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case notes

ORGANISER: Will Allen, event director, Ideal Business Show
 EVENT: The Ideal Business Show Wales, June 13-14 2007
 DELEGATES: 2,717 business owners and directors from small to medium enterprises in Wales and South Wales
 VENUE: Millennium Stadium, Cardiff



All-seater stadium: Network Cafe at the Ideal Business Show, Cardiff

Hit the ground running | Millennium Stadium, Cardiff

Having taken over the show from a company called B2B, we had just 12 weeks to take over this event, which was already booked into the Millennium Stadium.

We had to pick up the event and run with it, salvage everything, get the marketing up to speed and the show operational.

This is one of the few venues in South Wales able to cater for an event of this size. The Millennium Stadium has a great atmosphere and has the 'wow' factor. It is the most prestigious and largest venue in this part of South Wales.

The concept of the event is

to target the small to medium enterprises (SMEs) which make up 99 per cent of the UK economy and the only way we can reach these people is to take a regional focus. We hold regional business events for owners and directors of companies with 1-500 employees. These people, and only these people, come through our doors.

As owners of SMEs have to wear several hats, need to know everything now, but don't have enough time to research new products or services critical to business sustainability and growth, the idea is to house everything under one roof for them.

We used 5,000 square metres of space - half the pitch - which we

'We had just 12 weeks to take over this event, which was already booked into the Millennium Stadium'

divided off using the Stadium's full length black-out curtain. Within this area we created a stage set and theatre with the University of Wales Institute, Cardiff for our speakers and the 'Steps to Success' platform, which allowed exhibitors to promote their products and services.

The programme for the event included 24 free seminars and seven keynote speakers.

Leading speakers included Gerald Ratner who once described some of his stock as 'total crap' which led to the company's bankruptcy, but has since successfully returned to retail; John Humphrys of Radio 4's Today programme and Sahar Hashemi, co-founder of Coffee Republic.

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