

CHILDCARE EXPO

Childcare Expo launched its first London show at Olympia Central with over 1800 visitors.

Event Type: Trade
Visitors: 1892

Venue: Olympia Central
Organiser: Broadway Events



Following the success of the show in the Midlands, Childcare Expo chose Olympia Central to launch their London edition for over 1800 childcare and early years professionals.

With a mix of informative seminars, an exhibition and interactive play areas for the younger visitors, Childcare Expo selected the venue not only because of its iconic reputation but also for the accessibility and convenience for their out-of-London guests. Broadway Events also required a flexible space that they could make their own whilst maintaining a bright, airy and contemporary feel. The organisers felt that the variety of size and style of rooms within the venue means that as the show develops, it will not outgrow the space; instead Olympia will assist the show to make the transformations it needs in the future.

As many exhibitors had never taken part in a London show before, it was important to ensure their build-up and breakdown experience exceeded expectations. Olympia's innovative traffic management scheme enables vehicles to 'check-in' before arrival, allowing individual time slots for quick and easy drop off.

Andrea Bennett, Events and Marketing Coordinator for Childcare Expo, said:

"Working with the team at Olympia was an absolute pleasure; from Nora on reception, the events team and the marketing department to the gate staff, we were met with approachable, professional and friendly faces. The exhibition space itself echoed the modern, vibrant and lively personality of the show. The skylight allowed natural light into the venue and the tall ceilings gave a wonderful light and airy feel so that even when the show was packed with visitors it did not feel at all enclosed."

"We found Olympia to be an excellent venue for smaller organisers like Broadway Events due to the adaptable space and we would highly recommend it; the proof being we are already booked again for next year."