

Marketing Leeds Activity Plan for 2010/11

Date	Event	Aim/Overview	Activity	Partners (unless otherwise stated ML are lead partner)
Jan 2010 and ongoing	Back the Bid - England 2018	To support England's bid to host the World Cup in 2018.	Multi-strand marketing and promotional activity to secure support for England's bid and forward planning should the bid be successful.	LCC, LUFC, ML
19th Jan 2010	Business Champions Meeting	To inform Champions, stakeholders and potential Champions of ML activity.	Agenda specific	ML Champions
27th Jan 2010	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
28-Jan-10	Leeds Architecture Awards	Support for key city event and property sector	Sponsorship of awards to ensure event could proceed.	Locate in Leeds,LCC
Early Feb 2010	Consumer Trade Fair, Dusseldorf	Annual consumer trade fair at Dusseldorf Airport to promote Leeds	Distribute information on Leeds to encourage inward investment, leisure and business tourism.	Jet2.com
3rd Feb 2010	Leisure Champions Meeting	To inform Champions, stakeholders and potential Champions of ML activity.	Agenda specific	ML Champions
Feb-10	E-newsletter	E-newsletter to promote and raise the profile of Leeds on the national and international stage	Regular newsletter highlighting key activity and achievements in the city.	Leeds Champions, key stakeholders
Feb-10	Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced and distributed.	
Feb-10	Launch of 'Leeds Loves Food'	To raise awareness of Leeds Loves Food Festival	A launch event to raise awareness and gain support and participation in the Leeds Loves Food festival. ML to attract national media.	Lead Partner: City Centre Leeds, ML
22-28 Feb 2010	Leeds Loves Rugby	To use this key international event to promote the city of Leeds as a host of world class sporting events. To increase the economic impact sporting events offer the city and therefore support the city's going up a league objective. To support the city's objective of narrowing the gap by inspiring young people through sport. To support the city's objective of narrowing the gap by inspiring young people through sport. To build press contacts and relationships for further marketing and promotional opportunities. To celebrate Leeds Rhinos and the RFL, (both Leeds Champions) success.	A city festival incorporating the following activity:- A rugby tournament for Leeds schools, rugby taster sessions for the public, fringe events and promotions to enable local business to get involved; Stakeholder and a Champions networking breakfast and book lunch. Anticipated outcomes - Establish press contacts and relationships for future opportunities. Increase spend within the city.	RFL, Leeds Rhino's, Leeds City Council

25-Feb-10	Leeds Loves Rugby Champions Breakfast	Networking opportunity for Leeds Champions and part of Champions support programme.	Leadership seminar by Leeds Rugby Chief Executive Head Coach and Head Coach of Leeds Carnegie and networking breakfast.	Leeds Rhinos, Leeds Carnegie
11-Mar-10	Partner Champions Advisory Board	To inform the Chief Executive and ML Board on proposed activities and initiatives. To secure active support of Partner Champions.	Agenda specific	Relevant Partner Champions
15 - 19 March 2010	MIPIM	Support for Location Leeds event. Support for City Region Activity. Key objective - to raise the profile of Leeds on the International stage.	To undertake profile raising activity as part of the Location Leeds programme and the International Property Conference in Cannes. ML to send 1 staff member to coordinate activity on the Leeds City Region conference stand.	Leeds City Region representatives.
18-Mar-10	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
23 - 25 March 2010	Leeds in Barcelona	Marketing Leeds, in partnership with UKTI, will deliver a 3 day festival of commerce and culture designed to give Leeds businesses the opportunity to showcase their sectors, skills and expertise in Barcelona with a view to forging long term business relationships. A total of 30 events will be held during the 3 day festival	9 key delegations representing the City's sector strengths (a total of 115 delegates) will travel to Barcelona to participate in a wide range of commercial activities. In addition a strong common programme, including Civic Welcome, high profile roundtable press event and gala dinner will support and unify the programme.	UKTI, Opera North, Northern Ballet, Phoenix Dance, Leeds Legal, Financial Leeds, Leeds Property Forum, Creative Leeds, Leeds Initiative, LCC PPP Unit, Leeds Metropolitan University, University of Leeds, Leeds Hotels Association, Jet2.com, Barcelona Bar Association, British Chamber of Commerce in Spain, La Vanguardia, LCC, La Salle University, The Ajuntament, Barcelona Chamber of Commerce, Esade, 22@, Barcelona Stock Exchange, GVC Gaesco, Barcelona Convention Bureau
Apr-10	E-newsletter	E-newsletter to promote and raise the profile of Leeds on the national and international stage	Regular newsletter highlighting key activity and achievements in the city.	Leeds Champions, key stakeholders
Apr-10	Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced and distributed.	
20th April 2010	Business Champions Meeting	To inform Champions, stakeholders and potential Champions of ML activity.	Agenda specific	ML Champions
5th May 2010	Sustainable Supper	To launch Leeds Loves Food festival to key regional press.	Consumer launch for Leeds Loves Food	Arup, Leeds City College and Harewood Hospitality

6 - 8 May 2010	Barcelona Bloggers Familiarisation Visit	To raise the profile of Leeds to 14 key bloggers from Barcelona	Familiarisation visit to encourage coverage on major international blogs.	Leeds Champions
8th May	Leeds Loves Food 'Taster Day'	Pre-promotion of Leeds Loves Food festival	Announce festival events calendar, Starters for Ten	City Centre Management
14 - 16 May 2010	PSL at Tate Modern	To support Project Space Leeds exhibition at Tate Modern and promote the Arts and Cultural offer in Leeds. 45,000 visitors are expected to visit the exhibition.	To promote the arts and culture in Leeds to a national and international audience	PSL
19th May 2010	Leisure Champions Meeting	To inform Champions, stakeholders and potential Champions of ML activity.	Agenda specific	ML Champions
20th May 2010	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
25-May-10	Leeds in London	To raise the profile of Leeds as a prime conference venue & events location. To establish new & develop existing relationships with key contacts/buyers & business tourism media. To attract new enquiries/business to the city of Leeds.	Tour of Chelsea Flower Show followed by a Gala Dinner on the River Thames for 60 key conference buyers.	LHA, Conference Leeds, LCC, WYTP, Welcome to Yorkshire, (tbc SMG)
26th May 2010	Santander Dinner	High profile networking dinner to enable Leeds Champion - Santander - to engage with targeted business guests.	Networking dinner	Santander, City Inn
Jun-10	E-newsletter	E-newsletter to promote & raise the profile of Leeds on the national & international stage	Regular newsletter highlighting key activity and achievements in the city.	Leeds Champions, key stakeholders
24th June 2010	Launch of ML Annual Review	To inform Champions and wider stakeholders of the results of ML activity in the financial year 2009/10	Breakfast briefing event	
24th June 2010	Milan Expo 2015	To inform Leeds and wider Yorkshire companies of business opportunities presented by Expo 2015.	Promote business opportunities for Leeds and Yorkshire companies	UKTI
29th June 2010	Launch of Hong Kong Business Forum	To connect with businesses in the city region currently doing business with/hoping to do business with Hong Kong and wider Asia.	Launch event with speakers from Hong Kong Trade & Development Council, chair of the Hong Kong Business Forum and Chief Executive Marketing Leeds.	DLA, HKTDC, HSBC, UKTI, Grant Thornton
1st July 2010	Partner Champions Advisory Board	To inform the Chief Executive and ML Board on proposed activities and initiatives. To secure active support of Partner Champions.	Agenda specific	Relevant Partner Champions
04-Jul-11	Run for All	To attract media interest and participation from outside of Leeds and to help the run grow.	The LILO branded event will be covered filmed for a documentary offering a fantastic opportunity to showcase the city to an international audience.	

1st-4th July	Leeds Loves Food	To attract media interest and visitors from outside the region to showcase the excellent restaurants, food and drink available in the Leeds City region.	4 day Food Festival involving city region restaurants and producers.	Lead Partners: LCC City Centre Leeds & Leeds Restaurant Association
				Other Partners: Leeds Champions, Leeds Hoteliers Association, others tbc
4 - 11 July 2010	Planning visit for Leeds in Asia	ML Chief Executive and UKTI Senior Project Manager to visit Hong Kong to progress plans for Leeds in Asia	Week long programme of meetings scheduled with key stakeholders and partners in Hong Kong to ensure successful delivery of event.	UKTI
9 - 11 July 2010	NBT - Hong Kong And Macau	Pre-promotional activity for Leeds in Asia to further engage Hong Kong partners.	Joint activity with NBT to entertain key stakeholders in Hong Kong and Macau. Details tbc but initial plans include supper with partner organisation followed by attendance at performance at Grand Theatre in the Hong Kong Cultural Centre. N.B This is the opening event of the Hong Kong Arts Carnival.	Northern Ballet Theatre
20th July 2010	The Business of Sport -what are the benefits a big sporting event can bring to a city?	To showcase Leeds sporting heritage. To showcase our innovative approach to major sporting events. To maximise the opportunity of hosting key journalists for Australia v Pakistan Test	A high profile question time style Thought Leadership event.	Yorkshire County Cricket, University of Leeds, Leeds Champions
20th July 2010	Business Champions Meeting	To inform Champions, stakeholders and potential Champions of ML activity.	Agenda specific	ML Champions
22-Jul-10	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
21 - 25 July 2010	Cricket Mela	A festival to celebrate Leeds hosting the Australia v Pakistan Test Match and to maximise the impact of this major international event in Leeds.	A series of events to celebrate this great sporting event.	Yorkshire County Cricket, LCC and City Region Partners.
21 - 25 July 2010	Australia/Pakistan in Leeds	Use Corporate hospitality at Australia v Pakistan test to attract business delegations from Australia and Pakistan to Leeds for 3 day programme of business activity.	Further links made with Australian businesses via inward business delegation. Potential inward delegation from Pakistan (subject to consular advice)	LCC, LHA, YCC, Leeds Champions, UKT&I
Aug-10	E-newsletter	E-newsletter to promote and raise the profile of Leeds on the national and international stage		Leeds Champions, key stakeholders
Aug-10	Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced and distributed.	
18th August 2010	Leisure Champions Meeting	To inform Champions, stakeholders and potential Champions of ML activity.	Agenda specific	ML Champions

Sept 6th	Deadline for production of fact sheets	Promotional material for use at events		
13th September 2010	Partner Champions Advisory Board	To inform the Chief Executive and ML Board on proposed activities and initiatives. To secure active support of Partner Champions.	Agenda specific	Relevant Partner Champions
17th Sept 2010	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
25 - 26 Sept 2010	NBT - Bangkok	To raise awareness of Leeds in Asia Festival of Commerce and Culture and to support NBTs participation in the Bangkok International Festival of Dance and Music.	Joint international promotional activity as part of NBT China tour.	NBT
Sep-10	The Business of Food	Thought Leadership event to support World Curry Festival and highlight Leeds' positive approach towards health and sustainability issues.	A high profile question time style Thought Leadership event.	University of Leeds, Arup, Northern Foods, Asda, Duchy Organics, Hilary Benn MP, Leeds Champions
Late Sept/Early Oct	Breakfast Seminar	Speaker as part of Pinsent breakfast seminars	Update key Leeds businesses of ML activity to encourage engagement and support	Pinsent Mason
12th October 2010	Business Champions Meeting	To inform Champions, stakeholders and potential Champions of ML activity.	Agenda specific	ML Champions
Oct-10	E-newsletter	E-newsletter to promote and raise the profile of Leeds on the national and international stage	Regular newsletter highlighting key activity and achievements in the city.	Leeds Champions, key stakeholders
12 - 24 October	Leeds Shopping Week	To raise the profile of this significant event on the national stage and promote the retail offer of the city.	A week long city festival involving retailers.	Lead Partners: LCC City Centre Leeds & ML Other partners: Leeds Retail Association, Retailers
Oct-10	Light Night	Support for this annual Leeds event.	Marketing support for this LCC event.	LCC
Oct	The Business of Climate Change	Support event to showcase outcomes of the Lighter City Region project	A high profile question time style Thought Leadership event.	University of Leeds, Leeds Metropolitan University, Arup, Pinsent Mason, LCC
10th November 2010	Leisure Champions Meeting	To inform Champions, stakeholders and potential Champions of ML activity.	Agenda specific	ML Champions
Nov-10	Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced and distributed.	
Nov-10	Festive Leeds	tbc	Support marketing and PR for this annual campaign.	LCC
8 - 12 Nov 2010	Digital Week	Regional event to raise the profile of the media and creative industries in Yorkshire.	Marketing support for this YF led event.	Yorkshire Forward, Leeds Media, Holbeck Urban Village, The Drum

Nov-12	DADI Awards	To raise the profile of Leeds as the 3rd largest centre for media and creative industries in the UK.	High profile national awards ceremony for the media, creative and digital industries. Host table of key bloggers from Leeds in order to build contacts for future activity.	Lead Partner: The Drum. Other Partners: ML, Leeds Media, Holbeck Urban Village, Yorkshire Forward
15 - 20 Nov 2010	Leeds in Asia	Marketing Leeds, in partnership with UKTI, will deliver a festival of commerce and culture designed to give Leeds businesses the opportunity to showcase their sectors, skills and expertise in Hong Kong with a view to forging long term business relationships.	Planning underway	UKT&I Yorkshire & Humber, British Consulate Hong Kong, Hong Kong TDC, Invest Hong Kong
23rd Nov 2010	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
Nov/Dec	E-campaign	tbc	tbc	tbc
15th December 2010	Partner Champions Advisory Board	To inform the Chief Executive and ML Board on proposed activities and initiatives. To secure active support of Partner Champions.	Agenda specific	Relevant Partner Champions
Dec-10	E-newsletter	E-newsletter to promote and raise the profile of Leeds on the national and international stage	Regular newsletter highlighting key activity and achievements in the city.	Leeds Champions, key stakeholders
Early Dec-10	Festive e-card	Annual campaign	E-card distribution to ML stakeholders and contacts.	
1 - 5 January 2011	NBT - Beijing (tbc)	Profile raising activity for Leeds in key Chinese business centre.	Joint activity with NBT to raise awareness of Leeds as a business and cultural centre.	NBT
Early New Year	Research Project	Repetition of key research to establish benchmark for future activity.	Research project with a view to understanding what changes in perceptions have occurred since the last wave of research and to establish a new benchmark to evaluate the success of future communications activity.	
Jan-11	The Business of CSR - how much responsibility does business have for social regeneration?	Showcase event to coincide with Leeds Ahead annual dinner. To demonstrate ML support for Year of the Volunteer and Narrowing the Gap agenda.	A high profile question time style Thought Leadership event.	University of Leeds, Leeds Ahead, SMG
Mar-11	NBT Edinburgh	Profile raising activity for Leeds in key UK city.	Joint activity with NBT to raise awareness of Leeds as a business and cultural centre.	NBT
w/c 16 May 2011	NBT - London	Profile raising activity for Leeds in key UK city.	Joint activity with NBT to raise awareness of Leeds as a business and cultural centre.	NBT