

EIA Media Coverage post 01/11/06

Please find identified EIA media coverage publicised after the EIA Board Meeting on 1st November 2006 listed chronologically below. In addition, details on recent EIA news/press releases follow this list.

Date	Source	Coverage Summary
02/11/06	Financial Times	Trevor Foley and EIA quoted within article on banqueting.
13/11/06	Exhibition Association of South Africa e-newsletter	EIA 'launch' story.
15/11/06	UFI Exhibition Newsletter	'Growth companies' use live events piece.
16/11/06	EVENTS:review	Tom Treverton comment on MICE research.
27/11/06	International Association Executive	IELA / EIA partnership piece.
07/12/06	The Independent	Featured in 'Careers Advisor' story.
14/12/06	EVENTS:review	Full filmed coverage of Trevor Foley's CNBC interview.
14/12/06	Marketing Week – Year Ahead supplement	'Digital bedfellow' story.
17/12/06	TSNN newsletter	EIA '1 Year On' piece.
21/12/06	EVENTS:review	EIA '1 Year On' piece.
15/01/07	News Updata (meetpie.com)	EIA support British Tourism Week.
18/01/07	The Independent	Featured in 'Careers Advisor' story.
23/01/07	MiddleEastEvents.com	EIA / Dubai World Trade Centre partner piece.
25/01/07	ExhibitorNewsNetwork.com	EIA / Dubai World Trade Centre partner piece.
30/01/07	TradeArabia.com	EIA / Dubai World Trade Centre partner piece.
30/01/07	BusinessMaktoob.com	EIA / Dubai World Trade Centre partner piece.
07/02/07	UFI Exhibition Newsletter	'Declan Gane joins EIA' piece.
15/02/07	The Marketing Blog	'Event marketing is now media' piece.
15/02/07	Marketing Week	'Going Live' piece - on strength of event marketing.
21/02/07	UFI Exhibition Newsletter	EIA cracks SIC code.
22/02/07	EVENTS:review	EIA cracks SIC code.
27/02/07	The Marketing Blog	Coverage of Trevor Foley's Confex presentation.
06/03/07	Exhibition News	EIA cracks SIC code.
03/07	Event Organiser	EIA cracks SIC code.
07/03/07	Meetings and Incentive Travel	EIA / Dubai World Trade Centre partnership piece.
07/03/07	Meetings and Incentive Travel	EIA House of Commons reception piece.
08/03/07	The Independent	Featured in 'Careers Advisor' story.
16/03/07	Conference and Incentive Travel	EIA cracks SIC code.
22/03/07	EVENTS:review	Extensive filmed coverage of EIA House of Commons reception.
26/03/07	HKCEC Exhibition Update	Use of EIA industry promotion ads.
29/03/07	Marketing Week	Trevor Foley letter on exhibitor training.
29/03/07	The Marketing Blog	iTeddy £10 million ROI piece.
01/04/07	B2B Marketing Magazine	Tom Treverton comment on strengths of industry.

02/04/07	MarketingServicesTalk.com (Centaur)	'Bed tax put to sleep' piece.
02/04/07	MarketingServicesTalk.com (Centaur)	EIA response to Wyndham Leigh research re event usage increase.
02/04/07	MarketingServicesTalk.com (Centaur)	iTeddy £10 million ROI piece.
02/04/07	MarketingServicesTalk.com (Centaur)	'Make A Stand' DVD plug.
02/04/07	MarketingServicesTalk.com (Centaur)	EIA cracks SIC code.
05/04/07	B2B Marketing Magazine	Events thrive in digital era.
12/04/07	The Marketing Blog	EIA response to Wyndham Leigh research regarding increase in marketers' usage of events.
17/04/07	MarketingServicesTalk.com (Centaur)	Events compliment new media piece.
18/04/07	UFI Exhibition Newsletter	EIA response to Wyndham Leigh research regarding increase in marketers' usage of events.
25/04/07	The Marketing Blog	'Bed tax put to sleep' piece.
25/04/07	On Marketing	'Bed tax put to sleep' piece.
25/04/07	MarketingServicesTalk.com (Centaur)	'Bed tax put to sleep' piece.
25/04/07	Newsweaver.co.uk	'Bed tax put to sleep' piece.
30/04/07	Tradeshaw Week	EIA response to Wyndham Leigh research regarding increase in marketers' usage of events.
05/07	Tradeshawweek.com	EIA response to Wyndham Leigh research regarding increase in marketers' usage of events.
03/05/07	Eventplannerspain.com	EIA response to Wyndham Leigh research regarding increase in marketers' usage of events.
08/05/07	HKCEC exhibition newsletter	EIA industry ads.
12/05/07	Youtube.com	EVENTS:review Trevor Foley interview.
15/05/07	EVENTS:review	'Bed tax put to sleep' piece.
15/05/07	EVENTS:review	'Come On Bellwether' release.
15/05/07	The Marketing Blog	'Come On Bellwether' release.
15/05/07	MarketingServicesTalk.com (Centaur)	'EIA uncovers buried £5 billion' piece.
15/05/07	Tsnn.co.uk	'EIA uncovers buried £5 billion' piece.
16/05/07	UFI Exhibition Newsletter	EIA Chair change.
16/05/07	Expoabc.com	'EIA uncovers buried £5 billion' piece.
22/05/07	The Marketing Blog	'Exporting UK Events Industry' piece.
24/05/07	EVENTS:review	BS 8901 piece.
24/05/07	Governmental press release: David Miliband	AEV supports public recycling scheme.
25/05/07	The Marketing Blog	EIA response to Wyndham Leigh research re event usage increase.
31/05/07	Media Week	Trevor Foley letter on agencies needing to engage with events.
31/05/07	Venues.org	Nigel Nathan is new EIA Chair.
07/06/07	EVENTS:review	Tom Treverton response to Julian Pullan's (Jack Morton) comments on BS 8901.

12/06/07	08businessconnect.com	Coverage of Trevor Foley's EIA presentation to business community of Liverpool.
12/06/07	B2B Marketing Online (b2bm.biz)	Trevor Foley piece on how events are thriving in digital age.
21/06/07	EVENTS:review	Exporting Events Excellence piece.
21/06/07	The Chartered Institute of marketing website (www.cimsoutheast.org.uk)	Trevor presented to CIM Sussex group on power of exhibitions.
28/06/07	EVENTS:review	Bellwether to report on event spend.
29/06/07	www.tsnn.co.uk	EIA unveils mentoring scheme.
02/07/07	MarketingServicesTalk.com (Centaur)	Bellwether to report on event spend.
03/07/07	Marketing Week website (www.marketingweek.co.uk)	Bellwether to report on event spend.
04/07/07	Event Management Training website (www.eventtr.co.uk)	Exporting Events Excellence piece.
12/07/07	Marketing Week	Contribution to piece on the principles and power of exhibiting.
17/07/07	The Sunday Herald (Scottish Newspaper, www.sundayherald.com)	EIA mentioned in reference to Nigel Nathan, within article regarding Whyte & Mackay's Boat Show.
18/07/07	Conference and Incentive Travel online (www.citmagazine.com)	VisitBritain launches eventBritain.
19/07/07	Evening Standard	News item on eventBritain, and EIA's association with new initiative. EIS value quoted.
21/07/07	www.sportbusiness.com	VisitBritain launches eventBritain.
24/07/07	http://travelvideo.tv/news (Travel Video TV - The World On The Web)	VisitBritain launches eventBritain.
25/07/07	Marketing	Trevor Foley letter on Bellwether.
26/07/07	Tsnn.co.uk	Launch of new EIA websites.
26/07/07	Tsnn.co.uk and EVENTS:review	VisitBritain launches eventBritain.
27/07/07	Because (experiential marketing news roundup)	Bellwether to report on event spend (in editor's column).
31/07/07	The Marketing Blog	Madgex partnership story – the future is digital and live events.
31/07/07	The Marketing Blog	VisitBritain launches eventBritain.
03/07/07	www.youtube.com	264 views of Make A Stand clips to date.
01/08/07	MarketingServicesTalk.com (Centaur)	Madgex partners with EIA.
07/08/07	The Marketing Blog	Madgex partners with EIA.
07/08/07	www.fitzwilliaminstitute.com	Madgex partners with EIA.
10/08/07	Event Management Training (www.eventtr.co.uk)	VisitBritain launches eventBritain.
22/08/07	BBC Radio 5 Live	Trevor Foley interview regarding YouGov research citing Event Organiser as 5 th in top 10 dream jobs.
22/08/07	BBC 3 Counties Radio	Trevor Foley interview regarding YouGov research citing Event Organiser as 5 th in top 10 dream jobs.
31/08/07	Exhibitor Online Update (US e-newsletter)	Release regarding YouGov research.
04/09/07	EVENTS:review	Nigel Nathan opinion piece.
11/09/07	B2B Magazine	Live event tourism / EventBritain feature by

		Trevor Foley.
13/09/07	The Marketing Blog	Ithaca buyout shows power of events.
13/09/07	www.tsnn.co.uk	Ithaca buyout shows power of events.
24/09/07	EVENTS:review	Ithaca buyout shows power of events.
24/09/07	www.blog-city.com	Live event marketing in upward trend alongside the internet
24/09/07	www.blog-city.com	Huge growth prospects for f-2-f marketing.
03/10/07	www.brandrepublic.com	Ithaca buyout shows power of events.
03/10/07	B2B Marketing Online (b2bm.biz)	'The Show Must Go On' – face-to-face marketing is taking centre stage.
12/10/07	http://themarketingblog.blog-city.com	The O2 react to deliver Rugby World Cup semi final to thousands. Trevor Foley quote included.
12/10/07	www.brandrepublic.com	The O2 react to deliver Rugby World Cup semi final to thousands. Trevor Foley quote included.
16/10/07	www.exhibitoronline.com	EIA Facts launch.
17/10/07	www.meetpie.com	Industry calls on Government to back business tourism.
17/10/07	Conference and Incentive Travel online (www.citmagazine.com)	EIA hits out at 'crap' colleges.
17/10/07	www.mpiuk.org	Industry calls on Government to back business tourism.
18/10/07	EVENTS:review	EIA Facts launch.
18/10/07	B2B Marketing Online (b2bm.biz)	Industry calls on Government to back business tourism.
25/10/07	Marketing Week	Trevor Foley letter regarding Channel 4's move to events.
25/10/07	www.venues.org	EIA Facts launch.
26/10/07	www.expofairs.com	EIA Facts launch.
06/11/07	EVENTS:review	Coverage of meeting with Margaret Hodge MP, Minister of State for Culture, Media and Sport.
06/11/07	MarketingServicesTalk.com (Centaur)	EIA adds extra NEC date to How to Exhibit tour.
08/11/07	EVENTS:review	Video of Trevor Foley presentation at meeting with Margaret Hodge MP, Minister of State for Culture, Media and Sport.
10/11/07	www.exhibitoronline.com	EIA Facts launch.
13/11/07	Conworld.net – The Global Directory of Meetings Industry Websites	EIA listing.
11/07	Conference and Incentive Travel Magazine	Coverage of meeting with Margaret Hodge MP, Minister of State for Culture, Media and Sport.
11/07	Conference and Incentive Travel Magazine	Trevor Foley comment regarding event-based university/college courses.
11/07	Meetings and Incentive Travel Magazine	Piece on government reduction in UK tourism funding.
11/07	Meetings and Incentive Travel Magazine	Trevor Foley comment regarding event-based university/college courses.
27/11/07	www.intute.ac.uk - Online education/research resource	EIA listing.
27/11/07	www.brandrepublic.com	Coverage of meeting with Margaret Hodge

		MP, Minister of State for Culture, Media and Sport.
11/07	www.pro-talk.com (monthly report on EIA coverage/exposure via Centaur's Marketingservicestalk.com)	November report: 2 EIA press releases on Marketingservicestalk.com, 6 visits to EIA website via Pro-Talk, 522 views of EIA press releases.
10/12/07	B2B Marketing Online (b2bm.biz)	Piece that includes EIA comment/reaction to positive IPS business event visitor results.
11/12/07	The Marketing Blog	Piece that includes EIA comment/reaction to positive IPS business event visitor results.
21/12/07	EVENTS:review	Declan Gane opinion piece: 'Make time to market events'.
12/07	www.pro-talk.com (monthly report on EIA coverage/exposure via Centaur's Marketingservicestalk.com)	December report: 7 visits to EIA website via Pro-Talk, 451 views of EIA press releases.
01/08	Event Magazine	Story on EIA Facts 2007.
14/01/08	www.youtube.com	Stats at 14/01/08 regarding EIA video: Videos Watched: 11 Videos Uploaded: 3 Video Views: 711 Favourites: 2
15/01/07	MarketingServicesTalk.com (Centaur) – e-newsletter, issue 7	Trevor Foley quoted within editor's introduction, regarding how events will not be the media to suffer effects of economic downturn.
23/01/08	Marketing Week 'Year Ahead 2008' January supplement	EIA mentioned as 'leader' of wider events industry.
23/01/08	Marketing Week	Live Events Showcase - Julie Leylan (Group Publisher Marketing Week) uses 'EIA language' and stats from the economic impact study (referenced to AEO).
23/01/08	Let's Meet - Q4 2007 (Swedish trade magazine)	Significant interview feature with Trevor Foley.
28/01/08	EVENTS:review	EIA opinion piece on positive IPS business event visitor results.
31/01/08	EVENTS:review	Video interview with Kevin Murphy (ExCeL London), who refers to EIA success with Bellwether report.
06/02/08	EVENTS:review	Video interview with Tom Treverton (ExCeL London), who refers to EIA success with Bellwether report.
02/08	Meetings and Incentive Travel Magazine	Trevor Foley letter published, regarding a challenge to Margaret Hodge MP for minister support.
12/02/08	The Marketing Blog	Trevor Foley informal Q&A piece.
12/02/08	The Marketing Blog	Events inclusion within Bellwether report.
22/02/08	www.brandrepublic.com	Trevor Foley comment regarding sale of Clarion Events.
22/02/08	www.eventsuccess.tv	Copious EIA coverage on this website, including Trevor Foley video interview.
05/03/08	www.pro-talk.com (monthly report	February report: 4 new press releases

	on EIA coverage/exposure via Centaur's Marketingservicestalk.com)	published on Pro-Talk network, 5 new visits to EIA website from Pro-Talk, 533 new visits to EIA press releases.
05/03/08	www.4to40.com	EIA ensures events are recognised within Government Green Paper into creative sectors.
12/03/08	The Marketing Managers' Yearbook 2008 (AP Information Services)	Trevor Foley two-page piece regarding 'the future is digital and live events'.
13/03/08	www.meetpie.com	EIA signs association member deal with BSI – specialists in accommodation.
18/03/08	The Marketing Blog	EIA coverage regarding formation of ESSA.
04/08	Event Magazine	Coverage regarding eGuide.
09/04/08	www.pro-talk.com (monthly report on EIA coverage/exposure via Centaur's Marketingservicestalk.com)	March report: 5 new visits to EIA website from Pro-Talk network, 536 new visits to EIA press releases.
04/08	B2B Marketing Magazine	EIA coverage in piece on how live events and digital can work together effectively.
06/05/08	www.pro-talk.com (monthly report on EIA coverage/exposure via Centaur's Marketingservicestalk.com)	April report: 5 new visits to EIA website from Pro-Talk network, 655 new visits to EIA press releases.
29/05/08	www.english.tw-media.com	EIA secures partnerships with EEAA, IEOA and IELA.
05/06/08	The exhibition market – trends and developments (research report by OC&C Strategy Consultants.	EIA Facts 2007 used / referenced within report.
09/06/08	EVENTS:review	Piece on Trevor Foley's resignation from EIA.
10/06/08	The Marketing Blog	Piece on Trevor Foley's resignation from EIA.
12/06/08	Marketing Week	Contribution to piece regarding the exhibition industry's use of technology.
06/08	Event Magazine	EIA secures partnerships with EEAA, IEOA and IELA.

EIA news/press releases post 01/11/06

All the below releases are available in full within the 'Press Centre' of the EIA website. Access the page directly via the following link: www.eventsindustryalliance.com/news.

1. Events - marketing's 'significant Other'? - 1st February 2007
2. Full House! EIA House of Commons Reception - 6th February 2007
3. Vital statistics (2006 a great year for the industry!) - 8th February 2007
4. Digital media gets an 'experience' bedfellow - 14th February 2007
5. EIA announces event industry's first dedicated SIC codes - 14th February 2007
6. £10 million trade event catalyst for Bolton bear manufacturer - 27th March 2007
7. Foley faces 'the future' - CEO presents to event management students - 27th March 2007
8. Events extravaganza in the capital - 2nd April 2007
9. Marketeers plan greater role for live events - 12th April 2007
10. Bed tax put to sleep - 24th April 2007
11. Nigel Nathan is new EIA Chairman – 10th May 2007

12. UK exports events excellence – 21st May 2007.
13. Profile: Michael Hodgson, Managing Director of Channel 4's rights division – 4th June 2007
14. Bellwether to highlight event spend: innovative IPA move delights EIA – 24th June 2007
15. New eventBritain Team to Support UK Event Organisers & Venues – 18th July 2007.
16. Haymarket Group attributes increase in pre-tax profit in the main to digital and events activities – 31st July 2007.
17. The future is digital and live events; Madgex partners with EIA – 31st July 2007.
18. Mass brands use mass events to reach mass audiences – 6th July 2007.
19. Events: Emap's favourite son – 28th August 2007.
20. Official: Forget 'X Factor' and Hollywood superstardom, the dream job for Brits is 'Event Organiser' – 28th August 2007.
21. Trend in events investment continues; United Business Media acquires Ithaca for £14.25m – 20th September 2007.
22. More business professionals attend events – 10th October 2007.
23. Speed, Agility, Quickness: AEV member hosts the largest gathering of England rugby fans outside of Paris – 11th October 2007.
24. Business visitors urged to meet in England's cities – 19th October 2007.
25. VisitBritain welcomes announcement of Glasgow's success for the 2014 Commonwealth Games – 9th November 2007.
26. Minister agrees bid support for business events – 20th November 2007.
27. The Events Train is Leaving... - 11th December 2007.
28. VisitBritain's prospects for tourism in 2008 – 18th December 2007.
29. 'Events' Spend Neck And Neck With Digital – 15th January 2008.
30. Spotlight turns to England's unique venues – 23rd January 2008.
31. Meetings Budgets Up 27%, Attendance Up 19% - 12th February 2008.
32. Live Event Marketing Toplines 2008 Budgets – 13th February 2008.
33. Reed mags for sale but not its events! – 28th February 2008.
34. Events Industry Gala Dinner for Pancreatic Cancer Research – 22nd April 2008.
35. Trevor Foley steps down as EIA Group CEO – 9th June 2008.