

The Star Workplace Expo a roaring success

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The first 'The Star Workplace Expo', held this past weekend in Joburg, was an unprecedented success. With 14,500 visitors, this inaugural exhibition exceeded first-time event benchmarks and continues to receive praise from exhibitors and visitors. Even Coca-Cola Dome management commended The Star Workplace Expo as one of the best run and organised exhibitions hosted at their venue.

The Coca-Cola dome, the home of top-class exhibitions, is proud to add The Star Workplace Expo to their stable of great events. "Creating a new exhibition, especially in these tough times, is a really hard task. Making such a great success of it is a fantastic achievement," says Grant Medcalf, The Coca-Cola dome, Sales and Marketing Manager.

"We are blown-away by the feedback from our exhibitors," says Michael Berger from PenQuin International Special Projects, the organiser of the Expo. "PenQuin was specifically commended on the professional and exceptional service we provided throughout the Expo."

The Star Workplace Expo sought to bring together high-calibre exhibitors and visitors in an environment that stimulates interaction to develop valuable leads. 70 exhibitors from diverse employment sectors offered visitors invaluable information about their respective companies and industries. "The exhibition offered extreme value for the marketing of our brand and the expansion of our business potential," says Lisl Whytock of Royal Sechaba.

Whytock is just one of the many exhibitors delighted by the considerable number of visitors. The 14,500 Expo visitors, ranging from school students to experienced careerists, exceeded first-time event benchmark figures, which normally average 10,000.

Berger indicates that many exhibitors are already enquiring about the next 'The Star Workplace Expo' and future projects from PenQuin International. "The feedback indicates that we will definitely be going National as well as annual," says Berger. "We're proud to add 'The Star Workplace Expo' as yet another example of PenQuin's professionalism and ability to deliver world-class service and events."

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