

#NEM

National Events Month
October 2014Britain for
Events
Launches
#NEMO!I AM SUPPORTING
NATIONAL EVENTS MONTH
OCTOBER 2014!

PROMOTING BRITAIN FOR EVENTS 2014

25.08.14

Campaign Highlights

2014 has been an exciting year for Britain for Events. The campaign launched in spring with Mike Fletcher, from venuefinder.com, our spokesperson for a series of regional radio interviews. Overall Mike spoke to 13 titles, which amounted to nearly 6 hours of radio exposure across Britain.



Britain for Events also laid its support behind the events industry's gathering in Liverpool during the International Festival

for Business. The groundbreaking event underlined the huge impact an event can have in generating business activity and was opened by one of our own supporters, UK Prime Minister, David Cameron.

Now Britain for Events attentions have turned to National Events Month in October.



#NEMO

Britain for Events have launched #NEMO this week, a promotional twitter campaign for National Events Month in October 2014.

#NEMO is being used to encourage members of the event industry to organize their events during October, as well as carry the National Events Month branding on their existing events.

The Britain for Event Facebook and Twitter pages are currently promoting the hashtag as part of our ongoing PR and Marketing



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efforts. As well as this the #NEMO logo is being used across all Britain for Events social media.

nationaleventsmoonth.co.uk

To promote the Twitter campaign even further, National Events Month has launched a campaign website to host all of our events, acting as a directory for the promotional month.

The Britain for Events website will host an external link to #NEMO site, directing their users who wish to find out more information on the promotional month.



How to Get Involved

So, here's how our supporters can get involved!

#NEMO has taken over the Britain for Events Twitter this week. To show your support, simply follow this five simple steps!

1) Follow us!

Go onto the Britain for Events Twitter and Facebook page and give us a like/follow! By doing this you will be able to keep up to date with everything #NEMO, and show us your support.

2) Spread the Word!

We would love for you to send this on to any of your members or supporters, encouraging them to either submit their events or support the #NEMO campaign.

3) Submit

If you have an event that you would like to be a part of #NEMO, decide on a theme, go onto our National Events Month website, and submit your events!

4) Engage

Do not hesitate to tweet, comment, share and like anything #NEMO! We want engage and interact with as many of our followers as possible, so would love to hear from you.

5) Enjoy!

#NEMO really is a celebration of what the event industry brings to Great Britain, a subject close to our hearts, because helping organisers bringing people together to learn, feel inspired, celebrate, give back, get healthy or be connected is what makes this campaign GREAT.

For more information on how you can get involved, please contact our #NEMO team.

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