London 121 Mining show preview

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Unlike the traditional trade show, with people walking aimlessly around booths in search of free pens and other trinkets, 121 is a focused one to one meeting between you and the CEO of your chosen company, in a dedicated meeting area, at a set time.

This formula has proved so successful, that Mines and Money are introducing a similar system at their London show later in November. That’s proof, if any was needed, of the success of the 121 event private meeting scenario.

The management of 121 originally came from Mines and Money, With Pablo Martin, in the London office, and others in Australia and Hong Kong. Clearly they saw that the traditional trade show was getting a bit tired and a fresh outlook was needed, and that is exactly what they have provided.

In my experience attending the various 121 events in London, they run like clockwork, and everything is ably organised by Charlie Hastings and the welcoming hosts on the front desk. Nothing fazes Charlie, last minute changes to the schedule see him sprinting around to update the company concerned, even declining offers to do it for him.

121 is a first class event run by professionals, and I’m looking forward to the next few days. They have a great lineup and it was easy to select companies with good stories to

arrange to meet, the only difficulty being weeding out which to meet as there are so many quality stories available.