Case Study: How Andy Jamieson's Magic Transformed Our Trade Show Stand

Client: Sadie Levitsky, Init, Transport Ticketing Global Trade Show



The Challenge: Making an Impact at Our First Post-COVID Trade Show

Four years ago, we were preparing for our first Transport Ticketing Global Trade Show post-COVID. Like many businesses, we were unsure what to expect—would footfall be high? Would people be as engaged as they were before? After such a long time without in-person events, it was imperative that we found a way to ensure our stand was as busy as possible and that we made the most of every opportunity.

That's when I received an email from Andy Jamieson. He had seen that Init was exhibiting and reached out to introduce himself, suggesting that his close-up magic could help drive footfall and create engagement at our stand. I was intrigued but also a little hesitant—could magic really make a difference at a trade show?

To test it out, I asked if I could book Andy for just one day of our two-day event. His response was confident:

"Yes, you can, but please do the first day, because at the end of that day, I'm confident you will ask me to come back for day two."

The Solution: Magic That Does More Than Just Entertain

I took Andy's advice and booked him for day one. From the moment he started, it became clear that this wasn't just about magic—it was about engagement, interaction, and creating a real buzz around our stand.

His magic is fun, interactive, and highly engaging, drawing people in and giving them a reason to stop. But what really sets Andy apart is that he understands that trade shows are about more than just footfall—they're about starting conversations and building relationships.

With his natural charm and personable approach, Andy creates an instant connection with delegates. He doesn't just perform; he actively qualifies visitors, directing them to the right team member based on their interests. This meant that we weren't just getting more people at the stand—we were getting the right people, ensuring that our sales team could focus on meaningful conversations.

By the end of day one, the results spoke for themselves—I immediately asked Andy to return for day two.

The Results: A Must-Have for Our Trade Show Success

Since that first show, we have booked Andy every single year. We've just completed our fourth show in a row with him, and we simply couldn't imagine doing Transport Ticketing Global without him. Each year, our stand is one of the busiest at the show, and Andy's presence has played a huge role in that.

Andy's magic breaks the ice, creates excitement, and makes our stand the place to be. Delegates are naturally drawn in, and because they're already engaged and having fun, our team can start conversations with ease. His ability to blend entertainment with a business-driven approach has been instrumental in helping us maximize every event.

The Conclusion: More Than Just a Magician—A Trade Show Essential

What started as a trial at our first post-COVID event has turned into a long-term partnership, and Andy is now an integral part of our trade show strategy. His ability to attract, engage, and qualify delegates makes him so much more than a magician—he's a true asset to any exhibitor looking to stand out in a crowded hall.

If you want to increase footfall, engage your audience, and create an unforgettable experience at your stand, I can't recommend Andy highly enough. He has been, without a doubt, one of the best investments we've made in our trade show presence, and we look forward to working with him for many years to come!

Google Review

"We've been using Andy to add some extra 'magic' into our events for a few years. He's so good at generating leads for us it would cost a fortune if we had him on commission. There's nothing cheesy either - he breaks the ice when many people are feeling uncomfortable and it adds some unexpected fun when many are just wary of being sold to. He is also a super nice and funny man - a pleasure to be around. Can't recommend Andy (and his brilliant tricks) enough!"

Niki Dupont, INIT

Continued Success: Euro Bus Expo 2026

INIT | NEC Birmingham | November 2026

A New Contact, the Same Successful Partnership

Following Sadie Levitsky's departure from INIT, Niki Dupont took over as Andy's contact. The working relationship continued, with Andy returning to support INIT at Euro Bus Expo 2026. Sadie's original case study remains on pages 1–2, while the Google review on page 2 is from Niki Dupont.

Euro Bus Expo 2026: Measurable Stand Engagement

Over three days at Birmingham's NEC, INIT recorded 241 delegate scans in total. Andy personally scanned 182 delegates, accounting for approximately 76% of INIT's total scans. His close-up magic helped initiate conversations and introduce visitors to the exhibition team.

ANDY'S 182 SCANS

72	85	25
DAY 1	DAY 2	DAY 3

The scan figures measure delegate interactions recorded at the exhibition. They do not, by themselves, establish the number of qualified leads, sales or conversions.

Further Confirmed Bookings

INIT has confirmed Andy for Transport Ticketing Global at Olympia London in March 2027 and has also confirmed his booking for Euro Bus Expo 2028, following the 2026 exhibition. The 2028 booking was confirmed by Niki Dupont in November 2026.

From an initial one-day trial to repeat bookings across multiple exhibitions, the partnership demonstrates how close-up magic can support stand engagement and give sales teams more opportunities to speak with delegates.