties and new communities

4. Increase professionalism within and knowledge of the industry at all levels within member companies, In order that all members can run existing events more successfully and win more exhibition/event business.

For more information, visit the website at [www.eventsindustryalliance.com](http://www.eventsindustryalliance.com)

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**Events Industry Alliance (EIA)**

Declan Gane, EIA PR Manager  
Email: [declan@eventsindustryalliance.com](mailto:declan@eventsindustryalliance.com)

**Events Industry Alliance (EIA)**

119 High Street  
Berkhamsted  
Hertfordshire  
HP4 2DJ

Telephone: (01442) 873331

Facsimile: (01442) 875551