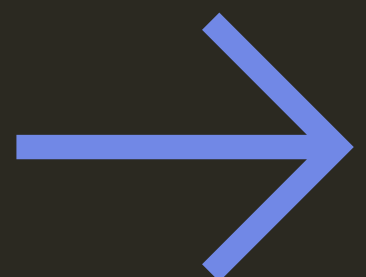




4 COMMON EXHIBITOR MISTAKES AT GESS DUBAI*

*and similar events!



1: THINKING ONE EVENT IS A STRATEGY

Showcasing your market expansion at an event is exciting, but if you only turn up once, you can't expect to see real impact.

Presence at GESS Dubai shows intent, but educators need to see commitment to the region.

2: MISJUDGING THE MARKET

Did you know that the UAE hosts expats from over 200 nationalities?

Don't assume that one-size-fits-all.

Adaptability and product-fit are integral to successful GTM strategy.

3: DEFINING CULTURE BY DEFICIT

Redefine Cultural Awareness beyond what you **can't** do, or have to **omit**.

Cultural Sensitivities: real risks of irreparable reputational damage for both you and your customer schools.

Cultural Enrichment: adding value through your business; learning from different cultures to enhance your global offering.

4: IN-AND-OUT, FLYING VISIT

An unacclimatised team doesn't send the right message to customers.

Stay around to visit schools and follow-up conversations started at GESS Dubai.

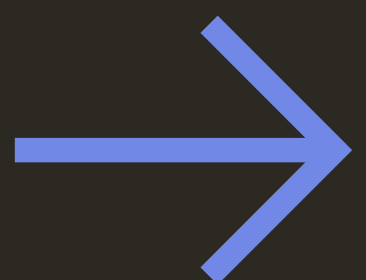
Spend time building relationships while you're in-country - treat educators as people, not prospects.



ASK YOURSELF THIS:

**ARE YOU READY
FOR GESS DUBAI?**

Answer questions on the next
slide to validate your readiness.



Q1: Is GESS an anchor point within a well-considered GTM strategy?

Q2: Is your schools outreach based on rigorous analysis and market fit?

Q3: Is your product enriched by local cultures and national Visions?

Q4: Is your team's schedule maximising cost efficiency, or ROI?

EdV, official event partners, are here to help you get GESS-Ready.