



Publicity/Trade Show Committee 2011 Midyear Report

Publicity: Everything is connected. Progress takes time. But we are getting there! To grow AWCI, we need to increase awareness of our organization. Every trade show, advertisement, every article increases that awareness! InStore magazine has offered to run a full page of advertising for us in an upcoming issue. They have also offered us publicity in a future E-Blast! (Others will too, if we ask.) Watch and Jewelry Review runs ads for us every month!

We need to expand our membership offerings to benefit more potential watch & clockmakers. We must learn what the market demands. We must develop a product which fulfills what the market demands. Then we must create and deliver that product. But first, we must prove market demand. Then we must create the product.

A Special Committee created by the President of AWCI has been working cooperatively with our committee developing a questionnaire which will be presented to American retailers. InStore magazine has agreed to promote our questionnaire. (Others, including IAB and JIDA members, will too, if we ask.)

We have agreed to investigate demand with an open mind, realizing that demand will probably reflect that of the entire market, covering every possible skill level.

Members of JIDA have agreed to work directly with the IAB, to ensure success of this market research project!

Timing: We hope to progress the questionnaire at our mid-year meeting. We intend to post the questionnaire on Survey Monkey within the next month.

Next we will need to review the data!



Trade show:

1. As usual, we plan to exhibit at the JCK Las Vegas Show / Hall of Time, June 3 – June 6, 2011, which will be at the Mandalay Bay this year.
<http://www.jcklasvegasshow.com/>
2. We also plan to exhibit at InStore's **SMART** Jewelry Show, scheduled for April 2 - 4, 2011 at Chicago's Historic Navy Pier. Conferences will begin on Friday, April 1, 2011.) <http://www.smartjewelryshow.com>

Members are encouraged to work together with other members and associates exhibiting together with AWCI at these shows.

We continue to receive invitations from other important shows such as the Atlanta Jewelry Show, while remaining interested in exhibiting in Miami, JA NY and other shows. AWCI would endeavor to participate in these shows too, if AWCI members were willing to take responsibility for directing and manning these marketing events.

Henry Kessler