

GTC Exhibition Report 2017

Since I became Exhibitions Officer in September 2016 I have tried to slim down what we do in order to run this role as efficiently as possible and fit it into my working life.

The GTC attends exhibitions in order to recruit new members and to have a presence with our sponsors.

The exhibitions we have attended since I took on this role are:

- IBC – Amsterdam 09-13/09/2016
- Kit Plus – Manchester 08/11/2016
- BSC Expo – Battersea 03,04/02/2017
- BVE – Excel London 28,01,02/03/2017
- and the next one is MPS – Olympia 13–14/06/2017

From the ones I have attended so far I have noticed that some are more tailored to production rather than camera crew and this is reflected in the numbers of new members joining on the day.

In order to make the stands look more professional we have invested in some new pop-up banners, explaining what the GTC is and what the benefits of becoming a member are. We also ordered some freebies that we can give away to potential new members and these include GTC branded pencils and lens cloths. We are using the iPad to its full potential to join members there and then.

As many of you know, the GTC is now offering PL insurance. This news was first released at BVE and generated a lot of positive feedback, with many new members joining for this reason and other existing members renewing their membership to take up the offer.

We also received positive feedback about how great our publications are, especially Zerb. Many people can't believe that we can produce something so professional looking from a small organisation. At the exhibitions people came to the stand just to pick up the latest copy.

As we are in the process of changing the GTC name we have been very conscious only to use the initials rather than the full title on all the new promotional items so that we don't have to reorder everything at an extra cost when the new name is decided.

I would like to thank everyone on Council who have helped me find my feet in this role, and also my predecessor, Ray Meier, who did a fantastic job. I would also like to thank all the volunteers who have given up their time to help me at all the exhibitions.

Sally Garrett
Exhibitions Officer

