



# Investing in the New World of Trade Events

## August 25<sup>th</sup>, 2021 | 11:00am – 12:30pm

### THE WORKSHOP

**Speaker 1: Patrick Adams, President of 526 Media Group, Inc. | 11:00am – 11:45am**

COVID has brought our proficiency of virtual meetings to a new level. What is next and what does it mean for the future of events?

Events are an “INVESTMENT” and like any investment, it must provide a return otherwise, why are you doing it? In this workshop, Patrick Adams, President of 526 Media Group, Inc. shares his experience, advice and 5 key strategies to evaluate and maximize your next event attendance. Having spent his executive career traveling globally, while his organization attends over 100 industry events annually on average, he offers a unique perspective on what works, what doesn't, and what is “worth it”.

Patrick Adams will have just returned from the AWFS Fair in Las Vegas. He will relay his experience at the show, noting new innovative ways to exhibit in this post-COVID world.

Outline:

- I. Introduction & general statistics relating to events
- II. What makes a great event? (audience participation)
- III. Event ROI calculator
- IV. 5 Strategies for evaluating events and making that “go/no go decision”
- V. Future event forecast
- VI. Closing/Q&A

**Speaker 2: John Connell, Informa | 11:50am – 12:10pm**

Over the last 18 months, Informa, the world's largest Conference and Exhibition producer, has had to adapt and diversify to continue connecting buyers and sellers. As we return to in-person events, John Connell at Informa Connect will discuss general trends the company is seeing, what's new with Informa's events in North America and what can you expect to see at Informa's upcoming, local events.

**Speaker 3: James Gray, Skyline Exhibits | 12:15pm – 12:25pm**

It has been over a year since you last pulled out your tradeshow booth, is it time for an update? Does it comply with new tradeshow rules? Your brand is your most valuable asset and an attractive display is vital in both reflecting the value of your business to our industry and in generating ROI for all the time and money you spend on this marketing initiative. A pull-up banner simply does not cut it anymore. James (Jimmy) Gray of Skyline Exhibits, one of the largest manufacturers of tradeshow displays in the world, is available to review current trends in booth displays and provide cutting edge new ideas to improve your tradeshow booth and ensure it is COVID-safe.

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## THE COST

\$29 PER PERSON

To register, fill out the information below and email it to [kcrowe@bcwood.com](mailto:kcrowe@bcwood.com)

## REGISTRATION INFORMATION

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FIRST NAME AND LAST NAME

EMAIL

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COMPANY

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ADDRESS

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CITY

PROVINCE

POSTAL CODE

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PHONE

ACCOUNTING NAME

ACCOUNTING EMAIL

## PAYMENT INFORMATION

MASTERCARD  VISA  CHEQUE\*

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CARD NUMBER

EXPIRY

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CARDHOLDER'S NAME

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CARDHOLDER'S SIGNATURE

\*PLEASE MAKE ALL CHEQUES PAYABLE TO --

BC Wood Specialties Group

MAIL CHEQUES TO --

BC Wood Specialties Group

200 - 9292 200 St.

Langley, BC, V1M 3A6



Recordings of each session will be emailed to you afterwards

FOR MORE INFORMATION

Contact Kit Crowe at [kcrowe@bcwood.com](mailto:kcrowe@bcwood.com) or 604.716.0944