

A New Dawn For The Insight Show

Contributed by Centaur
Friday, 06 March 2009
Last Updated Friday, 06 March 2009

The 2008 Insight Show saw an increase of 13% in visitors arriving at the show ready to learn new ideas on how to reduce wasted advertising spend and employ cost effective research techniques. Â

More companies than before are turning to a closer collaboration between research and best marketing practice.

Companies who are experiencing reduced marketing budgets are turning to research to determine which marketing activities provide the best return on investment.

Research is also being used by companies to increase the understanding of their audience to maintain the relationship between the brand and the consumer. By using research, whether it be in-house or agency led, companies are starting to align their marketing strategies accordingly and reduce wasted ad spend.

For 2009 the Insight Show becomes part of Marketing Week Live, the UK's first integrated event for marketers. Marketing Week Live brings together the Insight Show plus Centaur Media's other two established marketing exhibitions; Online Marketing Show, In-Store Show and a new launch for the data marketing community, the Data Marketing Show.

The Insight Show is already preparing for an even more successful show. As companies tighten their belts and batten down the hatches in this global recession, the research industry is poised to capitalise on the increasing need from companies to extract maximum value from marketing spend. A case in point is the number of small to medium sized agencies who have already signed up to exhibit at the Show.

Ron Cordeiro, Event Director commented

“The number of small to medium sized agencies exhibiting at the Insight Show has increased and demonstrates the confidence in the industry at the moment. For small agencies to spend a significant proportion of their marketing spend in this way clearly shows despite the economic downturn they see the value of promoting their services at the Show.”

The Insight Show, part of Marketing Week Live, takes place at the Grand Hall, Olympia, London from 30 June – 1 July 2009.

There is some limited space available for agencies to exhibit. Any visitor who registers to attend any of the other 3 exhibitions will also be allowed to cross over into the Insight Show, vastly increasing the number of senior decision makers to potentially meet and do business with.

For more information on exhibiting call David Mallett on 020 7970 4471 or email david.mallett@centaur.co.uk .

Registration for visitors is now open – please visit www.insightshow.co.uk to register for free entry to the show.