

Trade shows have much to offer

Trade shows may be one of the most important avenues for businesses to display their wares, but new research questions if their full potential is being exploited.

UQ PhD graduate Dr Udo Gottlieb has studied trade shows and the perceived trade show effectiveness from a visitor's point of view as part of his PhD.

Dr Gottlieb, who has been involved in trade shows in a personal and professional capacity, said his research sheds light on how important trade shows can be to a business in more ways than just to sell a new product.

"What usually happens at these events is management sends their best sales personnel along to the exhibit with the aim to sell their latest product," Dr Gottlieb said.

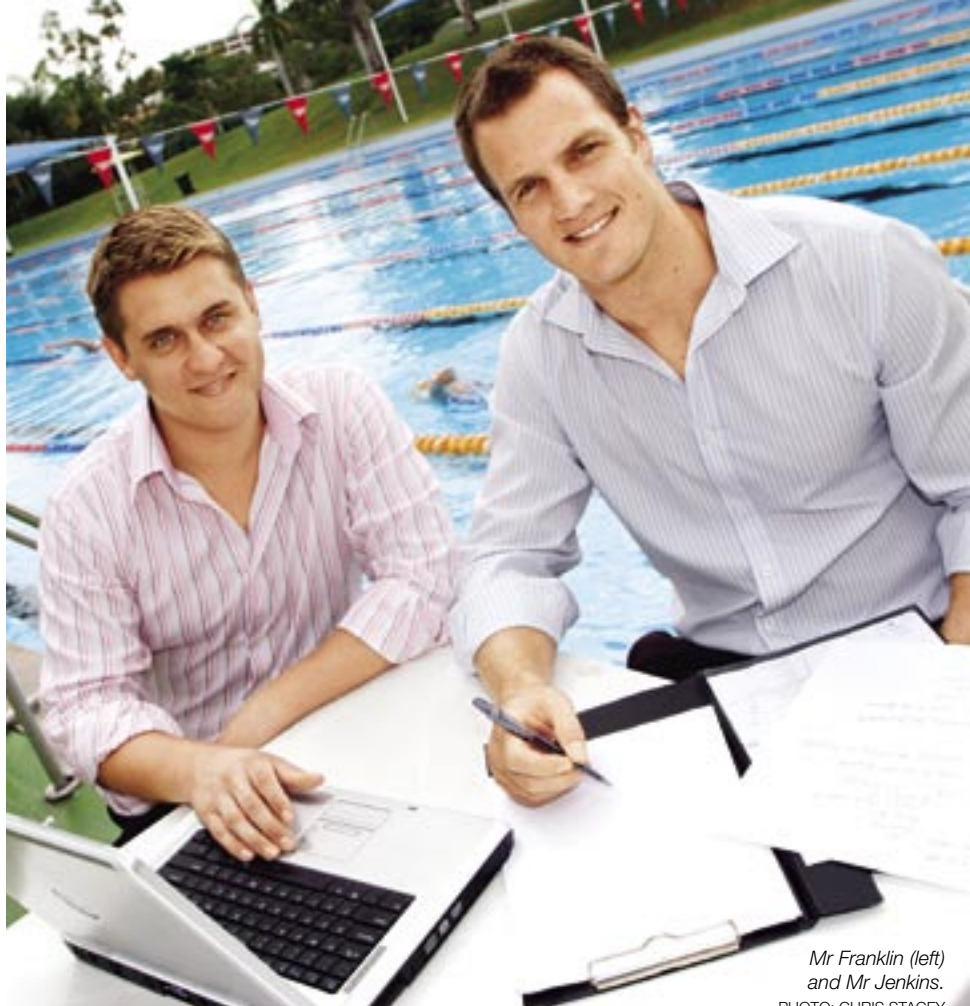
"But this is a narrow approach, focusing on just one area while neglecting many others that could potentially boost the effectiveness of trade shows."

"Trade shows are a fantastic place to get immediate feedback from your customers as well as strengthen ties with all members of the supply chain, and assess and research competitors and their goods and services."

"Rather than just the promotional side of marketing, trade shows are able to link almost all elements of the management arena, and therefore, are essential to the entire business environment with their influences on strategic and operational decision making processes."

Dr Gottlieb said despite being a global phenomenon, in which companies invest billions of dollars every year, trade shows had been a neglected area of research, in business and academic circles.

"Private companies as well as governmental organisations should know how significant trade shows are and that they are more significant than people previously thought," he said.



Mr Franklin (left) and Mr Jenkins.
PHOTO: CHRIS STACEY

Bluewired for business

With a 20-year friendship and taste for new adventures, former UQ aquatic stars and Bachelor of Commerce graduates Adam Franklin and Toby Jenkins have turned their attention from the pool to the boardroom.

They have set their sights on demystifying the Internet for businesses, setting up a Web design and hosting company, Bluewire Media.

To capture attention, create a desire to know more and then generate a response are the key steps to achieving a successful result with a business website, according to Bluewire Media Director Adam Franklin.

"The blue wire is the ethernet cable that people use to connect to the Internet," Mr Franklin said.

"We felt it was representative of what we aimed to achieve – connecting businesses to the Web and that's why we called the company Bluewire Media."

Armed with the skills they learnt at UQ, Mr Franklin and Mr Jenkins have focused their energies on making Bluewire Media a success.

They have also had plenty of practice at teamwork; both played water polo for UQ, winning a bronze at the 2002 Australian University Games.

Fellow Director Mr Jenkins also won a gold medal and claimed the national university record for the 4x50m freestyle relay and Mr Franklin won a gold medal in the team springboard diving event.

In 2004 Mr Jenkins was a member of the water polo team that represented Australia at the Athens Olympic Games.

Ranked no. 1

UQ's School of Economics research publications have been ranked the nation's best according to an influential national poll.

The April 2006 edition of the poll by the Research Papers in Economics (RePEc) program based at the University of Connecticut in the United States confirmed the School's position among the best in the country.

The poll is updated monthly and evaluates research according to a range of criteria including publications, quality of journals, citations and download statistics.

The poll started in June 2005 where the School of Economics debuted in the number three position. The School has consistently ranked high in the poll with April the first occasion it hit the number one spot.