

EIA hits the TV industry radar... FOUR times in FOUR weeks!!! Plus a review of EIA's promotional activities in the first half of 2008.

EIA hits TV's radar; in the last four weeks EIA has been phoned by BBC's ONE Show, Sky, Zee TV and BBC London. The latter led to an events industry / London 2012 news item on the day of the Beijing opening ceremony. The former saw the EIA able to react fast to get 'Taste of Birmingham' on BBC's ONE Show... to be screened in the Autumn! **Evidence that EIA is fast becoming a key point-of-contact for international broadcasters** wishing to discover more about events – great news for all AEO, AEV and ESSA members, plus the industry at large!

EIA 2008, the story so far....

The ethos of EIA is working; not only by generating external **DEMAND** through its marketing activities, but also via its 'less sexy', but equally important inwardly focussed **SUPPLY** side achievements. These internal 'wins' are delivering significant time, cost and resource savings for all sides of the industry, particularly organisers and our mutual customers (the exhibitors and other event participants). **"Together we are stronger,"** said the EIA Chairman Nigel Nathan at the AEO Excellence Awards on 4th June.

The 'tale of the tape'...

The first half of 2008 has seen notable achievements in generating a healthy **DEMAND** for 'live marketing'. Of particular note is client demand for our **'How to exhibit'** and **'Live Marketing Works'** presentations, which have helped secure **over 1750 face-to-face engagements** (please see glowing industry testimonials for 'Live Events Work' below). Furthermore, our PR campaign continues to deliver regular press coverage, with **23 items of PR coverage in mainstream, not exhibition industry media**, so far in 2008.

On a related point: are you interested in promoting your product/service, face-to-face, to around 100 brands and SME exhibiting companies on a monthly basis? If so, call Trevor Foley on 01442 873331 about joining our highly successful **'How to exhibit' roadshow**.

EIA continues to challenge the Institute of Practitioners in Advertising (IPA) over the inclusion of events in the quarterly Bellwether Report. View video coverage of this 'fight' at Events Review (www.eventsreview.com).

Our success in improving the **SUPPLY** side of the industry has occurred as a direct result of the EIA community working together, benefiting all members and our target audiences. Examples include:

- **ESSA working together with NEC** regarding positive changes to the venue's electrical infrastructure.
- The **AEV / ESSA 'eGuide'**, which is set to save all industry players time and money by delivering common policies regarding all regulatory aspects concerned with working at UK event venues. Ultimately, this should dramatically improve our overall service to the exhibitor!
- The **AEV / ESSA Technical Committee**, who work on behalf of the entire industry to ensure that our electrical procedures are both practical, and of the highest possible standard.



Working to both improve SUPPLY and increase DEMAND, EIA maintains its commitment to research. **'EIA Facts 2008'**, the most comprehensive industry statistical resource ever, is set for an August launch. AEO, AEV and ESSA members will be able to access the report for free!
'Live Events Work' testimonials

"It's crucial that the teams stay focussed on the benefit of live events and their competitive advantages over other media, which the EIA presentation helped them do. We have had good feedback from all the teams irrespective of sector and will build the presentation into a formal induction to the newly formed Emap Connect."

Alison Jackson, EMAP Connect

"It's a self-fulfilling prophecy. A high-energy presentation capturing the unique aspects of 'live' and wrapping them into one compelling and memorable package. Sit through this once, and if you still don't 'get it'... you should question your own status of 'live'".

Phil Powell, CEVA Showfreight

"We have got around 25 ideas from your presentation and I am sure that some of them are going to be very good for our business."

Johan F. Lundberg, Gothenburg Exhibition Centre

"A great presentation and very inspiring for anyone who works in the events industry."

Lucy Merritt, ExCeL London