



HEALTH & DISABILITY EXPO 2011 MY LIFE MY WAY

Hi to All

URGENT! URGENT! URGENT!

Apologies to start for the length of my comments.

Please make sure this newsletter gets to those in your organisation who will be making the decision as to your participation in the 2011 Expo. Earlybird registrations close this Friday 15th July. You must be paid up to qualify for the discounted rate.

It has become urgent that you register as registrations need to reach our target level by the end of the week. This allows the organisers to push on with planning aspects such as programming, marketing strategy, media comment, site allocation and very importantly sponsorship recognition. Exhibitor fees cover about 50% of the cost of staging this event.

We have had people ringing organisations to discuss attendance. They have targeted those that have attended previously and those that are in health sectors that have been underrepresented previously. There has been comment, and we totally agree, that the disability sector organisations have dominated the event. Certainly their support over 7 years has been fantastic. In response to feedback received we broadened our scope to the wider health sector 4 Expos ago and have worked hard to attract more diverse participation.

LIVING IT UP

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To those thinking of not coming because they perceive a disability focus I can assure you it is not the focus of the organisers. The solution is in your hands really. Be there! We exist to provide information to those that use or will use health and disability services in the broadest sense. People need to know what is available to them.

Let's get registered and have this Expo rocking as in previous years.

VENUE – Claudelands Event Centre

Those of us that have had a look are very excited at what the new look Claudelands Event Centre has to offer. Our Expo will be held in the Exhibition Centre at the rear of the building as you look from Heaphy Terrace. There were initial concerns about increased costs for use of the venue but fortunately we have been able to minimise the impact.

CAREERFORCE BREAKFAST AWARDS

Following the very successful inaugural Careerforce Breakfast Awards in 2008 there will again be an opportunity to recognise and celebrate the contribution of an individual and organisation to the sector. Get thinking as to contributions you believe have had a significant impact in giving people the opportunity to live a better life. Our theme MY LIFE, MY WAY will be a significant focus in awarding these honours.

There will be more detail and nomination forms sent next month.

OUR SPONSORS



EXECUTIVE OFFICER

It is with great pleasure that I welcome on board Geraldine Webby as our new Executive Officer after the very disappointing news that due to personal circumstances Colleen Bourne, after only 2 months, could not continue. Geraldine worked with me at Community Living Trust for several years.

She now owns the café in Fitzgerald Glade which many of us will have stopped for a coffee on the way to Rotorua. I know she would welcome your visit.

SPONSORSHIP

We have not managed to secure a major sponsor to replace the Waikato PHO. I thought we had it but was advised yesterday that it will not happen with this company for 2011. Fortunately we have built up a few reserves and the Trustees have decided that the Expo will go ahead regardless. Only insufficient exhibitors will change that decision. However those reserves are not inexhaustible and the more we use them the less we are able to offer support for those struggling to attend, less we have to deliver an interesting programme and promote the event.

We have a range of sponsorship packages from \$750 to \$15000 and would love to hear from any organisation that is interested in supporting the event in this way. We think we give great value back in the way we will recognise your support.

If you want to know more contact Noel Cunneen ncunneen@clear.net.nz or noel@1cr.co.nz

Finally CONGRATULATIONS to one of our key supporters, Life Unlimited, on the opening of the new retail centre at their Palmerston St premises. Life Unlimited has supported us from day one in so many ways over the life of the Expo. We are very grateful to them for that and their significant role in people being able to achieve a greater level of independence in daily living.

NOEL CUNNEEN

– Chairperson , Health & Disability Expo Trust

ADVERTISING

Would you like to see your business or service advertised here?
Do you know someone who would like to advertise in this newsletter?
Please contact Geraldine info@healthanddisability.org.nz.

Cost is \$80+GST for a quarter page.

It's a great way of getting information to 300+ people and at the same time help with our operating costs.

OUR SPONSORS



TELL US ABOUT...



StarJam creates national and international performance and limelight opportunities for young people with disabilities. Known as “Jammers,” StarJam kids gain respect, confidence, empowerment, new friends, new hope and new purpose within a fun and inclusive atmosphere. StarJam concentrates on what young people with disabilities can achieve rather than what they can’t. Wildly positive change affects not just them and their families but their peer groups and the wider “able-bodied” community.”

StarJam’s Talent Expansion Programme offers weekly ‘CoolJam’ performance workshops in song, dance, guitar and drumming. Each workshop has a dedicated tutor and volunteers. CoolJam workshops encourage a team environment – great for making new friends, learning new skills and having lots of fun. There are 23 performance workshop programmes spread throughout Auckland, Hamilton and Wellington and a get-together for the wider community every month in each region. Each year Jammers work hard during the term to wow their audience at the end of the year performance. This year’s Hamilton show will be held on the 26th November at the Gallagher Academy of Performing Arts at the University of Waikato.

StarJam’s programmes are based on the belief that everyone has talent, that everyone’s talent will emerge at the right time for them and that these talents are more likely to emerge in a non-competitive environment.

Recently StarJam Hamilton’s Sensational Singers and Auckland’s Magic Movers, flew to Wellington to be a part of the grand opening of StarJam Wellington! The current Jammers ‘blew’ the Wellingtonians away with their energetic, and awe inspiring performances as they sang and danced their hearts out to over 100 guests! Wellington has been ‘Jammed’ and now has 6 CoolJam workshops underway.

“I was a bit nervous just before and during the performance as there were lots of T.V. cameras filming us. In the first song I felt I was a bit rusty but the second song went great. The groups from Wellington, Hamilton and Auckland all joined together for the climax of the show performing “Love, Love, Love” with music, song and dance. It was one of the best afternoons of my life so far!” says Hamilton Sensational Singer Matty Bauernfeind age 9.

If you want to know more about StarJam please visit the website: www.starjam.org. If your young person is interested in joining the other 50 Hamilton Jammers in performance workshops please contact Kelley Marra, Regional Programmes Coordinator, at Kelley@starjam.org or phone on 07 839 3333.

IMPORTANT

There will be plenty of people in the city the weekend of the Expo and Clare and her marketing team are looking to capitalise on this. Thursday night sees the Breakers play at the Events Centre and the All Blacks are in town playing a World Cup Rugby match against Japan on the Friday night. If you need accommodation it might be best to get that organised early. Clare has also put together some tips for Exhibitors and this item follows - I am sure you will find it a worthwhile read.

TIPS FOR EXHIBITORS - PROMOTING YOUR STALL

So you've made the excellent decision to have a stall at the 2011 Waikato Health & Disability Expo. Maybe you're still considering it. Well here are some tips to help you maximise your investment value and show you how worthwhile being involved can be in terms of piggybacking on the marketing of the Expo to promote your own products and services.

Consider mailing out personal invitations. A small but colourful flier or card is all you need. Make sure it includes the name, date, time and venue of the Expo as well as the details of any specific events you will be presenting such as product demonstrations or a talk you may be giving as part of the Expo programme. Keep the Expo theme in mind - "My Life My Way". If you are promoting a new product or service make sure you highlight this in your invitation. The invite should highlight how people can benefit from attending.

Some ways you can do this are to consider running a competition. Include an entry form with your invitation that can only be registered at your stall during the Expo in order to be in to win. Another option is to include a voucher for a free giveaway or discounted product or service that can only be redeemed at the Expo. You might want to offer special Expo prices on your product or service for people who visit your stand.

Ensure that all your outgoing email, snail mail and fax communication as well as newsletters and promotional brochures include information about your involvement in the Expo. Brightly coloured printed stickers (like those used to alert customers to overdue accounts for example) placed on your brochures and letters or even stamped on, is an inexpensive but effective way to let people know of your involvement in the event.

If you have a retail outlet make sure you have some of our fliers and posters displayed there. We'll be posting those out to you in August. Have your staff place invitations, vouchers and competition entry forms into bags with any purchases and to encourage customers to attend. Put an ad on your website saying you'll be at the Expo with a link to the Expo site.

We'd like to know about your products and services prior to the Expo so that we can showcase as much as possible through our advertising. Be sure to email info@healthanddisability.org.nz with your information and any competitions or special offer details so that we can promote them wherever possible.

And finally, make sure you add the "I'm a Proud Exhibitor" logo to your websites and Facebook and Twitter pages and share it with your networks and friends.

Don't forget to be a part of the Expo this year.

If you haven't registered now is a good time to do so – you have another couple of days to get paid and catch the earlybird rate.

To all those that have registered – thank you.

We look forward to seeing you there!