



CORPORATE HOSPITALITY & INCENTIVE TRAVEL

# #NEMO Week Four

**#NEM** **BRITAIN FOR EVENTS**  
National Events Month  
October 2014

## 27.10.14

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## #NEMO Weekly Update

Week four draws the curtain on National Events Month, once again collating momentous amounts of support throughout the week.

### Corporate Hospitality & Incentive Travel Week

This week #NEMO celebrated Corporate Hospitality and Incentive Travel, which collectively makes up a £2.4bn event sector.

Corporate hospitality has proved successful in creating new business and ensuring lasting relationships with key clients. Incentive travel incentives have become a successful way for businesses to motivate and reward employees, while also maintaining strong client relationships.

Incentive Travel also helps drive tourism within the UK, adding a great deal to Britain's economy.

### #NEMO Attends The Showman Show

This week The Showman Show took place on the 22<sup>nd</sup> & 23<sup>rd</sup> October in Newbury Showground, Berkshire.

As one of the UK's most comprehensive exhibition of products and services for the outdoor events industry, its support for #NEMO was fantastic.

Campaign Director of Britain for Events attended the exhibition, with the support of other organisations such as NOEA, Eve Trakway, Arena Group, ADI.TV and PSA.



### NFL Provides Backdrop for #NEMO

Providing the perfect backdrop for the celebration of corporate hospitality and incentive travel events, is the NFL's return visit to London. The NFL's International Series Games are taking place at Wembley in October and November.

The NFL has become a spectacular occasion for US and UK companies to enjoy world class sporting entertainment. The event hosts millions of tourists and businesses that participate in this international event.

Attracting over 84,000 fans to a single game alone in week 6, it is clear how much incentive travel can impact UK tourism.



This Sunday the Atlantic Falcons are set to play Detroit, and what an exciting game it will be!

### #NEMO Celebration Event

National Events Month are drawing the curtains on their promotional campaign at the #NEMO Celebration Event.

The event will be taking place on Monday the 27<sup>th</sup> October, at the Museum of London.

There will be a selection of industry experts speaking informatively about the events industry, including:

- Alistair Turner, Campaign Director of Britain for Events
- Brian Pirkle, Regional Sales Director at Cvent
- Michael Hirst, Chairman of the BVEP

The Minister for Sport, Tourism and Equalities, Helen Grant, will also be attending the event to show her continued support for #NEMO!

The museum will allow exclusive access to their Sherlock Holmes

exhibition and home to the Olympic Cauldron.

London caterers, Party Ingredients, will provide delegates with a selection of delicious food and cocktails, including their own haggis bon bons and Moriartini cocktail!

This is not one to miss. Please register your attendance now at:

[www.nationaleventsmonth.co.uk](http://www.nationaleventsmonth.co.uk)



### Thank You!

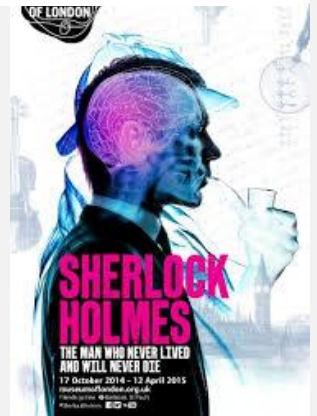
As #NEMO draws to a close, we would like to thank you for all of your support during National Events Month.

The campaign has received a phenomenal amount of support over the past month. Now, let's celebrate!

THE CELEBRATION EVENT BRINGS..



Party Ingredients  
Private Caterers



### For Further campaign enquiries, please contact:

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National Events Month  
October 2014

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