



Case Study: The Magic of Trade Show Engagement



“At Crannull, we specialize in supplying high-quality sales leads for companies in the construction industry. Exhibiting at trade shows is a key part of our strategy, allowing us to connect with businesses that can benefit from our services. However, standing out in a crowded exhibition hall is always a challenge. That's where Andy Jamieson came in—and he's been a game-changer for us ever since.”

James Maguire, Crannull Lead Generation

The First Encounter – A 20-Minute Eye-Opener

Before exhibiting at UK Construction Week at Excel London, I received an email from Andy introducing himself and explaining how magic could be used as a tool to increase foot traffic and engagement at trade shows. It caught my interest, so we arranged to meet at the show. Andy offered to do a short 20-minute demonstration on our stand to prove the impact he could have.

Within minutes, it was clear that he was onto something. People stopped in their tracks, curious about what was happening, and before we knew it, our stand was busier than ever. Andy's magic didn't just entertain—it created conversations, brought in potential clients, and made Crannull a name to remember at the show.



Why We've Hired Andy for Every Trade Show Since

Since that first encounter, we've booked Andy for every trade show we've exhibited at. Here's why:

1. **Driving More Foot Traffic** – A successful exhibition stand needs visitors, and Andy ensures we get them. His magic creates a buzz that naturally draws people in, making our stand one of the busiest at every event.
2. **Making Our Brand Memorable** – People remember experiences more than sales pitches. Andy seamlessly incorporates our messaging into his performances, ensuring that attendees leave with a lasting impression of Crannull.
3. **Professionalism and Reliability** – Andy understands corporate environments and adapts his approach to suit different audiences. He's professional, engaging, and consistently delivers results.
4. **Generating Meaningful Leads** – At the end of the day, trade shows are about business. Andy doesn't just entertain—he creates opportunities. By breaking the ice and engaging potential clients, he makes it easier for our team to start conversations and convert interest into genuine leads.

A Key Part of Our Exhibition Strategy

Andy has become an essential part of our trade show success. His ability to attract attention, engage attendees, and make our brand stand out has had a direct impact on the leads we generate and the business we secure from exhibitions.

For any company exhibiting at a trade show, I can't recommend Andy highly enough. He's not just a magician—he's a powerful asset for any business looking to make a real impact at events.

How to Contact Andy

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