



CONFERENCES & MEETINGS WEEK

#NEMO Week One

#NEM 
National Events Month
October 2014

06.10.14

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#NEMO Weekly Update

On the 01st October, National Events Month October launched and we welcomed a variety of events and event organisers taking part in the promotional month.

Week one has been jam packed with great results for the conference and meetings sector: here are just some of the things that have been happening.

Conferences & Meetings Week

This week #NEMO celebrated the £19bn industry sector, Conferences and Meetings. Conferences and Meetings drive business growth, strengthen employee relationships and maintain client loyalty.

Hosting this event week was The Liberal Democrats Conference, which took place at Glasgow's SECC center. Alongside The Lib Dems Conference, a whole variety of conference and meeting events got involved using the #NEMO on Twitter.



The support for National Events Month has been phenomenal, with over 2k followers on Twitter and daily event submissions, it's definitely not hard finding #NEMO!

Nick Clegg Attends Lib Dems Conference

On Saturday 4th October, Nick Clegg added his support to the campaign during the Liberal Democrats Conference at the Scottish Exhibition + Conference Centre (SECC) in Glasgow.



The Deputy Prime Minister caught up with Kathleen Warden, Director of



Conference Sales at the SECC to discuss the importance of conferences like this to UK business.

This support has seen yet another high profile government representative support the campaign, following Helen Grant, Tourism Minister and Prime Minister David Cameron.



#NEMO Features on Sky Radio

National Events Month was featured on Sky News last week as part of the launch campaign.

The feature



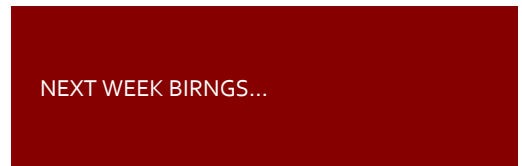
discussed the size of the UK events industry and the benefits it adds to the UK Economy:

- Supports local communities
- Accounts for 35% of UK Visitor Economy.
- Generated 530,000 jobs.
- Drives business growth.

DCMS Blogs about #NEMO

In this week's DCMS blog the Britain for Events campaign director, Alistair Turner discussed everything #NEMO.

#NEMO welcomes all events to be a part of their promotional month, from conferences and meetings all the way to outdoor and music festivals. So get hash tagging. To read the full blog, visit <http://dcmsblog.uk/>.



For Further campaign enquiries, please contact:

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