

# event report

## Business and Technology Show North West



A Premier Business Event from Liverpool BA

2009

Business Associations  
only help for a small business **merit**  
sharing solutions

*Business & Technology* **SHOW**

**North West**



Tuesday 6th October 2009 Aintree Racecourse Merseyside



## Visitor Profile

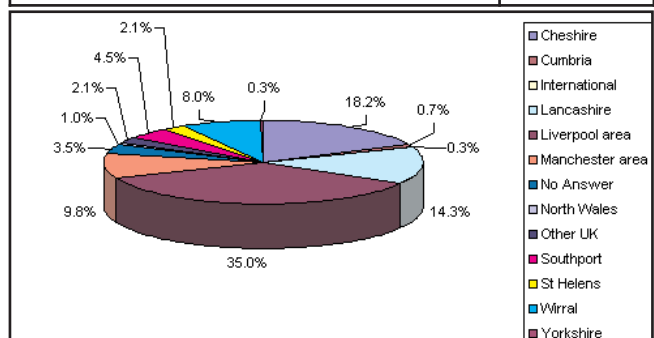
A range of different types of business were visiting the Business and Technology Show with a majority involved in the services sector (including Business Services, Professional Services and other Services) but with other sectors well represented.

Visitors came from all over the North West region and although 35% were from the Liverpool area, neighbouring areas such as Cheshire, Lancashire, Manchester and Wirral also featured quite highly.

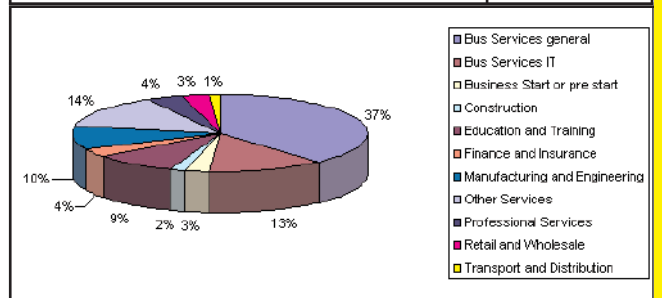
The visitor profile is dominated by SME's with 70% of visitors coming from micro businesses employing between 1 and 10 people. Almost 18% were from organisations with 11 - 49 employees and 12% with over 50 employees.

The vast majority of visitors are key decision makers operating at owner / manager / director level.

Location	% of Total
Cheshire	18.2%
Cumbria	0.7%
International	0.3%
Lancashire	14.3%
Liverpool area	35.0%
Manchester area	9.8%
No Answer	3.5%
North Wales	1.0%
Other UK	2.1%
Southport	4.5%
St Helens	2.1%
Wirral	8.0%
Yorkshire	0.3%
	<b>100%</b>

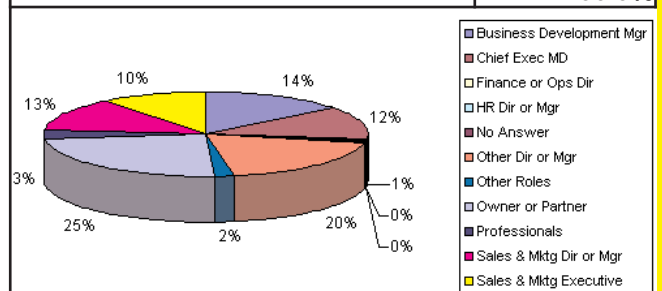


Business Activity	% of Total
Bus Services general	38.5%
Bus Services IT	12.6%
Business Start or pre start	2.8%
Construction	1.7%
Education and Training	8.7%
Finance and Insurance	3.8%
Manufacturing and Engineering	9.8%
Other Services	14.0%
Professional Services	3.8%
Retail and Wholesale	3.1%
Transport and Distribution	1.0%
	<b>100.0%</b>



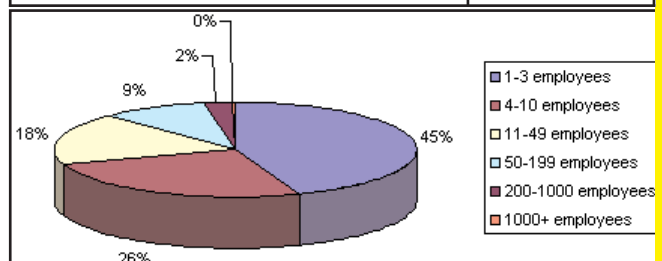
BUSINESS CATEGORY

Job Role	% of Total
Business Development Mgr	14.3%
Chief Exec MD	12.2%
Finance or Ops Dir	1.0%
HR Dir or Mgr	0.3%
No Answer	0.3%
Other Dir or Mgr	18.9%
Other Roles	2.1%
Owner or Partner	24.1%
Professionals	3.1%
Sales & Mktg Dir or Mgr	12.9%
Sales & Mktg Executive	10.5%
	<b>100.0%</b>



JOB ROLE

Employees	% of Total
1-3 employees	44.1%
4-10 employees	25.9%
11-49 employees	17.8%
50-199 employees	9.4%
200-1000 employees	2.4%
1000+ employees	0.3%
	<b>100.0%</b>



SIZE

LOCATION