

# Exhibition of Exhibitions from AAXO in October

An Exhibition of Exhibitions will be held at the Blue Wing Conference and Events Venue at the TicketPro Dome in Johannesburg on 19-20 October 2016.



Organised by the Association of African Exhibition Organisers (AAXO), the inaugural event is designed to equip exhibition organisers and exhibitors with information and innovative tools to boost the industry and will give organisers an opportunity to showcase their skills and ideas on a massive platform.

Open to all AAXO members, which account for 80% of the organising community in South Africa, the event will host exhibition organisers and their clients, exhibitors and other industry service providers. Other than providing training sessions, this event will also allow exhibitors a chance to explore exhibition opportunities available in the marketplace. Delegates will enjoy opportunities to interact and network with some of the most successful organisers in southern Africa. Event sponsors include TicketPro Dome, Delmont Caldow Caters, ExpoGuys, Blue Label Telecoms, Exbo, Truly Wow International and Jawbone.

In line with the Association's strong 2016 focus of growth, training and knowledge sharing, the event is designed to equip exhibitors and organisers with the resources and insights to run their exhibitions more effectively and cement their positioning as a valuable marketing and sales channel.

For exhibitors, this event is their passport to exhibitions with international speakers, while organisers gain access to the exhibitor universe. Suppliers, too, will benefit from attending this event, as they gain access to key industry players.

The exhibitor training workshop will cover valuable tips on why exhibitions work, selecting the right exhibition for your business and how to measure return on investment, an important factor for any business seeking growth and survival. The organiser training will give organisers an insight into what exhibitors look for when considering to participate in an exhibition. It will also cover global best practice in term of operations and technology. The second day of training will see the return of one of the world's top recommended sales trainers, Andy Preston. He will delve deep into prospecting and lead generation, objection handling and sales leads conversions, all designed to grow revenue and business.

For more information, go to [www.aaxo.co.za](http://www.aaxo.co.za).

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