



A DIGITAL INK PARTNERSHIP WITH FESPA

Amplifying the Voice of Print Across the GCC and the Middle East



FESPA KEY RESULTS



*Key numbers and results generated by Digital Ink for 2024-2026.

FESPA Middle East operates in a highly competitive regional and global exhibition landscape, with audiences spread across multiple countries, platforms, and languages. The challenge was not simply visibility, but sustained relevance, engagement, and growth. The objective was to expand reach across the GCC and beyond, build a highly engaged digital audience, and convert awareness into measurable interest and event attendance, while maintaining FESPA's authority as a global industry organisation.

Digital Ink partnered with FESPA Middle East as an extension of the internal marketing team, leading strategy, execution, and performance tracking across social, video, paid, and organic channels. Rather than isolated campaigns, the work was delivered as a connected, always-on programme designed to build momentum over time, combining regional insight with data-led execution to expand digital reach, attract new audiences, and support continued growth across multiple event cycles.

"Collaborating with Digital Ink on FESPA Middle East 2026 has been extremely valuable. They acted as an extension of our team, delivering relevant and effective communications informed by a strong understanding of the GCC visual communications industry. The team has been a pleasure to work with - well organised, proactive, and responsive, with clear tracking, regular communication, and the ability to activate plans quickly and efficiently."

Lorraine Harrow - Marketing Manager, FESPA

FESPA

The result was not just increased visibility – but meaningful engagement, audience growth, and a stronger platform for future editions.

