

**„How to enlarge and reposition your consumer show by implementing events and conferences: Lessons learned from the Sport & Boat Show Zagreb“**

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## About CBBS

CBBS – Management Consulting & Business Building Co. is a boutique consulting, lobbying and business building company with the seat in Zagreb - Croatia, [www.cbbs.hr](http://www.cbbs.hr).

Core activities:

1. New business development, market research
2. Strategic partnerships, M & A, deal making & matchmaking
3. EU projects & funding, EU lobbying, co operation with European associations and institutions

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### Memberships:

- **UFI** (The Global Association of the Exhibition Industry)
- **CEFA** (Central European Fair Alliance)
- **SEAP** (Society of European Affairs Professionals) – accredited lobbyist in Bruxelles
- **HDL** (Croatian Society of Lobbyists)

### **Accompanying or Side Events**

trade fairs organize alongside own events as learning, matchmaking, engagement and demonstration platforms.

#### **Different types of events:**

- Conferences
- Workshops
- Matchmaking events
- Social events, VIP guests
- Demonstration and engagement areas
- Different activities connected with the profile of the trade fair – tournaments, contests, awards, competitions...

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## Lessons learned from the Sport & Boat Show Zagreb in the period 2001 - 2006



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### **What we faced in Zagreb Fair in 2001 concerning Sport & Boat Show:**

- Croatia - very sportif nation, sport is important part of everyday life.
- Not so many companies interested to exhibit sports related products.
- No additional marketing budget to promote and develop event.
- How to turn your disadvantage (too few exhibitors with sports equipment, sports clothing and sports related products) to your advantage with creating number of side events or accompanying events (conferences, workshops, sport tournaments, demonstration and engagement areas).
- Challenge to increase image and visibility of your trade fair with side events.

## Too many questions to be answered & right answers to be found?





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### What we did:

- We decided to create different side events and integrate them in the concept of our trade fair.
- We started to develop successful partnerships with different stakeholders around Sport & Boat Show in Zagreb - associations, media partners, sports federations, universities, NGOs .....

The good news was that potential partners had something interesting to offer, were motivated and interested to organize it at our Sport & Boat Show and share it with our exhibitors, visitors and other guests, it was win – win situation.



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- **By 2006 we had some 20 partners organizing different events and activities :**

Croatian Olympic Committee, Sport Association of the City of Zagreb, Croatian Football Federation, Croatian Handball Federation, Croatian Beach Volleyball Federation, NGO – “Bike”, daily newspapers and trade magazines - KOSARKA, Sportske novosti.....

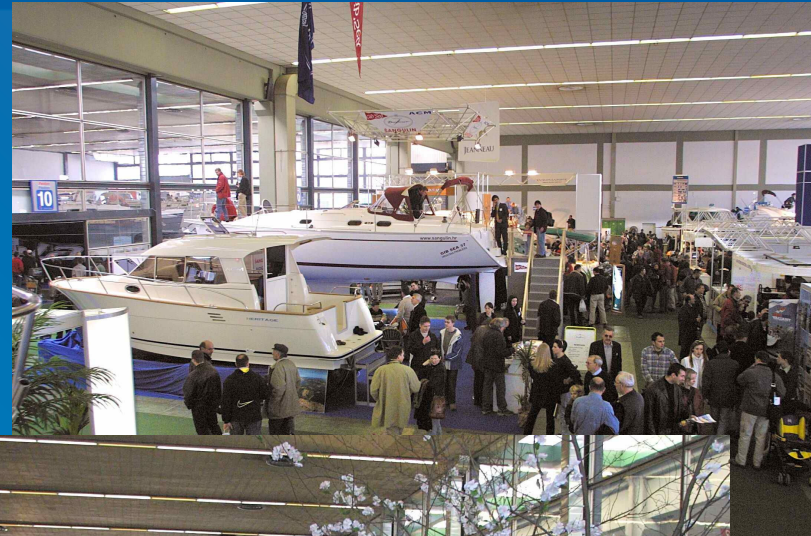
- **Learning and matchmaking platforms - international conferences and workshops with some 1200 participants, organized with the different partners :**

Wellness Association of Croatia, Faculty of Kinesiology, Croatian Sport Journalists Association, daily newspapers and trade magazines -  
MORE

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- **Special guest in 2006 was Maud Fontenoy** – young French sailor known for her rowings across the Atlantic (in 2003) and Pacific (in 2005) oceans.
- **Top athletes and national teams visited show every year** – national football and handball teams, Janica and Ivica Kostelić...
- **Demonstration areas of different sports** – BIKE PARK, free climbing, golf, fighting sports, SLAM JAM - basketball, football, diving...
- **Sport tournaments** – football, basketball, beach volleyball and handball....
- **Special events** – NAUTOMANIA – evening social event for exhibitors and VIPs, LIVE Olympic Games Torino 2006,

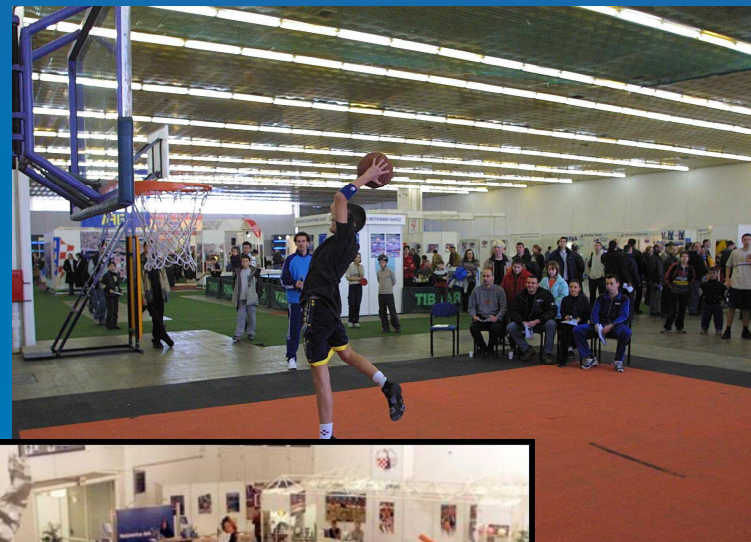
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## **Final results comparing Sport & Boat Show in 2001 with the Sport & Boat Show 2006 edition:**

- Net sold space in 2006 was 9 200 m<sup>2</sup>, i.e. 2 times bigger comparing with the edition in 2001 – 4500 m<sup>2</sup> of sold space.**
- Increased number of exhibitors - 420 exhibitors comparing with 278 in 2001.**
- Increase of 50 % of sold visitor tickets, from 17 000 tickets in 2001 to 26 000 sold visitor tickets in 2006.**
- Total area in 2006 was 25 000 m<sup>2</sup> in 10 pavilions of Zagreb Fair (comparing with 10 000 m<sup>2</sup> in 5 pavilions in 2001).**
- 8 000 m<sup>2</sup> space of different events and activities organized in 2006 with the support of some 20 different partners.**

**For the first time we made analysis of media coverage in the Croatian media in the period February 1 – February 28, 2006 (before, during and after the event) with following results:**

- **Sport & Boat Show was mentioned in 154 articles covering 88 304 cm<sup>2</sup>, the value was 1 606 143 kuna, i.e. 255 000 EUR.**
- **Zagreb Fair was mentioned in 86 articles with the value of some 100 000 EUR.**
- **Maud Fontenoy as a special guest the event in 2006 was mentioned in 21 article with the value of some 40 000 EUR.**
- **All the comments and articles increased our visibility and image because they were very positive about Sport & Boat Show and Zagreb Fair.**

## Conclusion

**Side events or accompanying events (conferences, workshops, tournaments, awards, demonstration and engagement areas...) should be carefully planned and developed because they are:**

- **Important part of your concept** when creating and developing your event
- **Powerful tool** to enlarge, improve and reposition your event
- **Learning & matchmaking platforms**
- **Opportunity to build successful partnerships** with different stakeholders of your event - government, associations, media, federations, universities, NGOs....
- **Drivers to create special experience and atmosphere** inside and around event
- Excellent way to increase not only financial and overall results but also image and visibility of your event



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Thank You.

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