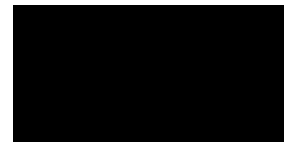


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EXHIBITOR EVENTS

June workshops for exhibitors and PRs

WORLD TRAVEL Market is hosting two workshop events this month, designed to help exhibitors make the most of their involvement in the exhibition.

First up is the PR Workshop, which takes place this Friday at One Drummond Gate, Victoria, London, featuring presentations on the PR opportunities available at the event.

Speakers will include *TTG* brand director Daniel Pearce, who will outline key themes and deadlines for the magazine's WTM-related features, including the *TTG@WTM* dailies.

Later in the month there will also be an Exhibitor Planning Day.

The event - due to take place on June 28 at Montcalm Hotel in London's Mayfair - will give exhibitors a chance to discover ways to increase their return on investment, with areas of focus including event themes, how to invite key buyers on the invite-only first day, and the e-badging process.

A new-look break-out room format will also allow exhibitors to ask detailed questions and gain practical experience on the WTM systems.

Visit the WTM website to register for either event.

