

# SAFETY & HEALTH EXPO



## Exhibitor Spotlight

### **RRC International**

RRC International has exhibited at Safety & Health Expo for over 15 years. Find out why, discover their ROI on the 2018 show, the number of leads they generated and the types of visitors they met.

*“This is providing a far better return than other events we have attended in the UK and internationally.”*

*Gary Fallaize, Managing Director of RRC International*



**Gary Fallaize**, Managing Director of RRC International

### Company profile:

RRC International started in 1928 as the Rapid Result College and over the years has evolved into a specialist HSE training and consultancy business.

RRC International has training centres in London, Dubai, Tbilisi and Tunis along with partners in 15 countries. Training is delivered in 7 languages and includes qualifications such as the NEBOSH Certificate & IOSH Managing Safely. Along with classroom delivery, it offers online courses throughout the world and has learners in around 110 countries.



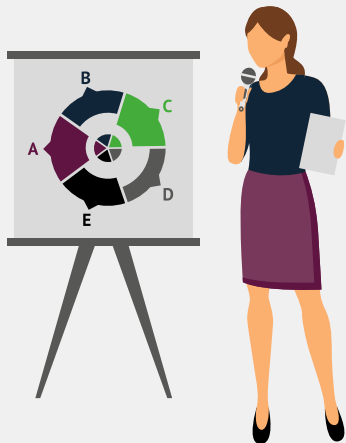
# RRC International's success at a glance

Exhibiting at Safety & Health Expo 2018



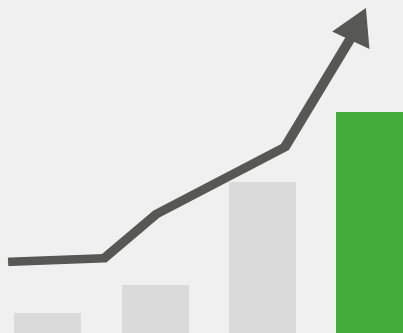
**210**

validated leads  
generated



**15%**

increase on  
2017 leads



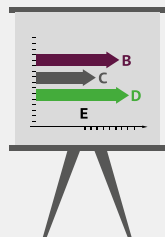
**Associated  
activities**

saw a 100% increase  
in engagement



**200%**

ROI so far – estimated  
to rise to 300%







**Safety & Health Expo welcomes health and safety professionals from around the world to source solutions across occupational health, wellbeing, PPE, site safety and more. Safety and Health Expo 2018 was the most successful show to date, welcoming a 4% increase in health and safety visitors. Overall, 20% of visitors held an annual purchasing budget of over £1 million.**

**How many years have you exhibited at Safety & Health Expo for?**

A long time. 15-20 years!

**What did you think of the 2018 edition?**

It was a very good show – very well organised with good visitor volumes.

**How successful was your time?**

It exceeded our expectations, both in the number of visitors and the quality of visitors.

**How many leads did you generate?**

We generated 210 validated leads on the stand, which is 15% up on 2017. Plus, there was a significantly higher number of people showing interest but not wanting to be scanned. We don't collect data unless there's a genuine interest.

On top of that, our associated activities targeting our world-wide customer-base saw 510 engagements, which is a 100% increase in engagement. This was a simple webpage available for the duration of the expo. It shared our on-stand offers and had social media feeds from the expo managed by a dedicated member of staff.

**What type of visitors did you meet?**

It was a mix. There were corporate buyers, with specific requirements and looking for ideas, individuals looking to progress their career by adding to their qualifications and existing customers.

**How happy were you with the quality of your audience?**

Very happy. There was a noticeable reduction in visitors just taking one day out of work – the vast majority had serious interest.

## What did exhibiting mean for you financially?

So far, we have had over 200% ROI, which is up on 2017, but we do not take the official measurement until May 19 (12 months later) as it can take some time to convert the business. Given previous trends, we would expect the final figure to be nearer to 300%. We also include all costs including staff time.

This is providing a far better return than other events we have attended in the UK and internationally.

We do get better ROI from some other marketing channels, but the 2018 results will probably provide us the second best return for 2018 spend.

***“There was a noticeable reduction in visitors just taking one day out of work – the vast majority had serious interest.”***

## What was the most interesting conversation you had at Safety & Health Expo 2018?

I had a really “dull” to many, but interesting to me, conversation about the purpose of HSE training: Are we here to educate and develop people’s skills and knowledge, provide companies with a compliance tick, or set obstacles for people wanting to join the profession. It was interesting that a potential buyer was looking at training with that depth of thought. What was more satisfying was that, after some discussion and disagreement, he offered his contact details.

## Are you excited for Safety & Health Expo 2019?

Not at all, I am getting too old to stand up for three days – mind you, I’ve said that for the past few years, and my mood

always changes on the first morning of the show. The marketing team, however, is already bouncing ideas around as they have the challenge of improving on the 2018 results.

## What advice would you give to businesses thinking about exhibiting at Safety & Health Expo 2019?

Stand position, presentation and planning are really important. So is having people on your stand that know what they are doing.

- A good stand position is essential, your hall position, lines of sight etc. You need to be where the visitors will flow.
- Have a good stand design to attract visitors onto the stand so you can effectively work it in busy and slower times.
- Plan – set clear measurable objectives and strategies to get visitors to your stand, be it new products, offers or freebies, but these must be relevant to what you are offering and support the wider strategy.
- Come up with a pre-show, during show and post show communications plan and integrate it into your general marketing activities.
- Choose the right people for your stand – good communicators who understand the product, want to be on the stand and don’t over indulge in the evenings!

**Secure your spot at Safety & Health Expo 2019.**  
Enquire about booking a stand today by completing this short form.





# SAFETY & HEALTH EXPO

 @SHEXPO #SHE2019



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