

1st February 2007

Appoints PR To Gain The Industry More Exposure In Business Media

PR Gane

Declan Gane has joined the Events Industry Alliance team in a freelance PR role from 1st February. His remit is to grow industry exposure across the board but particularly in the business media. A career events' specialist, Declan has more than 20 years operational, marketing and management experience in organising & contracting/services and will bring professional insight together with a focussed approach to the role.

An award winning marketer, Declan has contributed to and written articles in various publications including Marketing Week, B2B Marketing, the Dti's Overseas Trade magazine as well as exhibition trade titles. In addition to in-house copy writing and PR activities for some of the industry's leading practioners, he has secured SKY coverage for a mini rugby festival and is compiling a book. Based in west London, *"You can't get away from 'media types' in Shepherds Bush and having worked alongside editorial teams, part owning a leading marketing publication and being married to a journalist, I have a very clear insight into what editors are looking for,"* he said.

"Getting a busy journalist, up against a tight deadline to read more than just the first paragraph of your carefully crafted news release, is a skill that many PRs have yet to master. When I see an email from Declan I know it's going to be relevant, newsworthy and timely. I'll always read it and more often than not I'll publish it."

**Joel Harrison
Editor, B2B Marketing**

EIA chief executive, Trevor Foley welcomed Declan's addition to the team commenting "as an industry we undersell ourselves because we are very often simply too busy. However, we work in a very sexy sector and I know there is great potential to grab more headlines and gain more exposure in print, broadcast and new media. Declan's objective is to build on our media presence so that marketers and decision makers 'think events' when considering the budgets. I have known Declan since I was appointed as aeo director 9 years ago and believe that he brings everything that we are looking for to this role."

Declan maintains that editors will only publish what they believe will interest their readers, so good, new, real news stories from EIA members is at the very top of his wish list. A good picture will always make an editor think twice before a press release is filed in the circular cabinet under his desk, so email news & photos to declan.gane@eventsindustryalliance.com.

Remember editorial coverage is said to be valued at 12 times that of advertising.

===ENDS===

---NOTES TO EDITORS---

About the EIA: 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

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