

Respecting Your Audience: Communicating with a Non-Specialist Audience

DATE: Tuesday, September 16, 2025

LOCATION: Halifax, Nova Scotia, CA

Event Description

Respecting Your Audience: Communicating with a Non-Specialist Audience is a premier expos event in Halifax. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: DCjCYmetF9D9KsQ27w

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 40 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.

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<https://becircadian.com/events/respecting-your-audience-communicating-with-a-non-specialist-audience>

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