

BRIEF RETROSPECTIVE PRESENTATION BALKANS MONEY SHOW 1992-2017.

IN BRIEF ...

THE ORGANOTECNICA GROUP ORGANISES, SINCE 1992 IN AN ATHENS/THESSALONIKI HOTEL, THE *MONEY SHOW*, A MULTI-CONFERENCE FORUM OF FINANCIAL AND INVESTMENT INTERVENTIONS.

SINCE 2001, THE *MONEY SHOW* WAS ALSO ORGANISED,, IN LONDON, NEW YORK.

THE *MONEY SHOW* IS ADDRESSED TO MANAGERS AND HIGH EXECUTIVES OF THE ORGANISATIONS AND ENTERPRISES OF THE WIDER MONEY MARKET, WHO PARTICIPATE IN THE CONFERENCES AS SPEAKERS, PANELLISTS AND AUDIENCE. AT THE SAME TIME, IT PROVIDES ORGANISATIONS AND COMPANIES ACTIVE IN THIS MARKET WITH THE OPPORTUNITY TO PRESENT THEIR SERVICES IN SPECIALLY ARRANGED SURROUNDINGS AND REALISE ALL NECESSARY BUSINESS CONTACTS, IN THE FRAMEWORK OF THE PARALLEL *MONEY LAND* EXHIBITION.

IN ITS LAST TWO YEARS, THE *MONEY SHOW* ATTRACTED THE PARTICIPATION OF OVER 70,000 PERSONS IN ITS CONFERENCES, WHILE THE VISITORS OF THE *MONEY LAND* NUMBERED APPROXIMATELY 30.000 PERSONS.

The Conferences

The core of all past organisations of the *Money Show*, according to its main design, were the Conferences that took place during the two-day event period. These Conferences provided every year the central tone of the events and included:

- ▶ a. The Central Convention, taking place on the last day of the events, with the central theme "The new Money Market".
- ▶ b. The Parallel Conferences, that covered all distinct sectors of the Money Market and allowed for substantial presentations and interventions on specialised subjects that are of interest to organisations and enterprises involved in these sectors.
- ▶ For the organisation of the Conferences, the Company collaborated with the major organisations expressing the views and interests of those participating in every separate sector, or with mass media selected on the basis of their prestige in this sector. This selection aimed at securing the validity of every Parallel Conference from the viewpoint of speakers-panellists and their respective interventions, whether in the form of presentations regarding policy priorities or in the form of criticism.

Money Land - The business contacts

The business part of the activities (*Money Land*) presented the customers of the organisation with three alternatives:

- ▶ a. Special Conference Rooms of the hotel, given to "Privileged Exhibitors" to allow for company presentations and high profile contacts. Furthermore, in special cases, the organisers allowed the use of the Conference areas in specific hours, to allow for company presentations to a selected audience, promoted in the frame of the conference programme.
- ▶ b. The Lobbies of the hotel, where stands were set for the presentation of certain "Exhibitors", and their promotion in the framework of the regular flow of the Conferences' audience. Furthermore, a number of customers used hotel rooms as private areas for meetings, to allow for the presentation of their services and the confidential discussion of collaborations.
- ▶ c. The promotion of customers-exhibitors either through special arrangements in the event areas, or through advertisements in the *Money Show Guide* and the promotional programme of the events.



The discussions of the *Money Land* organisers with the Exhibitors, revealed that the level and size of their business contacts were affected by the following three factors:

- ▶ The experience that most of them had acquired from their participation in previous editions of the *Money Show*. These Exhibitors could utilise the innovative potential for communication, public relations and marketing provided by the structure of the events and the characteristics of the audience attracted by the Conferences and the publicity in the specialised stock and business Press.
- ▶ The design of their communication tactics, at the level of presentation, invitations, products and services selection, and promotion. In this area, a number of Exhibitors sought professional design and implementation services from the Company or other consulting firms of the Greek market.
- ▶ The characteristics of their products or services and their proximity to the interests of the specific events' audience.

The sponsors and the supporters

The *Money Show* was supported financially also by the participation of sponsors from the Public sector, business sector and the Money Market sector.

- ▶ These sponsors did not support the *Money Show* on the "classic" premise that worthwhile efforts should be financed.
- ▶ The sponsorship agreements were drawn following in-depth studies of the communication and marketing needs of the sponsoring organisations, in collaboration with the specialised staff of the Organotecnica Group (that remains above all else a Business Consultants Group).
- ▶ The Company allowed the adjustment of certain organisational parameters of the *Money Show*, to best suit the communication and marketing needs of these specific sponsors, yet without altering the basic structure of the event.
- ▶ Furthermore, it secured a number of provisions and services to the sponsors, that had a "cost" at least as high as their sponsorship, but could be drawn in a synergistic manner within the framework of the *Money Show*.
- ▶ Therefore, in essence, these sponsorships took the indirect form of a strategic collaboration and the financial support of the event provided a net benefit to all those involved.

The services to participants and the audience.

- ▶ The audience and the Conference participants had at their disposal all the services provided by the hotel (restaurants, cafes, bars, etc.). Furthermore, in collaboration with the organisers, Exhibitors and sponsors could rent rooms for their staff, collaborators and customers in special prices.
- ▶ Especially for the Conferences audience, the organisers made a number of essential arrangements that facilitated the flow of the participants and their information for the events in the Conference part of the *Money Show* and the *Money Land*.
- ▶ **The arrangements included:**
 - Entrance control, to avoid the presence of persons without specific interest in the Money Market and the events.
 - Adjustment of the flow in the Conference area and the hotel lobbies, so that the privileged exhibitors are best served and the audience is given the opportunity to visit all stands in these areas.
 - A number of personal computers providing, in a user-friendly manner, information for the location of all stands and presentations by category of interest. Also, a number of touch screens presenting updated information on the events and the participants.
 - Free distribution, to all visitors, of the Exhibition Guide in the entrance of the events area.
 - A fully equipped Press Bureau, to serve journalists, mass media representatives and the audience.
 - A giant screen displaying rolling messages for the current events in the Conferences.
 - A special Secretariat in every separate area of the events, for the immediate service of the visitors enquiries.
 - Special courier and security services to serve the respective needs of exhibitors and visitors.

The promotion of the events.

- **The *Money Show* events enjoyed vast publicity in the media of direct interest to the participants, i.e.:**
 - - The daily financial and business papers
 - - The periodical business, *Money Market* and *Stock Exchange* press
 - - International media (*International Herald Tribune*, *Fortune Magazine*, and *CNN*).
- This coverage, apart from the usual publications of advertisements and Press Releases, took the form of extensive reports on the Conferences' conclusions and most significant presentations, and covered the November-December period of every year.