



Exhibitor Spotlight

Praxis42



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Mike Stevens, Client Services Director

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COMPANY PROFILE:

Praxis42 is a leading provider of fire, health, safety and compliance consulting and related expertise. It has a true 360 approach to fire, health and safety management, offering Consulting, Audits and Assessments and eLearning. It recognises that fire, health and safety management presents complex challenges, whether to a large corporate or an agile SME. Leadership teams can be forgiven for not always knowing where to start, or what to do next. Fines are increasing, and legislation changes rapidly, but so does the climate of public opinion and attitudes towards blame and claim, litigation, compensation and shareholder and stakeholder influence. It works closely with its clients and tailor its services to fit its clients' needs. Praxis42's consultants help to develop, implement and monitor Management Systems, and help provide assurance to clients that their policies and systems are compliant across their property estates. Its IOSH Approved & CPD Certified eLearning and instructor-led courses deliver cost-effective training and development. Its clients range from nationwide pub chains to national media channels; from high street retailers to high security casinos to global insurance and banking leaders. No two clients are the same; but the one common denominator is their demand for the most efficient, flexible and cost-effective fire, health and safety related services which are pragmatic and easy understand.



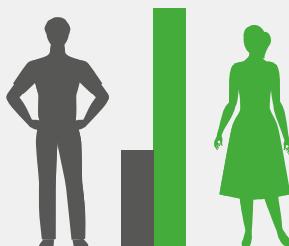


Praxis42's success at a glance

Exhibiting at Safety & Health Expo 2018



A great place to catch up with clients; old and new



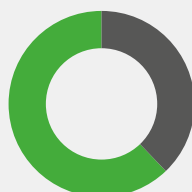
Over 850
leads captured in
the VIP Lounge



Considers the show
as an important part of its
marketing strategy



Often see the fruits of
conversations develop into
opportunities and new business



Over 150
leads captured at
the stand



Met with over 20 key decision
makers and influencers

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?

This was our 12th year at Safety & Health Expo and our 7th year sponsoring the VIP lounge. We consider the show an important part of our marketing strategy. With a number of the team having worked in the sector for over 30 years it's a great opportunity to meet old friends and fellow practitioners and it's also the perfect forum to talk to our existing and potential clients.

"Our aim is to reflect our innovative nature within the industry. We always look to be ahead of the curve and next year will be no exception."

How successful was your time this year?

Each year has been more successful than the last. This year was no exception, with over 150 leads captured at the stand and 850 leads captured in the VIP Lounge.

We met over 20 key decision makers and influencers who wanted to understand how Praxis42 could support their ISO45001 plans and in particular with the checking and assurance element across large property estates. The conversations are ongoing and as in the past we often see the fruits of the

conversations develop into opportunities and new business. The best case study we have of this is the recent BT outsource which we were invited to tender for and beat off some stiff competition to win.

How does exhibiting at Safety & Health Expo fit into your yearly marketing campaign?

Safety & Health Expo marks the pivotal point of our marketing strategy each year. We do a lot of work gearing up to the event, to ensure we are as prepared as possible, to make the most of the event and we then use the rest of the year to maximise the opportunities generated by all of the hard work leading up and during our time at the expo.

Networking and referrals have been the mainstay of Praxis42's organic growth and this means a lot of investment in time and opportunities to meet people who want to work with experienced practitioners and who understand how complex organisations operate fire, health and safety management systems. Safety & Health Expo is an excellent way for the business to invest in this important aspect of marketing and sales.

Why is the show so core to your marketing efforts?

Safety & Health Expo is the show to be at if you operate within health and safety. Therefore, it is imperative that as a leading name in the industry we

are there talking to our clients about what we are doing to continually improve and service their health and safety needs. It also represents our biggest single marketing spend so we fully commit to making it a success. Exhibitors must take responsibility for getting the best out of exhibitions. It is not enough to just put your stand up and then sit back and wait for visitors to roll up and buy your products.

What sponsorship opportunities did you invest in?

For 7 years now, we have sponsored the VIP Lounge. Again, we have found this hugely beneficial, not only to get our name out there, but also as a space that we can properly engage with our existing and potential

How did this elevate Praxis42 at the show?

The VIP Lounge was incredibly busy for the entire 3 days and so it was a fantastic opportunity to be seen and meant that visitors who might not have attended our stand still saw us and could also engage with our experts in a relaxed environment.

What was the quality and quantity of visitors like?

We had record numbers of visitors this year both to our stand and the VIP lounge - all of whom are great leads for us as they are at the show for one reason only, and that is to talk about health and safety. Due to the nature of our business, our services are relevant to almost everyone who comes to the show, so every conversation is an important lead for us.

How are you changing your stand for Safety & Health Expo 2019?

Our stand next year will look very different from previous years. Our aim is to reflect our innovative nature within the industry. We always look to be ahead of the curve and next year will be no exception.

What was the best conversation you had at the show?

There were so many, but one that sticks out was a visitor who needed a training solution for a large number of employees, spread across a number of locations. They were apprehensive about using eLearning as they had tried it in the past and had a negative experience. They were however encouraged by the fact that all our courses are IOSH Approved and our eLearning offering was bolstered by our Consulting capability and our in-house practitioners. We rolled the training out in September and it has been a huge success. This organisation will prove to be a valuable client for many years to come.

What are the best benefits of exhibiting at Safety & Health Expo?

Safety & Health Expo is a great place to catch up with clients; old and new, as many come to the show year on year. It is also the perfect place to start conversations with new potential clients as they are in the right mind set to talk about their fire health and safety requirements and hopefully we can help!

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



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clients. This year we held a Fire Safety clinic in the VIP lounge, giving advice to visitors about their fire safety requirements. This went down really well, as it was a free drop in service and some really expert solutions were provided for complicated fire life safety problems. Those that attended said it was great to be able to discuss and chew over their issues and to get some expert advice and guidance in a constructive coaching conversation.

SAFETY & HEALTH EXPO

 @SHEXPO #SHE2019



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EXHIBITING**

Running alongside:

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INTERNATIONAL

FIREX
INTERNATIONAL

FACILITIES
SHOW

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