



**FOR IMMEDIATE RELEASE:**

**EIA NEWS RELEASE:**

**EIA becomes an official supporter of National Meetings Week 2006**

The Events Industry Alliance (EIA: [www.eventsindustryalliance.com](http://www.eventsindustryalliance.com)) has become an official supporter of National Meetings Week 2006 (NMW), which takes place during the week commencing 2<sup>nd</sup> October. Now in its 6<sup>th</sup> year, the 'Meetings and Incentive Travel' initiative is focussed on promoting the effectiveness of meetings and events as a significant tool to the business community.

Since its 2001 launch, NMW has fast developed into a widely recognised and highly publicised concept. Last year's campaign, supported by the Association of Exhibition Organisers (AEO), effectively raised event marketing awareness, gaining ample coverage in national, regional and local press. National titles featuring NMW 2005 stories included The Times, Financial Times, Mail on Sunday, Daily Express and Evening Standard.

The EIA joins a host of other official NMW supporters, which include the leading organisations within the events (meetings, exhibitions, conferences etc) field. In addition, official NMW partners include AEO members Visit London, and Association of Event Venues (AEV) members ExCeL London and Novotel London West.

The EIA is committed to raising the profile of 'mouth to mouth' marketing, and to proving the unique benefits that can be derived via 'live' interaction and engagement. We aim to promote, grow and further professionalise the event marketing medium to our five key audiences: press, clients/brands, agencies/media planners, Government and academia.

**Trevor Foley, EIA Group Chief Executive**, stated, 'The key objectives of the EIA are suitably complemented by the goals of NMW, and we are delighted to offer this commendable project our full support. The EIA is determined to push event marketing to the forefront of the minds of our target audiences, and NMW represents an excellent opportunity to assist this movement. We urge all of our member companies to consider how they can contribute to the week's activities.'

For 2006, NMW has adopted a central message with which to focus its communications. The core theme is 'green', the tagline: 'The Green Agenda: think, act and meet green.' The EIA is committed to the environmental issues that affect the events industry, and wholly supports the decision to raise such issues to the top of NMW's agenda.

**EIA Project Director John Sanders** said, 'The EIA is currently driving numerous key 'green' initiatives that aim to collectively improve the events industry's overall sustainability, and to best prepare for the future. The Green Agenda is a fantastic theme for NMW, and should provoke productive conversation across the entire events spectrum.'

**Martin Lewis, Managing Editor of Meetings & Incentive Travel**, had these words regarding the EIA's involvement, 'We are delighted the EIA has agreed to be an Official Supporter of National Meetings Week 2006. This unites all the leading events industry trade associations behind the campaign and adds strength to the messages we are taking to market.'

===ENDS===

---NOTES TO EDITORS---

**About the EIA: [www.eventsindustryalliance.com](http://www.eventsindustryalliance.com)**

The Events Industry Alliance (EIA) is the new marketing arm for the exhibitions and events industry, tasked with telling business leaders and media planners about the huge prospects for business growth through the medium of "Face to Face Marketing", and increasing recognition in Government of the considerable value of the industry to the UK economy.

This new body has been formed by and is equally owned by members of three associations that have increasingly worked together to speak with one powerful voice for the industry:

- The Association of Exhibition Contractors (AEC)
- The Association of Exhibition Organisers (AEO)
- The Association of Event Venues (AEV)

The EIA aims to:

1. Provide a single stronger voice for the industry
2. Better resource industry promotion activities
3. Enable greater sharing of information and intellect between existing association parties and new communities
4. Increase professionalism within and knowledge of the industry at all levels within member companies, In order that all members can run existing events more successfully and win more exhibition/event business.

For more information, visit the website at [www.eventsindustryalliance.com](http://www.eventsindustryalliance.com)

---CONTACT---

**Events Industry Alliance (EIA)**

Tom Treverton, EIA PR Manager  
Email: [tom.treverton@eventsindustryalliance.com](mailto:tom.treverton@eventsindustryalliance.com)

**Events Industry Alliance (EIA)**

119 High Street  
Berkhamsted  
Hertfordshire  
HP4 2DJ

Telephone: (01442) 873331

Facsimile: (01442) 875551

**National Meetings Week: [www.nationalmeetingsweek.co.uk](http://www.nationalmeetingsweek.co.uk)**