

EANS Newsletter

In This Issue:

- IAFE
Networking ../1
- A letter to EANS
members ../2
- CAFE
Consumer
Protection
Program
Workshops ../3

IAFE NETWORKING

From notes taken by Glen Jefferson attending the IAFE convention in Las Vegas, Nevada.

Attending the International Association of Fairs and Expositions convention in Las Vegas was a valuable experience to learn of the many ways to heighten the visibility and importance of agriculture fairs and exhibitions here in our Province. The processes learned at the convention will provide information to apply to local events and assist managers to improve their facilities and feature events. An example of the workshops was a presentation entitled "You Must Reach Your Audience" that showed the changing times and methods used today to inform our modern society people the importance of the agriculture industry and the livelihood dependence on farming.

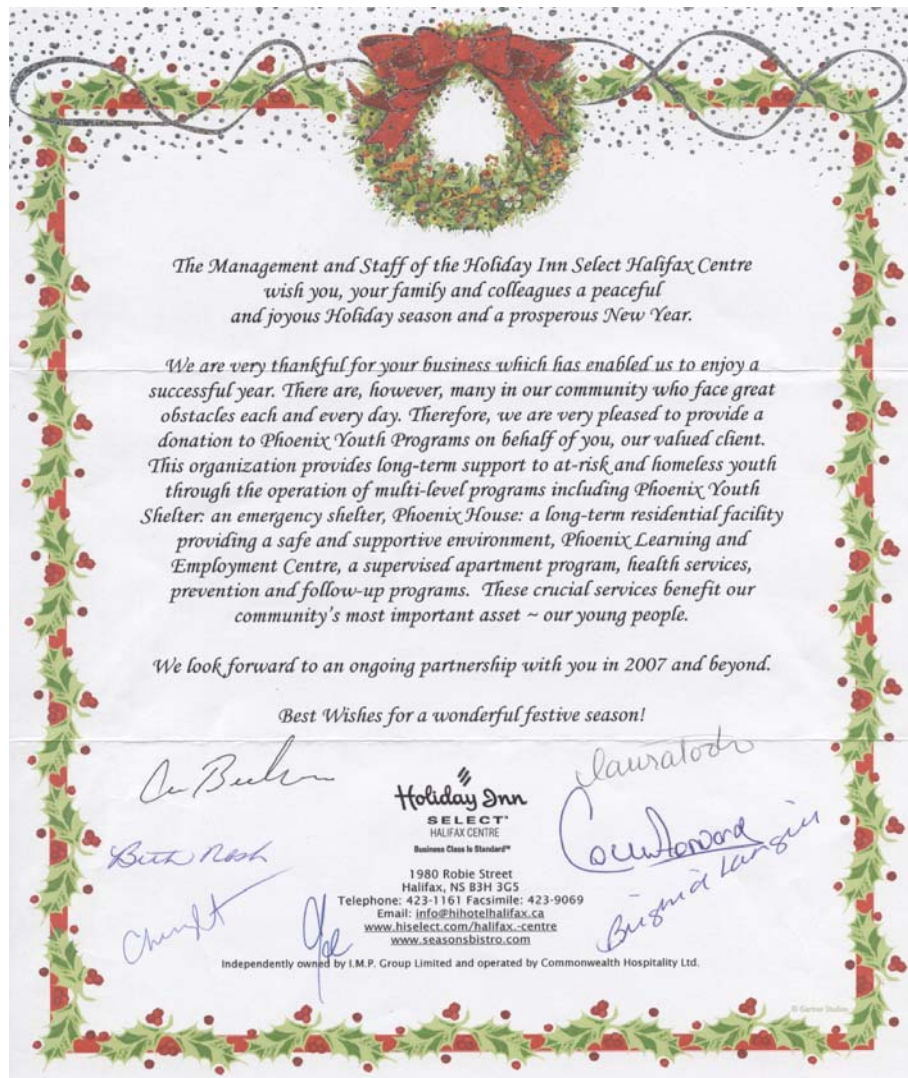
Fredric Rosen, CEO, North American Midway Entertainment, narrated the session and outlined many current ways to address changing times and patrons interest. Some of these important features are as follows:

1. Times are changing through new technology and the movement of people from rural areas to city locations. New techniques must be used to reach the people to inform them of our agriculture heritage and need to attract visitors to exhibitions to keep abreast of modern farming procedures.
2. Many fairs and exhibitions advertise and relate information on their events on the Internet but many highlight the entertainment and not the importance of agriculture.
3. Looking at the multiplicity of advertising items on the Internet it is difficult to make the agriculture fairs and exhibitions stand out because of the many competitors. A new and unique process for advertising and information must be used.
4. A great deal of work goes into the planning and conduct of the fairs and exhibitions for several weeks and months before the event. When the event finally ends and workers breath a sigh of relief, it seems that everything comes to a halt as the general public contact the exhibition office and hear a recording that states " the office is closed ". The work of advertising and information must go on and those in full-time positions should be pro-active for promoting their event on all days of the week.
5. A new term "Viral Marketing" means keeping up with the times and requires change in the way the shows are conducted. Do not keep doing the same things if visitors are losing interest. An evaluation of age structures, income levels and visitor interests are key factors that determine current entertainment activities.
6. Although time consuming, it is important to check demographics and what people like in your neighborhood. Determine the current market and not the way it has been in the past.
7. It may be worth the time and cost to engage the services of a professional marketing person to determine what is needed to make the events successful.
8. There are different emotions that determine a successful event and keep visitors coming back daily and each season. These are characterized as follows: (a) the social experience; (b) the family; (c) the thrill; and (d) the escape. These four factors generally indicate what visitors are looking for in their visits to fairs and exhibitions to base their decisions on attending.

IAFE Networking (continued from Page 1...)

9. Many promoters are using "Alternative Marketing" methods to identify patrons such as electronic mail (e-mail) lists retained from enquiries to inform them of upcoming events and the entertainment features in the daily experience.
10. It is especially important to use web sites to promote and educate on upcoming fairs and exhibitions. A check list can be added to the site to determine the number of enquiries (hits) on the website which identifies interests. The identification of e-mail enquiries can also be acquired by checking with related activities such as 4H.
11. A website can also be used to sell tickets in advance of an event as well as a detailed list of the daily events.

These are a few of the procedures that can be used to market and promote our fairs and exhibitions as well and creates new thinking into the way we conduct our information and education processes. We are gradually becoming more computer literate and will use these facilities as we progress in electronic messaging and promotion. The next steps will involve Internet "streaming" through a Canadian based company to reach visitors across Canada and world-wide. This is an exciting new venture that can materialize, hopefully, with some financial assistance from federal programs.

From the Holiday Inn Select, Halifax to EANS Members:



Workshops

Will include information on:

- Understanding Pathogens and analyzing your facility
- Improving operational procedures
- Identifying contact zones, determining corrective actions, developing record keeping, and process verification programs
- Designing and operating a planned contact area
- Developing critical documents

CAFÉ Consumer Protection Program Workshops

The Consumer Protection Program for farm animal contact at fairs, exhibitions and shows is designed to provide useful and interactive information and tools to enhance consumer protection at events that feature or promote human contact with farm animals.

C.A.F.E., working in harmony with the International Association of Fairs & Exhibitions (IAFE) and Technical Solutions International (TSI), will be delivering this program to communities across Canada. Workshops will offer participants an in-depth look at E. coli and other dangerous

pathogens and teach event managers and organizers how to develop, write, and implement consumer protection plans for events that bring humans and farm animals together.

As a participant, you will partake in interactive discussions and learn how to develop site-specific tools to evaluate your facilities as well as action plans to minimize the risks associated with pathogens. You will leave with a “starter kit” for creating or enhancing consumer protection programs at your own facility.

CAFE on the web:

<http://www.canadian-fairs.ca/>

Season's Greetings from the Exhibitions Association of Nova Scotia



**The Exhibitions
Association of Nova
Scotia**

40 Gateway Road,
Halifax, NS B3M 1M9

PHONE:
(902) 443-2039

FAX:
(902) 443-6721

E-MAIL:
glen.jefferson@ns.sympatico.ca

We're on the Web!

See us at:

<http://www.eans.ca>

About the EANS

The Exhibition Association of Nova Scotia is a non-profit organization that showcases the agriculture of the Province and relates the urban and rural communities through knowledge and awareness of farm activities while providing entertainment, community attraction for tourists and economic benefits for the Province of Nova Scotia.

Funding and services provided by the Province of Nova Scotia through the Nova Scotia Department of Agriculture, are greatly appreciated and adds support to the fairs and exhibitions in various parts of the Province from June to October each year.

The EANS Newsletter is published quarterly, relating events of the Nova Scotia Fairs & Exhibitions. Your contributions to the Newsletter would be appreciated. Please send all relevant material to:

**Glen Jefferson, Executive Director,
40 Gateway Road,
Halifax, N. S.
B3M 1M9**

Or email to: glen.jefferson@ns.sympatico.ca

