



6th International MBFair™ 2010 SPRING
March 10, 2010 - Hyatt Regency Hotel Belgrade, Serbia

Post Show Report

EXHIBITORS	16 exhibitors <i>14 international exhibitors, 2 Serbian</i> Universities, Business Schools, MBA programs and training and business consultancy.
REPRESENTED	Croatia, Cyprus, Germany, Greece, Hungary, Italy, Serbia, Slovenia, UK, USA. <i>Total number of countries : 10.</i>
VISITORS	450 visitors, average age 28.6 years, average work experience 6.2 years.
VISITOR PROFILE	From GMs and Presidents of the companies to sales executives and from recent graduates to Sales and HR managers. A few expats. Some students in their final year and a few recent graduates w/o experience. Predominantly private sector, but some from public companies and utilities and government ministries. Also, media and academicians.
MEDIA SPONSORS	24 sata, Blic, Danas, eKapija, Ekonomist, Infostud, Politika, Singidunum Weekly, Trip.
PROMOTION	We have applied a combination of direct mailing and focused advertisement campaign in the leading magazines and newspapers read by your target group of young professionals and the brightest recent graduates. We have gotten a significant visitor ship as a result to our direct mailing to company directors and HR managers. We recognize that the choice of the expensive premier exposition location, the Hyatt Regency Hotel, serves as a deterrent to non-qualified or sub-qualified visitors.
ANALYSIS	The number of visitors of the SPRING '10 edition was higher than expected since at that time Serbia was hit by a real winter storm, icy rain and frost. It is important to note that the HR directors and managers have again informed their employees about the show. That might serve as an indicator that the training and development budgets might start to be created again. As previous years, the exhibitors report that a number of visitors has enquired about the scholarship programs.
VISITOR SATISFACTION	The visitors, from their point of view, stated that they were satisfied with the exhibition and choice of programs.
PRESENTATIONS	Some School/Program presentations were very well visited. This is the result of the collaboration promotion efforts between the exhibitors and the organizer as well as exhibitor's animation of their own pool of potential students.

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