

# #NEM

National Events Month  
October 2014

BRITAIN  
FOR  
EVENTS

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National Events Month  
October 2014



I AM SUPPORTING  
**NATIONAL EVENTS MONTH**  
OCTOBER 2014!

PROMOTING BRITAIN FOR EVENTS 2014

## Host Events

The Britain for Events campaign has announced the key host events for National Events Month in October.

The #NEMO campaign month has been split into four event weeks; Conferences, Congresses and Large Meetings, Exhibitions and Experiential, Outdoor Sporting, Musical and Cultural Events, and Corporate Hospitality and Incentive Travel.

Each of the promotional weeks will see a series of #NEMO branded events as well as a focused host event, which will include a mini launch reception for the sector..

## Conferences and Meetings

With over 1.3 million meetings held in the UK a year, conferences and meetings



contribute £19.9 million towards the event industry.

The host event for this week will be the Liberal Democrat Conference, taking place.



4<sup>th</sup>-8<sup>th</sup> October in Glasgow's very own SECC.

## Exhibitions and Experiential

UK exhibitions attract over 13 million visitors a year, generating a £100 billion spend. The IP EXPO Europe represents one of the many outstanding exhibitions taking place in this host week and takes place at ExCeL London 8<sup>th</sup> - 9<sup>th</sup> October.



Britain for  
Events  
Announces  
#NEMO Host  
events and  
industry  
celebration!

12.09.14

The event will have a range of key note speakers, including Sir Tim Berners-Lee.

## Outdoor, Sporting, Music & Cultural

Hosting the Outdoor, Cultural, Music, and Sporting sector are, The Showman's Show, taking place in Newbury and The Association of Independent Festivals in Cardiff.

Both events will celebrate the industry through an array of special guest panel speakers, alongside a showcasing of special events services and products.

## Corporate Hospitality and Incentive Travel

Finally, the second fixture of the NFL's tour of the UK provides the perfect showcase for the quality of hospitality available in the UK, specifically at host venue Wembley Stadium 27<sup>th</sup> October.

## Celebration Event

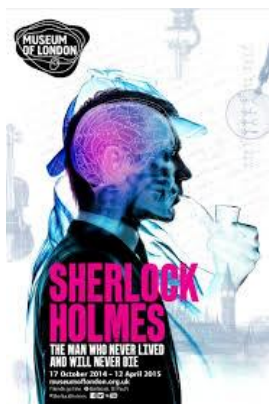


In this month's newsletter Britain for Events would like to announce the dates for the #NEMO Celebration Event.

This industry focused event will mark the end of National Events Month and will celebrate the very best of the events industry whilst thanking the event organisers who have made it happen.

The #NEMO Celebration Event will take place on the 27<sup>th</sup> October at the Museum of London, organised by event organiser's event and in partnership with top London caterer Party Ingredients.

The Museum of London will provide guests with the perfect backdrop featuring the Olympic Cauldron used throughout the 2012 London Olympic Games.



Guests will also get private access to the highly anticipated Sherlock Holmes exhibition, which will have only been released the week prior to the event, 17.10.14.

cvent



## Party Ingredients

Private Caterers

Group registration is also available for the event. We look forward to seeing you there!

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### For Further campaign enquiries, please contact:

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