

# The Life Cycle of a Convention & Exhibition Centre

## "My Journey Wish List"

### 1 The Vision

This is my development as a new convention and exhibition center from the ground up. I need feasibility studies, location analysis, design consultation, and market assessments to determine the viability and expected return on investment for me, the new facility.

And I need direction in life!

### 2 Before the Curtain Rises

No butterflies in my stomach for me if I have pre-opening advisory, an operations plan, SOP recommendations, recruitment and staff training, sales lead generation and marketing assistance. It's possible I may also need assistance in preparing a tender for outsourced venue operation services, evaluating responses and negotiating engagement.

### 3 Up and Running

I am now open for business, but need operational and strategic enhancements to optimize performance, attract new business, and improve attendee experiences. I want advice on operational efficiency, market repositioning, revenue growth strategies, pricing policies, sustainability and customer experience improvements.

### 5 "Thanks for the Memories"

I have had a fulfilling life, and now it is time to say goodbye.

Please seek advice on exit strategies, asset repurposing recommendations, and financial analysis.

Did you know that even non-conventional spaces like warehouses, historic buildings, or outdated arenas — sometimes need refurbishment and be repurposed, sometimes into functional and unique event spaces? For their Second Life, these venues require creative, cost-effective solutions to adapt spaces to modern event standards.

### 4 Scaling Up

I'm ready to grow, to expand my horizons and welcome more opportunities. To do that, I need to fine-tune my operations and embrace smarter, more efficient workflows to handle a larger audience while maintaining exceptional service. It's time to refresh my brand and position myself strategically, ensuring I stand out and attract the right clients in an ever-competitive market.



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