

# WORKSPACE 2020

# MARKETING PLAN AT A GLANCE

With UAE's business market expected to grow post-EXPO 2020, WORKSPACE will be increasing marketing activity to ensure you can capitalize on the demand.



**COVERAGE IN THE UAE'S BIGGEST NEWSPAPERS**



**50+ PAGES OF PREVIEW IN THE REGION'S LEADING DESIGN AND LIFESTYLE MAGAZINES AHEAD OF THE SHOW**



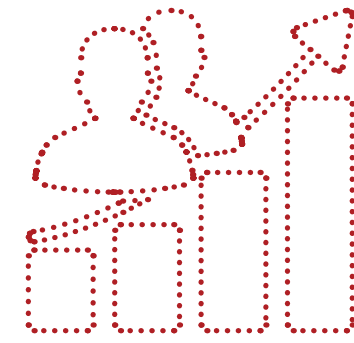
**120 RADIO ADVERTISEMENTS**



**200+ DEDICATED STORIES PUBLISHED ACROSS PRINT AND ONLINE MEDIA**



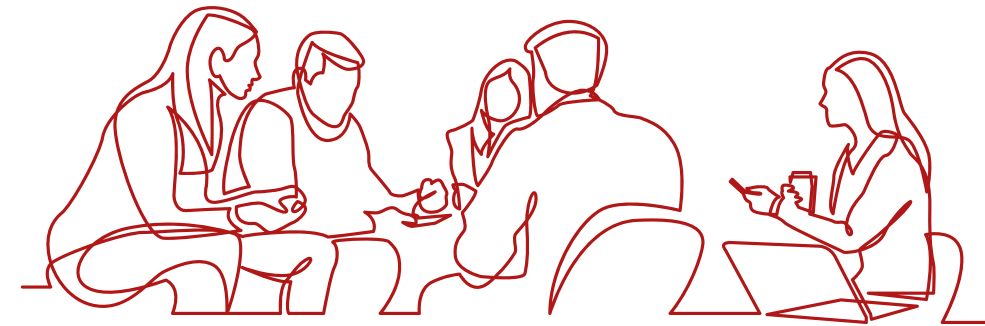
**6,000,000+ IMPRESSIONS FROM DIGITAL CAMPAIGNS**



10 SEPT

## DATA BUILD BEGINS

Over 100,000 contacts will be researched and built on key job titles & sectors to ensure quality and volume of visitors in 2020



20 JAN

## ADVISORY BOARD

Industry leaders come together to ensure WORKSPACE is at the cutting edge of the commercial real estate market



02 FEB

## MARKETING CAMPAIGNS LAUNCHED

A GCC wide survey, report & PR Campaign around wellness in office environments across MENA

07 JUNE

## VISITOR REGISTRATION LIVE

WORKSPACE is transforming to embrace a new era. To deliver this the show will see increased budget spending in visitor acquisition and targeted marketing campaigns across print, email, newsletters, social media, website, blogs, PR and digital channels

14 SEPT  
SHOW  
BEGINS

