



National World expands into the consumer exhibition marketplace

Monday, 20 March 2023

Following a record year for the events in 2022, National World is investing into its events business in order to accelerate further growth in this area.

As part of the planned expansion, National World has recruited 5 new event specialists to the team, 3 of which will spearhead the development of a consumer exhibition programme in 2023 and beyond.

Over the last month the team has welcomed Darren Brechin to the role of Head of Exhibitions and Lorna Watson & Lesley Brown to the roles of Exhibition Account Managers, all of whom have worked on leading consumer exhibitions across the UK and bring with them specialist knowledge of a variety of sectors.

Working alongside the wider events team and colleagues in commercial and editorial, National World intends to launch a programme of Go Green Consumer Exhibitions, which will help to inform the general public on the small but meaningful changes which they can make, and will collectively make a positive impact on the climate change emergency that we all face.

Initially the exhibitions will take place in Yorkshire and Scotland in 2023, with plans to deliver in other regions across the UK in 2024 onwards.

Vairi Smith, Group Events Director for National World commented:

“The pandemic caused turmoil to the events industry, and now with 20 months of full trading post pandemic under our belt, we are thrilled to be investing into our business to allow us to expand into new markets and new event formats.

“We believe that the Go Green exhibition programme is a unique offering to take to the commercial marketplace and one which is high on the agenda for consumers across the length and breadth of the country.

“We very much look forward to launching these events and providing organisations with the opportunity to showcase their activities and products in this area”.

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