



Background: Leisure Industry Week appointed us to raise profile of the show amongst the fitness, sports, attractions and play markets. The show has run for over 21 years and attracts over 13,000 visitors

Timing: 2009 & 2010

Activity: Coordinating event media previews, liaison with exhibitors and partners, releases, case studies, management of press office at show, post-event reviews written

Results: In 2010 we generated 66 pieces of coverage

EAV: £69,000

Reach: 869,744

Client comment:

Jonny Sullens, Show Director

“These results were achieved because of the Promote team’s passion, hard work, market knowledge and all round skill set.

If you are looking for a PR consultancy in the active leisure sector then you should consider Promote PR.”

New features set to make LIW bigger and better

By Emma Spencer
 Over 13,000 people are expected to descend on Birmingham for Leisure Industry Week (LIW) - the only show of its kind in the UK.
 Last year at the show's 21st birthday over 12,500 people attended which also saw the launch of Independent Operators Unite (IOU).
 It was set up to provide a voice for the smaller operator and surprised organiser David Sims from the show's new and exciting group of visitors what they want, the new features this year will attend which also saw the launch of Independent Operators Unite (IOU).
 He said: "After years of exhibiting at LIW I've seen the show grow and I think it's worth others. I thought something needed to be done to get independent clubs owners to be able to get involved and to be able to meet each other and discuss their own concerns and successes. I committed to hosting a party for independent club owners and to make it worth a day out of the clubs we decided to put an educational session specific for the independent operator."
 "2009 proved to be a phenomenal success and feedback was brilliant on how we could improve it for 2010. One of the recommendations from club owners was to create a unique 'buying consortium' which has been well received."
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