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To: Animarketing Employees

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THE IMPORTANCE OF PLANNING EXHIBITIONS IN ADVANCE

Dear Sirs,

I am writing to you in connection with the above-mentioned subject.

Over the past few years, touristic marketing managers are increasingly using events like exhibitions and touristic fairs as their main marketing tool. The exhibitions can take great benefits for the company since it involves additional sales, better relationships with clients and suppliers, brand building and public relations and especially it involves presenting their products to new people and appealing the attention of real and potential clients.

Therefore it is very important that you are aware of the importance of planning any exhibition in advance, to increase chances of success and to maximize investments. So, each exhibition have to be well planned, executed, and last but not least, promoted.

The basic and first step in order to plan correctly an exhibition is to identify your core objectives. So, a good advice is asking yourself some questions like: Why are you exhibiting? Who is your target audience? Have the company got enough and interesting material for exhibit?

If you are interested in, I could send you more information in order to improve your planning skills.

Yours sincerely

ANA OTERO
Manager