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Attracting visitors - a key topic at AIPH Expo Conference

How to attract more visitors to your horticultural exhibition and make it a high quality event will be a strong message at the new, **AIPH Expo Conference** taking place on Thursday, 19 March 2015 in Paris, France.

Renowned Expo Consultant, Sven Stimac, will present his suggestions on what to do and what not to do when marketing your expo. According to Sven “Getting visitors to come and then getting them to tell their friends afterwards is essential for any expo”. He continues “You can have the greatest horticultural displays, but unless people come there is no point.”

Having worked with expo organisers all over the world Sven is going to share his experiences to help organisers get it right first time.

AIPH Secretary General, Tim Briercliffe, comments “AIPH has been fortunate to have been able to tap into Sven’s wealth of experience as he has been supporting the production of a new guide for exhibition organisers that we will be launching at the conference. Sven’s presentation will take from this and expand with his own suggestions for exhibition organisers. Sven is someone who has been involved with horticultural exhibitions and he knows what to do to make them work. Anyone with an interest in horticultural exhibitions of any kind will find his knowledge and insight invaluable”.

Sven is just one of the motivating speakers at the event. Others include:

Bart Dohmen, Managing Director of BRC Imagination Arts, who will discuss how to identify the right expo theme and how to make it work.

Li Fengli, Secretary General of the Qingdao International Horticultural Expo 2014, who will present his recent experience of organising a spectacular expo.

Vicente Loscertales, Secretary General, BIE, who will discuss the BIE Expo Strategy and share his great experience on expos.

Tim Briercliffe, Secretary General of AIPH, who will outline the new AIPH Expo Strategy and work underway by AIPH to support expo organisers.

AIPH Expo Conference, to be held at the Marriott Paris - Opera Ambassador Hotel, Paris France, will be an unmissable opportunity for organisers of international horticultural exhibitions to glean inspiration and expert advice from expo consultants. The event will also showcase AIPH approved up coming expos coming up over the next decade.

To book your place at the Expo or for further information visit www.etches.com/aiph-expo-paris2015

Conference Sponsor

The conference is supported by Exhibiting Sponsor Doppelmayr Garaventa - www.doppelmayr.com



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Notes for Editors:

International Association of Horticultural Producers (AIPH)

AIPH is a co-ordinating body representing horticultural producers' organisations all over the world. It was set up in Switzerland in 1948 to stimulate the international marketing of flowers, plants and landscaping services. Currently membership consists of 26 organisations from 19 countries. For further details visit www.aiph.org.

AIPH Expo Conference

With a mandate agreed by an international convention, AIPH has been approving and regulating International Horticultural Expos, with our partners BIE (www.bie-paris.org), since 1960. Enthusiasm for such expos has continued to grow with millions of people visiting expos hosted all over the world. Recent successes over the last two years include the horticultural expos in Suncheon 2013 (South Korea) and Qingdao 2014 (China) which each attracted over 4 million visitors. AIPH has already approved five expos between now and 2022 in Europe and Asia. Overall visitor numbers are likely to exceed 30 million people in total. Billions of dollars will be spent on developing these international spectacles that have the ability to stimulate the development of whole cities and transform the international reputation of host cities. Each expo lasts for 6 months and sites range from 50 to over 900 hectares in size. Each one is carefully regulated, steered and monitored by AIPH. Organisers are required to report progress to AIPH meetings and each expo sends senior officials to the meetings. For the first time AIPH is combining these update reports with a major international conference and dinner in the heart of Paris.

For the first time AIPH will be inviting anyone with an interest in international exhibitions to attend including those still considering whether or not to have an expo. In attendance

we expect expo organisers, consultants, supply companies, horticultural representatives and interested city officials from all over the world.