



# CRAIG'S LIST: TIPS FOR HOSTING EXTRAORDINARY EVENTS

Whether you're an organiser or exhibitor, these tips will ensure nothing but a memorable experience.

**T**he Johannesburg Expo Centre (JEC) is one of the largest event venues Africa has to offer, and it's only fitting that during the month of April it is home to one of the most popular consumer exhibitions in South Africa, The Rand Show!

With a legacy dating back over 123 years, The Rand Show remains an iconic experience for both exhibitors and visitors alike with its family-friendly dynamic, a variety of entertainment for all ages and exhibitions that cater to every possible need and interest.

With the highly proclaimed attributes of the Johannesburg Expo Centre and the ongoing success of the Rand Show in mind, here are our top 10 tips for hosting extraordinary events.

## 1. Location, location, location

Whether you're organising an event at the JEC, or exhibiting your company at the Rand Show, selecting the right location is so important! You have to ensure that the size, environment and location of the venue is suitable for your events attendees. The JEC is situated in a central area that is easily accessed by most major highways and is a world class venue that is able to cater for 12 to 20 000 people, and is suitable for any event.

## 2. Plan ahead

The JEC does its best to ensure nothing goes wrong during an event, but a little planning beforehand goes a long way. Be prepared for the unexpected so nothing will get in the way of the success of your event.

## 3. Safety first

The JEC is fully equipped with all

safety measures. When hosting or exhibiting at an event, your guests safety should be a top priority.

## 4. Know your target audience

Who is your event or exhibition trying to reach? If you are interested in exhibiting your product at the Rand Show for example, it is important to know that 78% of the demographic is families. Always keep your target market in mind when choosing an event to join or venue to host at.

## 5. Personally interact with audience

The Rand Show gives you the opportunity to interact with over 200 000 potential customers. But it's up to you to make and leave a lasting impression!

## 6. Stand out

What can you do to differentiate yourself from your competitors? To ensure your exhibition or event is successful you need to stand out. Offer special demos, entertainment, and refreshments - even the smallest details will make a difference to your audience, so be sure to go above and beyond. The JEC Centre has facilities that will cater to every possible idea you may have so don't hold back.

## 7. Don't forget to market

How will anyone know about you or your exhibition if you don't market yourself to your audience? The JEC goes a long way in marketing events for you but there's no such thing as too much advertising. Think of creative ways to capture the attention of your audience both before and on the day of the event. This will ensure that you create an experience that will be remembered.

## 8. Relevancy is key

Make sure you are offering products and services that are relevant to over 80% of your audience. Know what your audience is looking for and deliver exactly that. Pay attention to trends and align your event accordingly.

## 9. Attitude is contagious

The Rand Show has its own personality and so should your event! Your guests will surely have more fun if you are! Create a comfortable environment, lead by example and have a good time. Your guests will thank you.

## 10. Enjoy the experience

After all the effort you've put into planning and executing your event, don't forget to take a moment and enjoy your memorable experience at the JEC.

The JEC is South Africa's largest purpose-built exhibition, conference, convention and events venue and is one of Johannesburg's best-known landmarks. The Centre is owned by the UK-based Montgomery Group, black economic empowerment consortium Fluxrab (led by Andrew Mthembu), local entrepreneur Raymond Burke and Craig Newman as CEO. Tel: 011 494 1920  
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