



THE PERSONAL TOUCH IS STILL THE BEST WAY

Face to face interaction is still the best way to build business and client leads, and an event taking place in both Jersey and Guernsey aims to do just that.

A Business to Business trade show survey was recently carried out by FaceTime, and registration experts N200, on a quarter of a million attendees in 2012 and 2013. FaceTime magazine reported later that results clearly showed that these exhibitions are the places that businesses go to do business. They are responsible for delivering a premium audience in terms of seniority and decision-making. The survey also revealed that, contrary to popular myth, B2Bs are not just attended by middle-aged men in grey suits. In fact 27% percent of visitors are highly successful women working at senior levels.

The Jersey and Guernsey B2B events are innovative, full day networking opportunities providing a unique forum for companies, partnerships and sole traders to market themselves to other businesses - particularly Channel Island commercial entities. In Jersey the event takes place in June at Liberty Wharf during Enterprise Week which is run by Jersey Business and will involve the whole island business community. A week of events and activities including business networking sessions, educational seminars and presentations from leading speakers will conclude with the annual Jersey Business Awards for Enterprise.

In Guernsey the show will be staged at Beau Sejour in September and begins with an early morning 'speed networking' event, organised by Start-Up Guernsey and ends with a CGI 'meet and greet' session. Alongside the stands will be talks, workshops and panel sessions at key times.

Both events will house a maximum of respectively 25 and 30 businesses in shell stands where they can promote themselves professionally to their peers.

In April last year the inaugural B2B event in Jersey attracted 25 companies from a comprehensive range of sectors, including marketing agencies, cleaning companies, recruitment, office services and hotel groups. Participants were pleased with the results they achieved and many have already signed up for the coming event. Adrian de Gruchy from 4Hire, who took part in 2013, said 'Seeing people face to face is better than any media and gives us the opportunity to see new and existing clients. In our equipment hire business these type of events are our shop window.'

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Event organiser, Julie Settle of ec events said, 'Business people are increasingly buying in to networking opportunities such as breakfast clubs. Interestingly, the FaceTime survey results bear this out. Nothing quite equals the stimulus of a live event. It enthuses your target market and it motivates the staff you bring to manage your stand. It enables exhibitors to interact with their customers, potential suppliers and your whole marketplace.'

B2B in Jersey takes place on Tuesday 10th and Thursday 12th June at Liberty Wharf. And in Guernsey on Thursday 17th September in the David Ferguson Hall at Beau Sejour. To find out more about the events go to www.ec-jersey.com or to book a place contact Julie Settle on 07797 740913, julie@ec-jersey.com or Marguerite Talmage on 07911 719081, marguerite@ec-jersey.com

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