

HARNESS THE POWER OF EVENTS WITH

SAFETY & HEALTH EXPO

18-20 JUNE 2019
EXCEL LONDON UK

EVENTS:
a sound
investment
generating ROI

Thinking of exhibiting at Safety & Health Expo?

Take a look at how events can have a massive impact on your business and how running a successful event can far outweigh your traditional marketing campaigns.

SHP
SAFETY & HEALTH
PRACTITIONER

Live events beat other forms of marketing hands down

3X more effective than print media



Live events change minds

37%

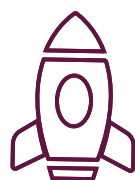
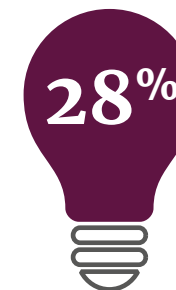
Before an event 37% of people thought they would make new contacts and 38% thought attending the event would make buying easier. This doubled to 75% and 76% respectively following the event.

75%

Seeing is believing

Visitors who encounter you at live events think your brand, product or service is 28% more innovative than they did before they attended.

28%



Watch sales rocket

76%

of visitors at B2B exhibitions make new purchasing decisions and have existing ones reinforced.



21%

Live Events are good for your image

Perception of the quality and value of your brand, product or service is improved by 21% after visitors experience you at a show.

Not being at an event can damage your brand!

DOWN
5%

The perception of a brand that is not represented at an event actually deteriorates by 5%. This is true even for extremely well-known or global brands.

Live events leave a lasting impression
69%

of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event.



FIND OUT MORE AT WWW.SAFETY-HEALTH-EXPO.CO.UK



Research conducted by Cog Research on behalf of FaceTime
WWW.FACETIME.ORG.UK

