



# *The International Hospitality and Tourism Student Journal*

## The 'Think Cleaner and become Greener' exhibition

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### Abstract

The company 'Events for Us' has been achieving much success over the past three years in operation and has quickly moved up the ladder in the business world. Catering for every event need and running innovative exhibitions throughout Ireland, Sharon Kiely hopes that the 'Think Cleaner and become Greener' exhibition will be one of many events that will define her business and help showcase the future broadened potential of her firm. Boasting highly qualified management staff alongside her event crew Miss Kiely possesses a strong competitive advantage in the market place. The exhibition itself is based solely on Eco-friendly products which help sustain the environment, while the installation of these products facilitates the average home owner by lowering their costs. The event will take place in the Limerick Race Course and comprise of two days in January. The target market for this type of event is twofold as exhibitors are needed to make the event happen and the public is essential in order to make the occasion viable. For this reason primary research was carried out for each sector in the form of a questionnaire. The exhibitor questionnaire being sent through email attaining twenty responses in total and the public questionnaire hand distributed throughout the Mid-West region achieving one hundred and fifty responses in total. A strong marketing campaign was devised for this event, having the occasion broadcasted on local radio stations as well as in local newspapers. Posters were designed and two thousand were posted around the three locations to attract more guests to the exhibition. Due to the strong marketing campaign put in place and as ticket prices is only €5 Miss Kiely is expecting a turnout of at least five hundred people per day, therefore one thousand over the two days in operation. The main competition for this type of exhibition is found in Dublin with the Ideal Home Show hosting an annual eco-expo. This event is a huge success and this year the firm have seen such a rise in the number of home owners who want to extend their existing house rather than moving that the organisers have decided to host the very first 'Extend Expo' in order to cater for the new interest. There are also many other close competitors to this event so of which are: the Eco Expo in Cork, a Construct Ireland for Sustainable Future and there is also a Plan Expo Green Conference in the convention centre in Dublin. A detailed operations section has been developed which includes the pre-event, live event and post-event. This has proven very straight forward for Miss Kiely and her devoted staff as a plan in set out one month in advance of the event. This provides the staff with enough time to get to know the running order of the event before it occurs. After all the tables, chairs and back boards are in place the exhibitors set up their own stands leaving the event crew time to deal with other issues such as car parks, clock rooms and delivery points. The financial side has proven that this event is viable and the accounts which back this up can be seen later in the paper through the gross profit being produced each year. Due to the fact that the books show a very positive future for this event it is proposed to extend in its second year of running to showcase two weekends instead of the initial one.

*Keywords:* Events; Eco-friendly; Career satisfaction; Limerick

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### 1. Introduction

This research aims to highlight the business plan of the 'Think Cleaner and become Greener' exhibition. By doing this, this feasibility study which is based over three years underpins the following sections: the marketing research and strategies, the operations and the financial plan in order to intelligently determine if the exhibition is in fact viable or not.

This event was chose due to the evident economic downturn which has in turn left many people without a current occupation. From this devastating occurrence the government, banks and independent companies alike have put in place measures to help these unfortunate families by

providing grant funding schemes such as: the Greener Homes Scheme (GHS), the Home Energy Saving Scheme (HES), Warmer Homes Scheme (WHS) and DoEHLG Retrofitting of Insulation and Other Energy Efficient Measures (Anom, [Brochure] 2011).

The 'Think Cleaner and become Greener' exhibition is a two day event running in the month of January over a two day period. Having the event in January would aid people with cost savings after their disposable income would have been spent on Christmas presents in the months running up to December.

This exhibition will showcase twenty-six different companies all striving to produce quality goods and services.

Visitors to this event will develop an awareness of the eco-friendly products in the market place and therefore become money conscious and environmental as a result.

## 2. Overview of Market

Nowadays the topic of becoming eco-friendly by reducing your carbon footprint is becoming a worldwide phenomenon by both businesses and the average home owner. This is seen across the globe and has a ripple effect on the human population as is evident by the way several households and/or businesses now use many specific eco-friendly products and/or services. For example, people may use solar panels as an energy source in homes or companies may use recycled paper in offices.

Due to this we are now seeing more and more events containing sections on becoming green. The most prominent event containing eco elements would be an exhibition. Ireland's largest exhibition for home owners is the Ideal Home Show which takes place in the RDS in Dublin. This exhibition includes an eco-section comprising of many exhibitors fighting to win customers through their unique competitive advantage. This exhibition runs over a four day period, boasts high turnouts of over 30,000 visitors and is stated to be "without doubt the busiest section of the 2009 and 2010 Ideal Home Shows" (Ideal Home Show, 2011).

People look to companies to provide the population with cheap rates due to this regrettable world recession. Yet as we have seen year and year again this unfortunately is not always the case, which is why the awareness provided by an exhibition which incorporates these eco-friendly products is the way forward. It is believed that due to this event, growth in sustainable energy produce will soar creating positives for the economy such as; aiding business and creating well needed revenue and therefore disposable income for the economy, yet there are also positives for the average home owner such as cutting costs.

### 2.1. Projected Market Share

When the research began the author believed that the projected share of the market for this event could quite possibly be any member of the population. This proved difficult for the organisers as when the event began to take shape they realised that in order to carry out sufficient research they would have to narrow this market down into certain segments. To do this they decided that demographic location would determine the current projected market share population. From this they concluded that the projected market share for the 'Think Cleaner and Become Greener' exhibition was the Mid-West region being; Limerick, Clare and North Tipperary where people with an interest in cost saving and energy efficiency would become the number one priority. The author established that as there is no other event of its kind in this region, market share would be easily attracted. After this decision was finalised the researcher then had to focus on the projected share of exhibitors. This was an easier task as the researchers only had to break down the

companies in Ireland which portray renewable energy sections.

### 2.2. Research Methodology

#### Primary Research

Due to the fact that there was a twofold primary research approach needed. Two separate questionnaires were conducted. A questionnaire is a "list of a research or survey questions asked to respondents, and designed to extract specific information. It serves four basic purposes to:

- Collect the appropriate data,
- Make data comparable and amenable to analysis,
- Minimize bias in formulating and asking question,
- To make a questions engaging and/or varied."

(Business Directory.com, No Date)

For this a self-administrated questionnaire was distributed by the researcher to the public due to the high levels of responses needed, being one hundred and fifty, therefore acquiring fifty responses from each region. The second primary research which would be carried out was an e-mail questionnaire to all potential exhibitors requiring thirty responses.

#### *Target market questionnaire results:*

Kotler and Armstrong (2010) state that "market targeting involves evaluating each market segment's attractiveness and selecting one or more segments to enter." From carrying out this questionnaire it is evident that there is a huge demand for an eco-friendly exhibition in the Mid-West region as the results from question five states that 81 per cent of the population would attend this event, see 'Figure 1'.

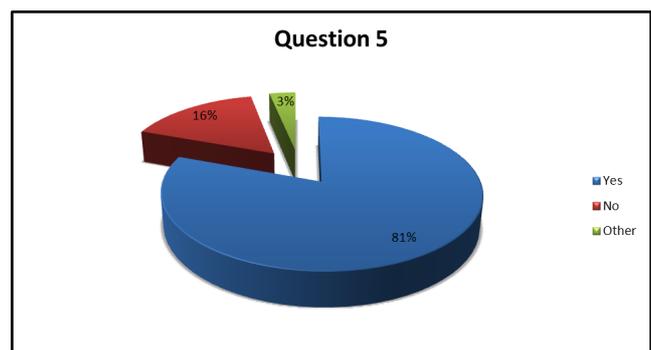


Figure 1: Question 5

Through the results from this question it is evident that the specific target market has become sensitive in relation to cost savings due to the economic downturn. This was proven apparent due to the results from question four of the survey as 94 per cent of the population said yes when ask if they were concerned about cost savings, leaving only 6 per cent saying no. When asked in question six about the population's willingness to pay a price on entry the results

proved that 60 per cent of the population believed that five euro was sufficient, see 'Figure 2'.

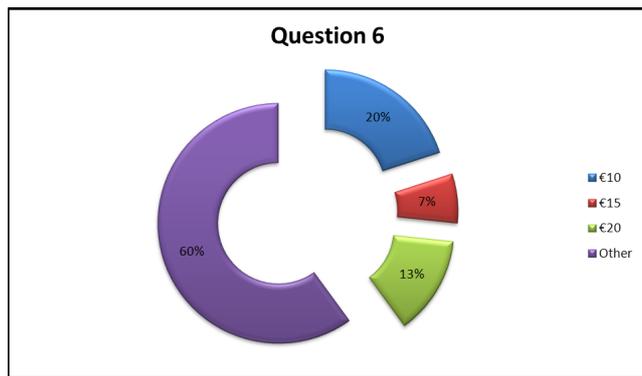


Figure 2: Question 6

Question seven asked at what time of year respondents become money conscious. The results state that in general 45 per cent of the population think Christmas time is when most people feel the pinch due to the extra spending during the time running up to this occasion. On the other hand 42 per cent of the population believe that they are now becoming money conscious all throughout the year meaning there is no actual specific time period to run this event. Lastly question eight enquires about travel, asking would people be willing to travel to the Limerick Race Course for this event and the results state that 87 per cent of the public said yes leaving just 13 per cent answering no.

The target market of an event is vital as without visitors an event would become invalid. For this reason the development of the answer seen on the next page was based on two questions from the target market questionnaires, these were question three and five. When the results from question three; what is your occupation, were cross-tabulated with the results from question five; would you be willing to attend, the results that most corresponded with a yes answer to question five were as follows:

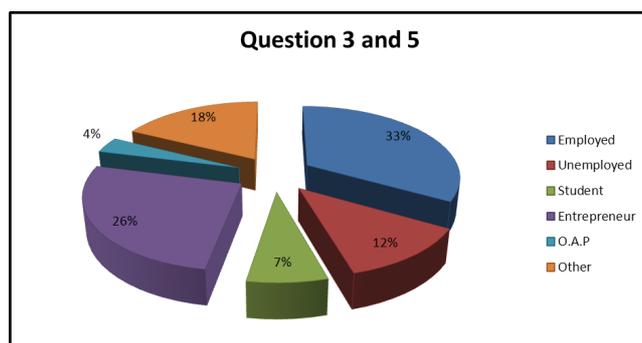


Figure 3: Question 3 and 5

This proves that the two main groups in this target market are the employed at 33 per cent and entrepreneurs at 26 per cent which indicates that the target market for the 'Think Cleaner and Become Greener' exhibition would be the average home owner and business people. From previous

results it would become apparent that there is a particular segment from this specific target market that would be categorised as the money conscious members of society.

Through this the researchers can focus on inexpensive methods of marketing such as advertisements on local radio stations such as; live 95fm, Tipp Fm, News Talk and Spin South West, in the local newspapers such as the; Limerick Post and Limerick Leader and also general e-mails to companies inviting them to attend the event in order to target all of the potential market.

*Exhibitor's questionnaire results:*

Exhibitor questionnaires were electronically distributed via e-mail. An exhibitor list was devised for the live event, comprising of twenty-six companies. Some of which are:

- Airtricity Ltd.,
- Bord Gais Energy Home Team,
- Solar Direct,
- ESB HALO Installation Service.

From this research it became apparent that 95 per cent of companies would be willing to exhibit at the 'Think Cleaner and Become Greener' exhibition as they believe it would benefit them in the long run due to brand awareness and publicity. This was extremely positive for the research as it proved that the event not only had willing visitors but exhibitors too. Question three asked the companies if they would be willing to pay to exhibit and the results were as follows:

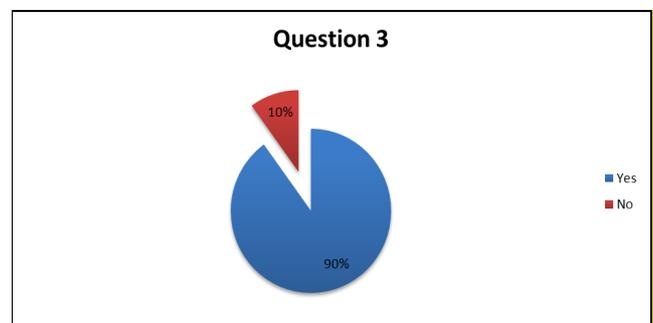


Figure 4: Question 3

Question four asked exhibitors to state the price they would be willing to pay. For this 20 per cent said they would pay €945, 65 per cent said they would pay €1,060, 5 per cent said they would pay €1,175 and 10 per cent click the 'other' option. For this reason the price for exhibiting was established to be €1,060. Lastly when the firms were asked in question five if they would travel to Limerick to exhibit their product or service the result determine that 95 per cent of the companies replied yes, leaving just 5 per cent of companies with a negative response.

*Secondary Research*

For the secondary research the researchers firstly chose a selection of literature and secondly a variety of e-Journals.

### 2.3. Competition

Competition can be both direct and indirect in context. Direct competition is based around the specific area that is involved, so for this event it is the eco-friendly produce, while indirect competition focuses on the everyday side as there are numerous alternatives present where the population may want to spend their disposable income.

#### Direct

The most prominent direct competition for this event would be the Ideal Home Show for two reasons: firstly because it is the largest exhibition showcased in Ireland and secondly because it showcases a large area of eco products in its Eco Expo section. This event is held in the RDS in Dublin over four days which means it has a longer life span than the 'Think Cleaner and Become Greener' exhibition. The event is also sponsored by the ESB which have a strong foothold in the eco environment. Admission fees are €15 per adult, €10 per OAP or Student and children under twelve go free (Ideal Home Show, 2011), this proves to be a positive for the 'Think Cleaner and Become Greener' exhibition as admission fees are more economical at just €5. Although the Ideal Home Show would be the main source of competition for this event there are also many other sources of direct competition found in Ireland. Some of which are; the Eco Expo in Cork, Construct Ireland for Sustainable Future Dublin and there is also a Plan Expo Green Conference in the convention centre in Dublin.

#### Indirect

Twenty-six different companies all strive to produce quality goods and services.

#### Place

This event will be held in the Mid-West region at the Limerick Race Course due to the fact that there is no other eco-friendly event running in this location. It will provide the local population with the opportunity to drop by and save money. This event is not solely based on cost savings as some visitors may just want to become more aware of the new improved produce on the market.

#### Promotion

Marketing for this event is twofold; firstly for the visitors, the marketing would take place on

### 3.1. Services Provided

This event will run consecutively for two days, starting at 9.00a.m on the 7<sup>th</sup> and 8<sup>th</sup> of January and finishing at 7.00p.m. The exhibition stands will be open all day, on both days, ensuring every visitor can get value for money even if they arrive to the event at midday. There will be an in-house catering

Indirect competition can take the form of any alternative for which money can be spent, for example, leisure and/or work. This is where a person decides that their disposable income is in fact either needed for another reason or when an individual may just decide that they wish to spend their money on another event.

### 2.4. Competitive Advantage

The unique selling point for the 'Think Cleaner and Become Greener' exhibition over its direct competition is the fact that there is no other event of its kind. This is an exclusive exhibition centred solely on eco-friendly produce, which provides the public with the chance to save money by converting to these new mediums. This event is based in the Mid-West region again being the first in this region and boosts low entry fees from €5 which is €10 cheaper than the Ideal Home Show admission fee.

### 2.5. Marketing Strategy Product

Kotler and Armstrong (2010) define a product "as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need." The 'Think Cleaner and Become Greener' exhibition is a two day exhibition running in the month of January due to the results from question seven, as 45 per cent of the population state that they would be money conscious at Christmas. Having the event in January would provide people with cost savings after their disposable income was lessened due to the money spent on Christmas presents in the months running up to December. This exhibition will showcase local radio stations, in local newspapers and posters be distributed throughout the local shops and communities. Secondly for the exhibitors, which would be done through e-mail invitations to all potential companies?

#### Price

The price of attendance to this event is €5 as evident from the results for question six. This price includes admissions and free quotations and or demos from specific companies. The initial price of this event was €10 but it was later benchmarked by the economic downturn to the current economical price.

### 3. Services

service onsite in order to cater for every guest needs.

The 'Think Cleaner and Become Greener' exhibition offers two advice centres which are as follows; an extension advice centre and a Dulux interior design advice centre. Many demos are held throughout the day staging much of the exhibitor's products, such as; DIY demos, health and beauty demos and world cuisine demos. The exhibition also

showcases many household essentials such as furniture, décor, bathrooms and kitchens.

### 3.2. Operations Process

There are three stages in the running of any event; the event set-up, the live event and the event

shutdown. For each of the three stages of the exhibition a work breakdown structure has been drawn up which illustrates what task needs to be undertaken, by whom and at what stage during the event.

<i>Event Set-up</i>		
<b>Date/Time</b>	<b>Action/Task</b>	<b>Actioned By: Employee/Number</b>
Wednesday 4 <sup>th</sup> Jan 2012	Staff Briefing	Sharon – 100 – Managing Director Anthony – 107 – Project Manager
Thursday 5 <sup>th</sup> Jan 2012, 8.00a.m	Delivery Point Set Up	Thomas – 101 Patrick - 105 John – 112
Thursday 5 <sup>th</sup> Jan 2012, 12.00p.m	Loading and/or unloading the goods, and transportation of these goods to specific areas of the building	Thomas – 101 Steven - 119 Mark – 113 Enda – 120
Thursday 5 <sup>th</sup> Jan 2012, 1.00p.m	Av Equipment – Installation	Sponsored by Securenet.ie
Friday 6 <sup>th</sup> Jan 2012, 8.00a.m	Tables and chairs arrive	HireAll.ie
Friday 6 <sup>th</sup> Jan 2012, 10.00a.m	Tables, chairs and backdrops are put in place	Lorraine – 104, Geraldine – 118, Mary – 115
Friday 6 <sup>th</sup> Jan 2012, 1.00p.m	Room Decor	Lorraine – 104, Geraldine – 118 Mary – 115
Saturday 7 <sup>th</sup> Jan 2012, 7.00a.m	Stall Set up	Exhibitors

**Table 1:** *Event Set-up*

<i>Live Event</i>		
<b>Date/Time</b>	<b>Action/Task</b>	<b>Actioned By: Employee/Number</b>
Saturday 7 <sup>th</sup> & Sunday 8 <sup>th</sup> Jan 2012, 8.00a.m	Parking Stewards	Christopher – 106, Christy – 110 Sean – 108, Alan – 116
Saturday 7 <sup>th</sup> & Sunday 8 <sup>th</sup> Jan 2012, 8.00a.m	Catering Company Set up	Limerick Race Course
Saturday 7 <sup>th</sup> & Sunday 8 <sup>th</sup> Jan 2012, 8.30a.m	Ticket sales and brochure personnel	Nicole – 114, Isabelle – 103 Yvonne – 117
Saturday 7 <sup>th</sup> & Sunday 8 <sup>th</sup> Jan 2012, 8.30a.m	Security	Limerick Race Course
Saturday 7 <sup>th</sup> & Sunday 8 <sup>th</sup> Jan 2012, 8.30a.m	First Aid	Red Cross
Saturday 7 <sup>th</sup> & Sunday 8 <sup>th</sup> Jan 2012, 8.30a.m	Storage Area & Cloak room	Lorraine – 104, Geraldine - 118 Mary – 115
Saturday 7 <sup>th</sup> & Sunday 8 <sup>th</sup> Jan 2012, 8.30a.m	Floor Staff	Enda – 120, Thomas – 101 Patrick – 105, Mark – 113
Saturday 7 <sup>th</sup> & Sunday 8 <sup>th</sup> Jan 2012, 8.30a.m	Cleaning	Limerick Race Course
Saturday 7 <sup>th</sup> & Sunday 8 <sup>th</sup> Jan 2012, 12.00p.m – 3.00p.m	Lunch Breaks	All Staff
Saturday 7 <sup>th</sup> & Sunday 8 <sup>th</sup> Jan 2012, 9.00a.m – 7.00p.m	Exhibition	All members involved in event

**Table 2:** *Live Event*

<i>Event Shutdown</i>		
<b>Date/Time</b>	<b>Action/Task</b>	<b>Actioned By: Employee/Number</b>
Sunday 8 <sup>th</sup> Jan 2012, 8.00p.m	Staff Debrief	Sharon – 100 – Managing Director Anthony – 107 – Project Manager
Monday 9 <sup>th</sup> Jan 2012, 8.00a.m	Collection Point	Thomas – 101, Patrick - 105 John – 112
Monday 9 <sup>th</sup> Jan 2012, 8.30a.m	Site Clearance	Steven – 119, Enda – 120 Mark – 113, Lorraine - 104 Geraldine – 118, Mary – 115 Securenet.ie
Monday 9 <sup>th</sup> Jan 2012, 3.00p.m	Cleaning	Limerick Race Course
Tuesday 10 <sup>th</sup> Jan 2012, 10.00a.m	Meeting with Stakeholders	Sharon – 100 – Managing Director Anthony – 107 – Project Manager
Tuesday 10 <sup>th</sup> Jan 2012, 1.00p.m	Evaluation	Sharon – 100 – Managing Director Anthony – 107 – Project Manager Stakeholders
Tuesday 10 <sup>th</sup> Jan 2012, 6.00p.m	Financial Close of event	Sharon – 100 – Managing Director Anthony – 107 – Project Manager
Friday 13 <sup>th</sup> Jan 2012, 1.00p.m	Plans for future event	Sharon – 100 – Managing Director Anthony – 107 – Project Manager Stakeholders

**Table 3:** *Event Shutdown*

### 3.3. Experience levels of Management and Staff

All employees are well trained and briefed before undertaking any of the previously stated tasks. Sharon Kiely the managing director has acquired both a degree and a master's throughout her studies. She boasts an honours level degree since 2005 in BA (Honours) in Business Studies with Event Management and masters since the year 2006 in MBS International Entrepreneurship Management. After which she moved into the working environment gaining many valuable future contacts. Beginning her career with SDL Exhibitions Ltd, situated in Rathfarnham, Dublin 14 she acquired much knowledge of the home energy industry. While working with SDL she had showcased herself as a vital asset to the company and she became the project manager of the Ideal Home Show.

Whilst undertaking this role for two years she decided to further her ability and thus leads us to where she is today as an independent party owning her own firm in the Munster region. For the past three years her company *'Events for Us'* has been achieving much success as it is quickly moving up the ladder in the business world. She hopes this event will define her business and help showcase the future broadened potential of her firm.

Anthony Gunning has come from an academic background also having undertaken a Bachelor of Business in Marketing and Management degree and completing with first class honours in 2005, only to further educate himself by embarking on a master's in MA Project Management (Corporate and Distance Learning). After which he became part of the marketing team for the Cloughjordan Ecovillage. As challenging and interesting as this was he decided after four years of working closely with this phenomenal sustainable community that he wanted to become more involved but the position was not available in this firm, after weeks searching for a new job he became a stakeholder in Sharon's company *'Events for Us'* and has gained the role of project manager.

As seen in 'Table 1 to 3' the line staff amount to fifteen, management staff are at a number of six with four working behind the scenes. A brief organisational structure can be seen on the next page as 'Figure 5'.

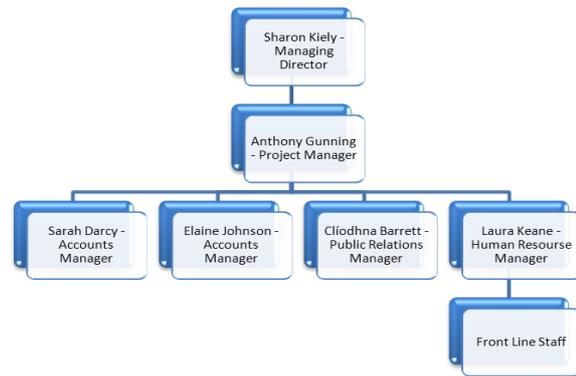


Figure 5: Organisational Structure

### 3.4. Quality Assurance

Kotler and Armstrong (2010) states that “services are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.” There are four characteristics of a service; intangible, heterogenous, inseparability and variability. By acknowledging these characteristics a company would find that their product or service would become complicated to sell to the public.

O’Leary (2010) cites the work of Drummond and Anderson (2004) who states that service quality “is concerned with the delivery of customer needs and expectations. Different customers will expect, want and need different things from essentially similar offerings” therefore quality of the service refers to whether customer expectations were met or exceeded.

Foster (2001) states that assurance “refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence” therefore assurance is based solely on the delivery of a good product or service. In order to achieve this, the *'Think Cleaner and Become Greener'* exhibition would have to create a positive and safe environment throughout the overall event. This means that the managing director and the project manager would have to hire an adequate amount of competent staff that would be trained to deal with customers politely and courteously in any circumstance. The security of all members involved and any visitor during the event should be guaranteed by the appropriate personnel for example; security, emergency personnel and in some cases An Garda Síochána. Furthermore a business's credibility plays a big role in this manner.

Foster (2001) also states that empathy is when a customer desires “caring, individualised attention from the service firm.” Therefore empathy would be seen as a key trait to possess while running any event. It is very important to have a workforce that can deal correctly with an unhappy or dissatisfied consumer, as by doing so the employee will prevent the purchaser from becoming frustrated. While the client is filing his

or her complaint the staff member for the ‘Think Cleaner and Become Greener’ exhibition is putting themselves emotionally into those particular customers’ shoes. This can immensely benefit the company as the consumer feels satisfied with the individual attention being offered by the employee thus helping the customer to feel cared for and understood. Therefore empathy in the workplace can lead to a company having a good reputation.

Policies and procedures play a large role in the running of this event. The most important of all is the health and safety procedures both for employees and visitors. For the company to run smoothly all staff must undertake a general health and safety training day as failure to do so could lead to implications of inadequate health and safety policy. Examples of these are seen below in ‘Figure 6’.

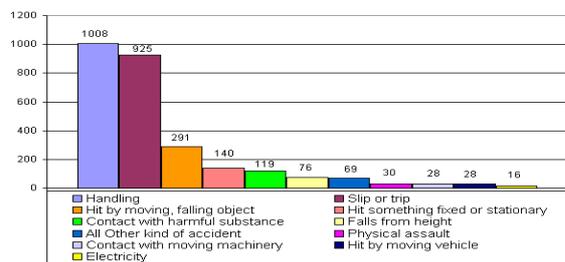


Figure 6: Implications of inadequate health and safety. Source: (Googleimages.ie, 2011)

The graph below ‘Figure 7’ is a great illustration of how both employees and the public play a great role in all elements of health and safety.

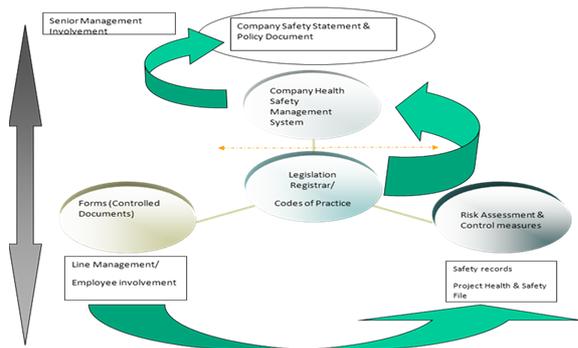


Figure 7: Roles in the Health and Safety Source: (Foxview Safety Services, 2010)

In general there is a company procedure for staff to follow in order to file health and safety issues. Therefore all employees should have knowledge of;

- Business and management reporting structure,

- There particular role within the company,
- Manual handling,
- Documentation requirements and record keeping,
- Personnel protective equipment requirements,
- Housekeeping,
- Company and client expectations (where applicable),
- Responsibilities as outlined in company safety statement,
- Emergency Procedures,
- Typical work hazards as outlined in safety statement and
- Company policies.

Source: (Foxview Safety Services, 2010)

### 3.5. Resources Required

There are many resources required for an event to run smoothly. Coulter (2005) states that “resources include all of the financial, physical, human, intangible and structural/cultural assets used by an organisation to develop, manufacture and deliver products or services to its customers.”

Firstly, a company will need an adequate amount of capital in order to sub contract elements of the event set up and shutdown. As well as funds to buy or rent the equipment needed on the day. Some firms will have a good credit rating and therefore may have a longer time to pay back their creditor than normal, which may prove beneficial to the business in the long term.

Human resource is defined “as the personnel department of an organisation, dealing with the recruitment, administration, management and training of employees” (Googledef.ie, No Date). This comprises a large proportion of any firm. ‘Events for Us’ may need to recruit extra front line members of staff before the actual event. Those who apply would be among hundreds of potential applicants. Curriculum Vitae and a cover letter are requirements for this application and if selected the candidate would have to undertake a formal interview. Depending on the numbers needed to fill the roles, staff would be hired and the appropriate training would be provided by ‘Events for Us’ prior to the new employees’ contract start date.

Venue selection can be a long process as there are many factors which need to be considered by the managing director and the project manager when choosing a venue for the specific event. Some of which are as follows;

- Cost,
- Matching the venue with the theme of the event,
- Matching the size of the venue to the size of the event,
- The history of past events at the venue,

- Availability of the venue,
- Facilities provided at the venue,
- Access for guests and equipment and
- Emergency plans and exists.

Source: (Kickham, 2009)

When making a decision on the venue all of these issues must be addressed and accounted for in correspondence with all potential venue locations. With all the selection criteria forms filled in the managing director and project manager must select the venue that best suits the event.

Lastly the physical requirements must be taken into consideration. This involves every physical object needed for the event to effectively run. For the 'Think Cleaner and Become Greener' exhibition there are only a few physical resources required outside of the venue and staff. Some of which are shown in 'Table 3.4' on the next page.

Resources	Company	Price €
Venue	Limerick Race Course	€9,680
Marketing	Many local Newspapers, Radio Stations and Posters	€6,737.30
Materials - Tables and Chairs	HireAll.ie	€210.60
Av Equipment	Securenet.ie	€0 - Sponsored
Insurance	Driscoll/O' Neill	€515
First Aid	Red Cross	€600
<b>Total = €17,742.90</b>		

**Table 4:** Physical Requirements

This then means that the set-up of an event of this kind would prove effortless in relation to that of a large exhibition such as the Ideal Homes Show. It has become apparent that the operations section is the backbone of any successful event. For this very reason companies, especially event companies should be aware of what is occurring at their event at all times; before, during and after this will then insure a smooth running.

#### 4. Financial

Having highlighted the target market together with the marketing strategies and expanded on the operations of the event, this section will describe all the relevant finance elements required for the 'Think Cleaner and become Greener' exhibition.

##### 4.1. Summary of Projected Performance

It has become apparent that the 'Think Cleaner and become Greener' exhibition is viable. Figures to

support this can be seen from the table below:

Years Projections	2012	2013	2014
Total Sales	32,560.00	65,120.00	65,120.00
Bank Loan	7,500.00	0.00	0.00
Gross Profit	40,060.00	65,120.00	65,120.00
Total Expenses	25,689.90	44,909.20	47,959.20
Net Profit	14,384.10	20,210.80	17,160.80

**Table 5:** Profit and Loss Comparison of Three Year Projections

From this three year summary projection of the profit and loss account it is clear to the researchers that the 'Think Cleaner and become Greener' exhibition is a feasible event which will produce a profit over the three years in running. In Year two the researchers hope to expand the event by showcasing it both in the month of January and July while they wish to sustain the event in the third year of operation.

##### 4.2. Funding Requirements

###### Venue Hire

The chosen venue the Limerick Race Course is €9,680 including V.A.T, ESB, heating, security and cleaning. This venue also provides caterers who will produce food in correspondence directly with the event organiser; this catering facility is available to the staff, exhibitors and public. In the second year of running the figure will double due to the event being held twice annually and this figure is assumed to remain unchanged from Year two in Year three.

###### Wages/Salaries

Wages were calculated in two separate categories, the first being operational staff who would be earning €7.65 per hour, which is the national minimum wage in Ireland since February 1<sup>st</sup> 2011. The second wage category would be management and they would receive €17 per hour meaning staffing cost is at a total of €4,335. These hourly wage costs are presumed to remain unchanged yet the overall cost should double due to the second event.

###### Insurance

Driscoll/O'Neill Insurance Brokers has provided the public and employee's liability insurance at a cost of €515 for the two day event. This cover is for one thousand participants per day so therefore will

cover this event as it is presumed to attract only five hundred guests per day. Again this figure will double in the second and third year meaning the cost of insurance will be €1,030 in Year two and three.

#### *Corporate Hospitality*

Each staff member will be supplied with a dinner voucher of €15 per day therefore meaning the twenty-one members of staff will be able to have their lunch or dinner during their ten hour shift. This will then mean that the corporate hospitality will equal €630 over the two day event. It is assumed that the corporate hospitality will cost €1,260 in Year two and three due to the second event.

#### *Materials*

These comprise of both tables and chairs. The tables are €5 each, with twenty-six tables required the total cost comes to €130 for the two day hire. The chairs are €1.55 each, and the exhibition requires fifty-two which means the total cost of the chairs is €80.60. This means that the total cost of materials is €210.60 for Year one. It is assumed Year two and three are therefore going to cost €421.20.

#### *Marketing*

Marketing is a large section with costs from: the Limerick Leader of €0, Live 95FM on the events diary of €0, the Limerick Post of €750, Spin South West €1,386, News Talk of €3,510, Tipp FM of €762.30 and posters of €329. These entire sections comprised equal a cost of €6,737.30 in Year one. This figure is assumed to increase in Year two and again in Year three to ensure the event is in the public eye.

#### *First Aid*

The Red Cross has provided the first aid for the two day event at a cost of €600 including a per day staff pay. In Year two and three this cost is assumed to increase to €1,200 because of the second event in July.

#### *Loan Interest*

The interest on the loan was established using a loan calculator provided by the AIB bank on their online website. This amounted to €468 yearly therefore €39 spread evenly throughout the year. This will remain unchanged in Year two and three.

#### *Loan Repayments*

The 'Think Cleaner and Become Greener' exhibition took a loan of €7,500 over a three year period therefore repayments will be €2,500 each year on top of the €468 being paid on interest.

### *4.3. Proposed Funding*

The revenue is proposed to be obtained from two main areas, these are sales and exhibitors. Sponsorship and grant funding were also sourced

throughout this research yet these came to no avail.

#### *Sales*

It is proposed that approximately five hundred visitors will attend the event each day in the first year which means one thousand guests will flow in and out of the venue over the two days in operation. This then means that a total of €5,000 will be received from this type of funding as entry fees are €5. Year two is therefore proposed to double to €10,000 and €12,500 in Year three with an extra two hundred and fifty visitors due to flow into the two events.

#### *Exhibitors*

The cost to exhibit at the event will be €1,060 for an area of four square metres therefore providing the event with the largest portion of revenue. Having twenty-six exhibitors this particular inflow equals €27,560. Again with the second event in Year two and three this figure is proposed to double to €55,120.

### *4.4. Assumptions*

Staff will be at a number of twenty-one the assumption is that this is to remain unchanged over the three years due to the fact that this is a company which has been in existence for the past three years.

The researchers assume that the event will be held in the Limerick Race Course for the January slot for the three years yet the second and third year could see it moving into a new location for the second exhibition slot in the month of July.

For the second and third year it is assumed the marketing prices will increase as more advertisements will be required in order to cater for the second event in the month of July.

Lastly the event will stabilise in the final year and it is assumed that the financial reports will be reviewed thereafter to determine the direction of the event at that time.

Sales	5,000.00
Exhibitors	27,560.00
<b>Total Sales</b>	<b><u>32,560.00</u></b>
Bank Loan	7,500.00
<b>Gross Profit</b>	<b><u>40,060.00</u></b>
<b>Expenses</b>	
Venue Hire	9,680.00
Wages/Salary	4,335.00
Insurance	515.00
Corporate Hospitality	630.00
Materials	210.60
Marketing	6,737.30
First Aid	600.00
Loan Interest	468.00
Loan Repayment	2,500.00
<b>Total Expenses</b>	<b><u>25,675.90</u></b>
<b>Net Profit</b>	<b><u>14,384.10</u></b>

Table 6: Profit and Loss 2012 Year 1

<b>Fixed Assets</b>	
Cost	0.00
Depreciation	0.00
<b>Total Fixed Assets</b>	<b><u>0.00</u></b>
<b>Current Assets</b>	
Bank	19,384.10
<b>Total Current Assets</b>	<b><u>19,384.10</u></b>
<b>Current Liabilities</b>	
Bank Loan	5,000.00
<b>Total Current Liabilities</b>	<b><u>5,000.00</u></b>
<b>Working Capital</b>	<b><u>14,384.10</u></b>
<b>Net Assets</b>	<b><u>14,384.10</u></b>
<b>Financed by:</b>	
Net Profit	14,384.10

Table 7: Balance Sheet 2012 Year 1

Cash Inflows	January	February	March	April	May	June	July	August	September	October	November	December	Year 1
Sales	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Exhibitors	13,780.00	13,780.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27,560.00
Loan	7,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,500.00
<b>Total Cash Inflows</b>	<b>26,280.00</b>	<b>13,780.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>40,060.00</b>
<b>Cash Outflows</b>													
Venue Hire	9,680.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,680.00
Wages/Salary	0.00	2,295.00	2,040.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,335.00
Insurance	515.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	515.00
Corporate Hospitality	315.00	315.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	630.00
Materials	210.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	210.60
Marketing	3,368.65	3,368.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,737.30
First Aid	600.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	600.00
Loan Interest	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	468.00
Loan Repayment	250.00	250.00	250.00	250.00	250.00	0.00	250.00	250.00	250.00	250.00	250.00	0.00	2,500.00
<b>Total Cash Outflows</b>	<b>14,978.25</b>	<b>6,267.65</b>	<b>2,329.00</b>	<b>289.00</b>	<b>289.00</b>	<b>39.00</b>	<b>289.00</b>	<b>289.00</b>	<b>289.00</b>	<b>289.00</b>	<b>289.00</b>	<b>39.00</b>	<b>25,675.90</b>
<b>Net Cash Inflow/Outflow</b>	<b>11,301.75</b>	<b>7,512.35</b>	<b>-2,329.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-39.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-39.00</b>	<b>14,384.10</b>
<b>Opening Balance</b>	0.00	11,301.75	18,814.10	16,485.10	16,196.10	15,907.10	15,868.10	15,579.10	15,290.10	15,001.10	14,712.10	14,423.10	14,384.10
<b>Closing Balance</b>	11,301.75	18,814.10	16,485.10	16,196.10	15,907.10	15,868.10	15,579.10	15,290.10	15,001.10	14,712.10	14,423.10	14,384.10	28,768.20

Table 8: Cash Flow Forecast 2012 Year 1

Sales	10,000.00
Exhibitors	55,120.00
<b>Total Sales</b>	<b>65,120.00</b>
<b>Gross Profit</b>	<b>65,120.00</b>
<b>Expenses</b>	
Venue Hire	19,360.00
Wages/Salary	8,670.00
Insurance	1,030.00
Corporate Hospitality	1,260.00
Materials	421.20
Marketing	10,000.00
First Aid	1,200.00
Loan Interest	468.00
Loan Repayment	2,500.00
<b>Total Expenses</b>	<b>44,909.20</b>
<b>Net Profit</b>	<b>20,210.80</b>

Table 9: Profit and Loss 2013 Year 2

<b>Fixed Assets</b>	
Cost	0.00
Depreciation	0.00
<b>Total Fixed Assets</b>	<b>0.00</b>
<b>Current Assets</b>	
Bank	37,094.90
<b>Total Current Assets</b>	<b>37,094.90</b>
<b>Current Liabilities</b>	
Bank Loan	2,500.00
<b>Total Current Liabilities</b>	<b>2,500.00</b>
<b>Working Capital</b>	<b>34,594.90</b>
<b>Net Assets</b>	<b>34,594.90</b>
<b>Financed by:</b>	
Net Profit	20,210.80
Retained Earnings	14,384.10

Table 10: Balance Sheet 2013 Year 2

<b>Cash Inflows</b>	January	February	March	April	May	June	July	August	September	October	November	December	<b>Year 2</b>
Sales	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
Exhibitors	13,780.00	13,780.00	0.00	0.00	0.00	0.00	13,780.00	13,780.00	0.00	0.00	0.00	0.00	55,120.00
<b>Total Cash Inflows</b>	<b>23,780.00</b>	<b>13,780.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>13,780.00</b>	<b>13,780.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>65,120.00</b>
<b>Cash Outflows</b>													
Venue Hire	9,680.00	0.00	0.00	0.00	0.00	0.00	9,680.00	0.00	0.00	0.00	0.00	0.00	19,360.00
Wages/Salary	0.00	2,295.00	2,040.00	0.00	0.00	0.00	2,295.00	2,040.00	0.00	0.00	0.00	0.00	8,670.00
Insurance	515.00	0.00	0.00	0.00	0.00	0.00	515.00	0.00	0.00	0.00	0.00	0.00	1,030.00
Corporate Hospitality	315.00	315.00	0.00	0.00	0.00	0.00	315.00	315.00	0.00	0.00	0.00	0.00	1,260.00
Materials	210.60	0.00	0.00	0.00	0.00	0.00	210.60	0.00	0.00	0.00	0.00	0.00	421.20
Marketing	3,375.65	3,375.65	0.00	0.00	0.00	0.00	3,248.70	0.00	0.00	0.00	0.00	0.00	10,000.00
First Aid	600.00	0.00	0.00	0.00	0.00	0.00	600.00	0.00	0.00	0.00	0.00	0.00	1,200.00
Loan Interest	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	468.00
Loan Repayment	250.00	250.00	250.00	250.00	250.00	0.00	250.00	250.00	250.00	250.00	250.00	0.00	2,500.00
<b>Total Cash Outflows</b>	<b>14,985.25</b>	<b>6,274.65</b>	<b>2,329.00</b>	<b>289.00</b>	<b>289.00</b>	<b>39.00</b>	<b>17,153.30</b>	<b>2,644.00</b>	<b>289.00</b>	<b>289.00</b>	<b>289.00</b>	<b>39.00</b>	<b>44,909.20</b>
<b>Net Cash Inflow/Outflow</b>	<b>8,794.75</b>	<b>7,505.35</b>	<b>-2,329.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-39.00</b>	<b>-3,373.30</b>	<b>11,136.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-39.00</b>	<b>20,210.80</b>
<b>Opening Balance</b>	0.00	8,794.75	16,300.10	13,971.10	13,682.10	13,393.10	13,354.10	9,980.80	21,116.80	20,827.80	20,538.80	20,249.80	20,210.80
<b>Closing Balance</b>	8,794.75	16,300.10	13,971.10	13,682.10	13,393.10	13,354.10	9,980.80	21,116.80	20,827.80	20,538.80	20,249.80	20,210.80	40,421.60

Table 11: Cash Flow Forecast 2013 Year 2

Sales	10,000.00
Exhibitors	55,120.00
<b>Total Sales</b>	<b><u>65,120.00</u></b>
<b>Gross Profit</b>	<b><u>65,120.00</u></b>
<b>Expenses</b>	
Venue Hire	19,360.00
Wages/Salary	8,670.00
Insurance	1,030.00
Corporate Hospitality	1,260.00
Materials	421.20
Marketing	13,050.00
First Aid	1,200.00
Loan Interest	468.00
Loan Repayment	2,500.00
<b>Total Expenses</b>	<b><u>47,959.20</u></b>
<b>Net Profit</b>	<b><u>17,160.80</u></b>

Table 12: Profit and Loss 2014 Year 3

<b>Fixed Assets</b>	
Cost	0.00
Depreciation	0.00
<b>Total Fixed Assets</b>	<b><u>0.00</u></b>
<b>Current Assets</b>	
Bank	51,755.70
<b>Total Current Assets</b>	<b><u>51,755.70</u></b>
<b>Current Liabilities</b>	
Bank Loan	0.00
<b>Total Current Liabilities</b>	<b><u>0.00</u></b>
<b>Working Capital</b>	<b><u>51,755.70</u></b>
<b>Net Assets</b>	<b><u>51,755.70</u></b>
<b>Financed by:</b>	
Net Profit	17,160.80
Retained Earnings	34,594.90
<i>Table 13 – Balance Sheet 2014 Year 3</i>	

<b>Cash Inflows</b>	January	February	March	April	May	June	July	August	September	October	November	December	<b>Year 3</b>
Sales	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
Exhibitors	13,780.00	13,780.00	0.00	0.00	0.00	0.00	13,780.00	13,780.00	0.00	0.00	0.00	0.00	55,120.00
<b>Total Cash Inflows</b>	<b>23,780.00</b>	<b>13,780.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>13,780.00</b>	<b>13,780.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>65,120.00</b>
<b>Cash Outflows</b>													
Venue Hire	9,680.00	0.00	0.00	0.00	0.00	0.00	9,680.00	0.00	0.00	0.00	0.00	0.00	19,360.00
Wages/Salary	0.00	2,295.00	2,040.00	0.00	0.00	0.00	2,295.00	2,040.00	0.00	0.00	0.00	0.00	8,670.00
Insurance	515.00	0.00	0.00	0.00	0.00	0.00	515.00	0.00	0.00	0.00	0.00	0.00	1,030.00
Corporate Hospitality	315.00	315.00	0.00	0.00	0.00	0.00	315.00	315.00	0.00	0.00	0.00	0.00	1,260.00
Materials	210.60	0.00	0.00	0.00	0.00	0.00	210.60	0.00	0.00	0.00	0.00	0.00	421.20
Marketing	3,375.65	3,375.65	0.00	0.00	0.00	0.00	3,248.70	3,050.00	0.00	0.00	0.00	0.00	13,050.00
First Aid	1,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,200.00
Loan Interest	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	39.00	468.00
Loan Repayment	250.00	250.00	250.00	250.00	250.00	0.00	250.00	250.00	250.00	250.00	250.00	0.00	2,500.00
<b>Total Cash Outflows</b>	<b>15,585.25</b>	<b>6,274.65</b>	<b>2,329.00</b>	<b>289.00</b>	<b>289.00</b>	<b>39.00</b>	<b>16,553.30</b>	<b>5,694.00</b>	<b>289.00</b>	<b>289.00</b>	<b>289.00</b>	<b>39.00</b>	<b>47,959.20</b>
<b>Net Cash Inflow/Outflow</b>	<b>8,194.75</b>	<b>7,505.35</b>	<b>-2,329.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-39.00</b>	<b>-2,773.30</b>	<b>8,086.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-289.00</b>	<b>-39.00</b>	<b>17,160.80</b>
<b>Opening Balance</b>	0.00	8,194.75	15,700.10	13,371.10	13,082.10	12,793.10	12,754.10	9,980.80	18,066.80	17,777.80	17,488.80	17,199.80	17,160.80
<b>Closing Balance</b>	8,194.75	15,700.10	13,371.10	13,082.10	12,793.10	12,754.10	9,980.80	18,066.80	17,777.80	17,488.80	17,199.80	17,160.80	34,321.60

Table 14: Cash Flow Forecast 2014 Year 3

From this detailed finance section showing the profit and loss account, balance sheet and cash flow forecast from the year 2012 to 2014 it is evident that the *'Think Cleaner and become Greener'* exhibition will prove a success; generating revenue and producing awareness throughout the country of Ireland.

From strategically undertaking this research it has become apparent that the *'Think Cleaner and become Greener'* exhibition will be a success on many levels i.e. providing work, revenue and awareness. The ticket price is €5 which is in respect to the current economic downturn and the price for exhibiting at the event is €1,060 which is inclusive of a four by four square metered area with an empty backdrop, a table for the exhibitor's brochures or any other collateral materials and also two chairs.

The target market of this event is twofold being the average home owner and also business people. In order to attract these two segments the researchers placed adverts in many local newspapers and radio stations and posters were then distributed throughout the Mid-West region. Finally invitations were sent via e-mail to many local companies.

The event will consist of two days which will run consecutively with each other, starting at 9a.m. on the 7<sup>th</sup> of January the exhibition will open to the public and run through the day until 7p.m. as staff and exhibitors will rotate lunch and dinner breaks to accommodate late comers to the event.

From this exhibition people will become aware of the magnitude of companies providing eco-friendly products in the market and also the numerous grants available to the average home owner through schemes such as the Home Energy Saving Scheme which was stated earlier.

## 5. Future Development

This event will in Year two show a move forward as the researchers propose to showcase this exhibition in the Limerick Race Course in January and also in a new location in the month of July. The location of the second exhibition being held in July 2013 has not yet been determined as primary research would have to be reviewed to determine the place of most interest.

In Year three the exhibition will stabilise. The researchers will then decide whether the exhibition in July will be held in the same location as 2013. From here the researchers propose to look back over the financial report from the two previous years and determine the future of the event; whether it is to grow, continue stabilising or retrench.

## 6. Impacts

This exhibition will have many immediate impacts on the Mid-West region, some of which are: Socio Cultural, Economic and Environmental.

### 6.1. Socio Cultural

Socio Cultural impacts of this exhibition are the effects on the host community, as it plays a significant role in any large scale event. The host community can be affected either directly or indirectly by a local event. Directly the community may see a boost in visitor numbers i.e. seeing local profits rise. Indirectly the community may be affected by the eco-friendly awareness being portrayed throughout the Mid-West region after the initial occasion. This would then help the environment to save money and become more aware of the products and services in the market place.

### 6.2. Economic

The *'Think Cleaner and become Greener'* exhibition effects the economy in three major ways firstly the revenue being produced, secondly the number of visitors passing through the chosen location and thirdly the increased number of jobs required in the location during the occurrence.

Firstly the revenue that this particular event will produce will boost the immediate region being Limerick and therefore ripple into the Mid-West region. Due to the fact that exhibitors will come from many locations around Ireland the revenue streams will be wider spread meaning the whole of Ireland will reap the benefits of this exhibition.

Secondly visitor numbers are expected to rise in the Mid-West region due to this event as guests will flow into Limerick for the two day exhibition in a plea to extend their knowledge of eco-friendly products which if used correctly has the potential to save money in every household.

Lastly the increased number of jobs created from this event will in turn assist the general public to acquire work and also money. This would also provide the economy with the assumption that the economy is slowly turning around.

### 6.3. Environmental

The last impact that this event has is on the environment as the exhibition produces knowledge based on eco-friendly products therefore helping the environment if an increased number of the population were to invest in any of the produce being showcased.

## 7. Recommendations

### 7.1. Event Recommendations

It would be recommended that the researchers of the 'Think Cleaner and become Greener' exhibition should review its financial reports after the three years in operation. From this the researcher would be able to establish a future for this event i.e. whether it should grow, stabilise or retrench.

The positive outcomes of this event throughout the first three years of running would produce a clear image for the future of the exhibition and therefore growth would be a possibility. By this the researcher could look into more events throughout the year and thus new locations to host the event. This would in turn increase the level of awareness in the local communities of Ireland.

### 7.2. Industry Recommendations

It would be recommended that the industry should create a more worldwide awareness of the grant schemes available to the public in their specific region. Through this people will then acknowledge the fact that being eco-friendly is becoming a general way of life as opposed to a life change.

The researcher would then recommend that the industry broaden its horizon by helping the exhibition to grow i.e. by showcasing more events in Ireland and thus therefore helping this weak economy to regain its place in the wider European region. By providing Ireland with a chance to regain its place in the market place this event will thus help many businesses by providing revenue from a greater population and also the public by providing jobs for those who have been let go from work due to the economic downturn.

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