



EXHIBITIONS & EXPERIENTIAL WEEK

# #NEMO Week Two

**#NEM**   
National Events Month  
October 2014

## 13.10.14

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## #NEMO Weekly Update

Week two of National Events Month has been full of exciting events, all to do with the launch of Exhibitions and Experiential week!

### Exhibitions & Experiential Week

This week #NEMO celebrated the £11bn industry sector, Exhibitions and Experiential events. Exhibitions and Experiential events offer businesses a strong base for international trade, as well as attracting over 13 million visitors a year!

Hosting this event week was the IP EXPO Europe, which took place at London's ExCel. The Scottish Tourism Alliance Conference (STA) also showed its support this week, of which a whole range of industry professional's hash tagged NEMO.

National Events Month achieved a wealth of exposure this week, including the The Herald in Scotland,

which showcased the national campaigns success.



### IP EXPO Europe Hosts #NEMO

On Wednesday 8<sup>th</sup> October, the IP EXPO Europe took place at the ExCel, London. The exhibition hosted Exhibitions and Experiential week with a range of industry experts showing their support by attending. Some of these included CEO of AEO Christ Skeith, campaign director of Britain for Events Alistair Turner, COO of Imago Techmedia Duncan

Kirk and Dan Thurlow, Director of Exhibition Sales at the SECC.

Tim Berners - Lee, inventor of the World Wide Web, also attended the event as a key note speaker.

IP EXPO Europe was a huge success and a great way to showcase the best of British Exhibition and Experiential events.



### STA Conference Supports #NEMO

The Scottish Tourism Alliance Conference (STA), also demonstrated its support for National Events Month this week.

Senior members of the events market showed their support for #NEMO at the conference, which coincided with the



launch of industry group,  
Business Tourism for Scotland.



The STA Conference also saw Fergus Ewing, Tourism Minister for Scotland, speak about the opportunity for the Scottish events Industry.

### Finding #NEMO on Twitter

#NEMO has been kicking up a storm on Twitter this October. With an average of 31 followers a week and 505 event organiser impressions made a day, National Events Month is gaining momentous amounts of support.

Since Britain for Events launched the National Events Month initiative, @Britain4Events has gained over 2,000 followers, and made an average of 14.1k impressions on event organiser's a month.

National Events Month are continuing to support all of the events involved in #NEMO through twitter, so give us a tweet or mention to show your support!

If you would like to get involved in National Events Month, submit your event on [www.nationaleventsmoth.co.uk](http://www.nationaleventsmoth.co.uk)

Or, you can attend the National Events Month Celebration Event this October at the Museum of London! Simply visit the #NEMO website to register.

Thank you for all of your support!

NEXT WEEK BRINGS...



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[@Britain4events](https://twitter.com/Britain4events)

[@DTBanter](https://twitter.com/DTBanter)

<http://www.britainforevents.co.uk>

<http://www.daviestanner.com>

<http://www.nationaleventsmoth.co.uk>

**#NEMO**  
National Events Month  
October 2014

I AM SUPPORTING  
NATIONAL EVENTS MONTH  
OCTOBER 2014!

