

## **Three Top Tips To Get 2011 Started**

### **Pick The Correct Exhibition To Attend & Increase Your Exhibition ROI**

DO NOT attend an exhibition just because your competitors are there...  
They may not have done their research and be attending the wrong exhibition.  
The first thing you need to do is define 'who have been your past most profitable clients'.  
Once you have built a profile you can research relevant exhibitions which attract your type of visitor...

### **Increase Your Event Attendance Using Email Marketing**

Statistics show the most effective day for sending B2B Emails is Wednesday at 10am, it is best to avoid Monday's and Friday's and never send emails overnight

### **Promote Your Events For Free**

If you want to promote your events for FREE use [Eventbrite](#), here you can post details of your events free of charge.