



Resources Expo show pulls in the decision makers

The Resources Expo 2010 show held in June in Prince George, B.C., proved to be successful in drawing together the major decision-makers representing the region's natural resource industries including, of course, the forest industry.

By Jim Stirling

When a new direction is designated for a familiar event and visitors comment "it's not what it used to be", it's clear the foundation for change has been established. So when participants in Resources Expo 2010 in Prince George remarked "this isn't like Forest Expo", they were right.

But the June event wasn't conceived, planned or intended to be another Forest Expo. Resources Expo has moved on toward becoming the premier, multi-natural resource, business-to-business networking and trade exposition for central and northern British Columbia.

"Overall, it accomplished what it was intended to do," summarizes MaryAnne Arcand, co-chair of Resources Expo 2010 with Roy Nagel. "It met our expectations."

Arcand says preliminary figures indicate the event drew 2,233 qualified attendees, with the emphasis on the qualified. One of the pivotal organizational goals was to draw together the decision makers representing the region's prime natural resource industries: the people who can provide accurate information and can close a deal.

All told, about 8,000 people attended the two and half days of Resources Expo, says Arcand. "We're convinced that the business to business approach is the way to go."

She says the top-notch speakers lined up for the business sessions attracted an average 40 to 45 people for each presentation, all of them entrepreneurs.

Arcand concedes the contractor/human resources fair components of Resources Expo were not as well attended as the organizers had hoped. But there were mitigating reasons contributing to the turnout, she suggests. One was Mother Nature's influence. Both oilpatch workers and forest companies were busy ramping up seasonal activities and unable to participate personally in the show.

Members of Resources Expo's board of directors were busy throughout the show. "Board members were continuously going around the floor to answer questions from show participants," she reports.

The feedback was a mixed bag but Arcand says many exhibitors reported positive reactions along with significant sales and positive leads. Vehicle sales were reported strong with one exhibitor claiming their first direct sales after participating in the last four Forest Expo shows, cites Arcand. "Others said they want the same booth again" for the next Resources Expo, scheduled for spring 2012.



At press time, the Resources Expo board hadn't convened for the regular show post mortem and detailed analysis of participants' comments. "For us, the show met all our expectations and then some and we learned a lot," concludes Arcand. "It was part of the process of getting used to change and it was a good start. We'll do it better next time."