

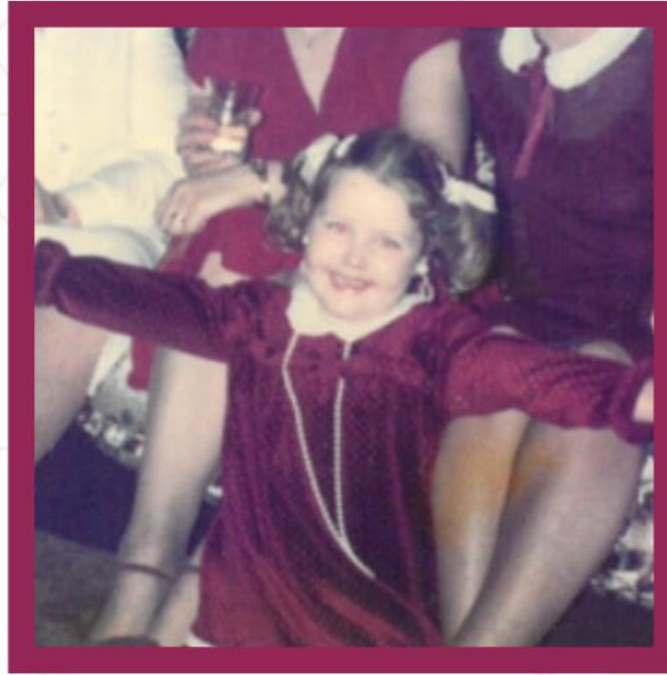
SUPPORTING THE LOCAL ECONOMY

**BUSINESS EXPO
BLACKPOOL / 19**

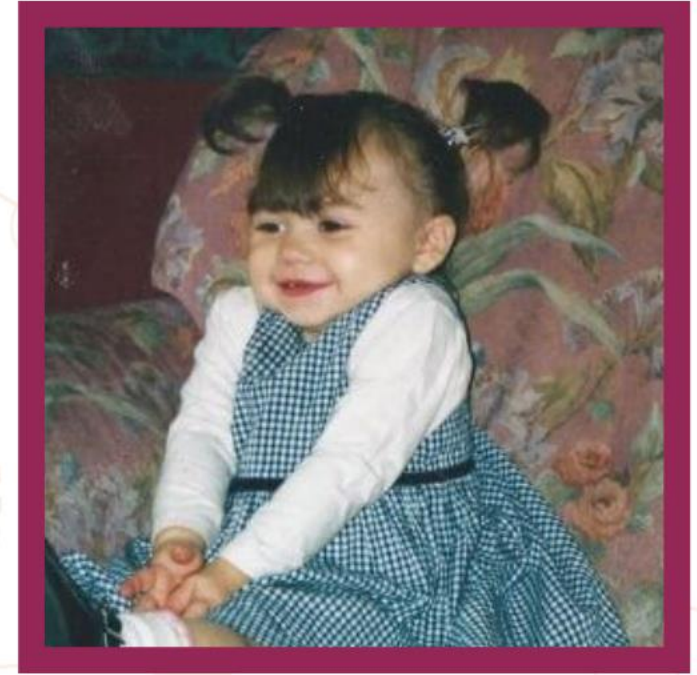
MEET THE TEAM BEHIND THE EXPO



NICHOLA HOWARD



JO LEIGH



IONA MCGRAW



EXPO'S ARE A PERFECT MARKETING OPPORTUNITY

RETURN ON INVESTMENT

RAISE BRAND AWARENESS

SAVE TIME & RESOURCES

MAKE NEW CONNECTIONS

FACE TO FACE NETWORKING

BLACKPOOL EXPO 2018 CAMPAIGN STATS

3 1 7 2

Facebook Reach



Eventbrite

EVENT PROFILE VIEWS

2 2 3 7

118% INCREASE FROM 2017



18062

Combined
TWITTER
followers

436,058



EVENT
DAY

Total Absolute
REACH ON
TWITTER



NORTH WEST
marketable
DATABASE

2 5 0 0



225,400

Twitter Impressions
THROUGHOUT
campaign



350+

expected 2019

FOOT FALL

1 7 4 2

shares on

ENTIRELY



2 5 T H S E P 2 0 1 9

BUSINESS EXPO BLACKPOOL / 19

NOW TAKING BOOKINGS

**SPEAK TO US ABOUT OUR
SPONSORSHIP & EXHIBITOR INFORMATION**