

Marketing Mix List of Exhibitors – 28th September 2010

In association with



Visit Wales – Marketing Wales to Visitors (including information on)

- Publications
- Grading

County Councils – Marketing your area

- Pembrokeshire
- Carmarthenshire
- City and County of Swansea
- Neath and Port Talbot

Trade Associations of South West Wales – Advice, getting to know your area & networking (& Much More!!)

- Pembrokeshire Tourism
- Carmarthenshire Tourism
- Tourism Swansea Bay

Business Support (& advice)

- Business Centre Swansea
- Regional Centre Service (FS4B - Flexible Support for Business)

Training and Development – DIY Marketing, getting a qualification & advice

- Gallu
- Gower College Swansea
- Chartered Institute of Marketing

Finding 'staff' to help you / People looking for careers

- Go Wales & SMU – Graduate scheme (Staff funding opportunities)

Where do you start? - Assess your market / Market research

- Travel Xray

Use of Media – Newspapers and Magazines

- South Wales Evening Post (Including information on advertising in Devon & Cork)
- Swansea Bay Business Life
- Bay View
- Valley View
- The Eye on Gorseinon
- Neath Knowledge

Use of Media – Radio

- The Wave
- Swansea Sound
- Cork 96FM

Marketing & PR

- Andy Pearson Publicity / Hope Street Media
- SignSpeed
- MGB PR

Getting the most from the Internet / online booking

- Best of Neath and Swansea
- W3 Webdesign
- EPM Marketing
- Business One Central (ChrisKellett.Com)
- CD Traveller (online travel community, reviews and travel advice)

Making you look good / use of print & getting your message out there on 'screen'

- Harcourt Litho – Printing & Design
- Nacal Solutions – Touch Screens
- Printing.Com (Pembrokeshire)
- Tourist Network – Screens
- ChrisKellett.Com – Design
- Photographsof.Com
- SignSpeed
- Lewis Printers

Getting your literature out there!! - Distribution

- Pear Distribution
- SA Marketing

The Power of Networking – Getting YOU out there!

- Tourism Trade Associations of South West Wales
- Local Business Forum / Marketing Basics
- Best of Neath & Swansea

Outside the box – organisations and businesses that offer different ways, sometimes free advertising opportunities.

- BayTrans – Discount entry with bus tickets
- Wales Screen Commission – use your premises as a film or TV location
- Ffres – Regional Food Tourism initiative – find out how being involved can help your business
- UPix Photo Capture (at Clyne Farm Centre)
- CJ POS

Marketing Mix Roadshow partners –



Media Partners –

