

**Marketing Leeds Activity Plan for September 2010 to March 2012**

<b>Date</b>	<b>Event</b>	<b>Aim/Overview</b>	<b>Activity</b>	<b>Partners (unless otherwise stated ML are lead partner)</b>
Sep-10	E-newsletter	E-newsletter to promote and raise the profile of Leeds on the national and international stage		Leeds Champions, key stakeholders
Sep-10	Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced and distributed.	
Sep-10	CD & Video Library	Full CD and Video library in place at ML		
w/c 6 Sept	LLS E-Shot	To promote Leeds Loves Shopping to an Irish Audience	Ryan Air distributed Leeds Loves Shopping e-shot to their Irish database of 120k	
8th September 2010	Combined Champions Meeting and Networking event	To inform Champions, stakeholders and potential Champions of ML activity.	Meeting to update both business and leisure champions on current and future activity followed by social networking and rock and roll bingo event.	ML Champions
9 - 10th September 2010	Foreign & Commonwealth Office's press visit	To receive press coverage in a variety of international titles and TV coverage in Taiwan	6 journalists from European & Asian Titles to visit Leeds to undertake a 2 day programme of meetings with key business leaders	ML Champions, LY & NY Chamber of Commerce, LCC, WTY, University of Leeds, NBT, Trinity Leeds
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	
22nd Sept 2010	Pinsent Masons Breakfast briefing	To present on MLs key achievements and future plans	Deborah Green to present at breakfast briefing which attracts over 100 businesses	Pinsent Mason
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
End of Sept 2010	Deadline for production of fact sheets	Promotional material for use at events		
1 - 4 October 2010	Milan Conference Buyers FAM Visit	To raise the profile of the city to key conference buyers from Milan	To organise an itinerary to promote the Leeds offer to these key buyers (delegation of approx. 12)	Lead Partner: LHA & Conference Leeds, support from ML
6 - 8 October 2010	Italian Press Visit	To raise the profile of the city to the Italian Press	To organise an itinerary to promote the Leeds business and cultural offer to the Italian Media	Conference Leeds, LHA & ML joint initiative
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	Regular newsletter highlighting key activity and	Leeds Champions, key

		of Leeds on the national and international stage	achievements in the city.	stakeholders
1 - 3 October 2010	World Curry Festival	To attract visitors to Leeds for this major food festival	A business event to help local restaurants, producers, retailers etc. and a weekend festival to attract visitors to Leeds. N.B ML role secondary marketing support only.	Lead partner World Curry Festival in association with Welcome to Yorkshire, Arup, Business Link, Schofield Sweeney
12 - 24 October	Leeds Loves Shopping	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
October	Inward delegation from France (tbc)	To showcase Leeds businesses to a key French delegation	To host a delegation from France, including the French Ambassador.	Leeds Chamber event with support from ML, if required.
Oct/Nov 10	German promotional supplement	Profile raising activity in Dusseldorf to coincide with East Street Arts activity	Details of activity tbc - looking at newspaper supplement and/or ad campaign	East Street Arts
Nov-10	Festive Leeds	tbc	Support marketing and PR for this annual campaign.	LCC
3 - 7 November	Leeds in Vancouver	Leeds Designers to show their collections at Vancouver Fashion Week under Leeds in Vancouver brand	ML is supporting first ever British Designers to exhibit at Vancouver Fashion Week. Designers will create custom pieces which can be used as PR tools throughout 2011/12 e.g Beth Hirst to design couture Leeds Live it love It hat. Full press and PR campaign and social media campaign plus pre and post event coverage in YP. Distribution of 1500 Leeds Style Guides.	Beth Hirst, James Steward, Lisa Jayne Dann plus other Leeds fashion retailers tbc
4 - 7 November	Barcelona Buyers FAM Visit	To raise the profile of the city to key MICE buyers from Barcelona	To organise an itinerary to promote the Leeds offer to these key buyers	LHA, ML Champions
8th November 2010	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
10th November 2010	Leisure Champions Meeting	To inform Champions, stakeholders and potential Champions of ML activity.	Agenda specific	ML Champions
8 - 12 Nov 2010	Leeds Digital Festival	Regional event to raise the profile of the media and creative industries in Yorkshire.	Marketing support for this Leeds Media led event.	Yorkshire Forward, Leeds Media, Holbeck Urban Village, The Drum
11th Nov 2010	The Business of Digital	To showcase Leeds media industries to coincide with Leeds Digital Week and the DRUM Awards	A high profile question time style Thought Leadership event.	University of Leeds, Leeds Metropolitan University, Arup, Pinsent Mason, LCC
12th Nov 2010	DADI Awards	To raise the profile of Leeds as the 3rd largest centre for media and creative industries in the UK. Culmination of Leeds Digital Festival.	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	Development visit for Leeds in Asia	Chief Executive to join UKTI's trade mission to Hong Kong in order to further strengthen the relationships already forged.	To undertake a full programme of meetings with key agencies in Hong Kong who will help deliver a future Leeds in Asia event	UKT&I Yorkshire & Humber, British Consulate Hong Kong, Hong Kong TDC, Invest Hong Kong
30th Nov 2010	Leeds in London	To promote Leeds key business strengths to a key audience	Provide key Leeds businesses with the opportunity to promote their business to an invited audience with the aim of attracting business to Leeds.	ML Champions, Leeds Legal, Financial Lead, Leeds Met, Uni of Leeds, LCC, Chamber of Commerce
November	2 x London Conference Buyers FAM Visit (1 weekend and 1 midweek visit)	To raise the profile of the city to key conference buyers from London	To organise an itinerary to promote Leeds conference facilities to key buyers from London (follow on from Leeds in London)	LHA, Visit Leeds, Conference Leeds, ML Champions
Early December 2010	Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced and distributed.	
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	Style Guide 2011	A guide for business/leisure tourists visiting Leeds showcasing the business, retail, cultural, lifestyle offer of the city.	Circa. 22,000 copies produced and widely distributed to support cultural, retail and international campaigns	Leeds Champions, LHA
Jan-11	Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced and distributed.	
19 - 21 January 2011	Business visit to Milan	To discuss future business opportunities for both cities and Expo 2015	A high profile meeting with Mayor Moratti and the Expo 2015 team.	LCC, ML Champions
January 2011 (tbc)	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	

3rd Feb 2011	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
Feb 2011 (tbc)	Leeds Loves Rugby Festival			
Feb 2011 (tbc)	Launch of Leeds Loves Food	To raise awareness of Leeds Loves Food Festival	Raymond Blanc keen to be involved in the launch and festival	
Feb-11	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
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
8 - 11 March 2011	MIPIM	To raise the profile of the Leeds City Region on the international stage	To take the lead role in delivering activity at MIPIM, the International Property Conference in Cannes on behalf of the city region. In addition ML will organise a specific Leeds event to showcase the cultural and business offering of Leeds	
March 2011 tbc	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
Apr-11	Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced and distributed.	
Apr-11	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
May 2011 (tbc)	Leeds in London (to coincide with Chelsea Flower Show)			
May 2011 tbc	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
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
Jun-11	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
10th June 2011	Yorkshire International Business Convention			
19th June 2011	Run for All	Exploring opportunities to help grow with event and to increase national and international awareness, press and PR coverage.	tbc	Run for All

Jul-11	Leeds Loves Food Festival	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
July 2011 tbc	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
Aug-11	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
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Sep-11	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
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Oct-11	Leeds Loves Shopping	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-11	Light Night	Support for this annual Leeds event.	Marketing support for this LCC event.	LCC
Nov-11	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
Nov-11	Festive Leeds	tbc	Support marketing and PR for this annual campaign.	LCC
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Nov-11	Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced and distributed.	
Dec-11	Festive e-card	Annual campaign	E-card distribution to ML stakeholders and contacts.	
Jan-12	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
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Jan 2012 tbc	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
Feb 2012 (tbc)	Leeds Loves Rugby			
Feb 2012 (tbc)	Launch of Leeds Loves Food			
March 2012 (tbc)	Marketing Leeds Board Meeting	Regular governance meeting	Agenda specific	
Mar-12	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
Mar-12	MIPIM	To raise the profile of the Leeds City Region on the international stage	To take the lead role in delivering activity at MIPIM, the International Property Conference in Cannes on behalf of the city region.	

### Proposed Future activity tbc

April 2011 - March 2012	Full programme of FAM Visits to be devised			
May 2011 (tbc)	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.	Major networking reception in HSBC Tower for Leeds delegation plus 200 guests with address by CEO HSBC. Full market briefing by Consul Generals to cover Hong Kong, China, Vietnam, Thailand and Taiwan Live from Leeds Gala Dinner Full day visit to Shenzhen AIM Listing seminar Alumni Event 1 to 1 business meetings Minimum delegation number 50	UKT&I Yorkshire & Humber, British Consulate Hong Kong, Hong Kong TDC, Invest Hong Kong
October 2010 - March 2011	Full social media pilot campaign	Full social media campaign to be devised to develop blogger outreach and optimise use of social media platforms.	Bespoke blogger outreach plan ML official partner on 35,000 member Leeds Facebook page Creation of special network for creative young entrepreneurs Create and develop relationships with Europe and Asia's blogging community Strengthen relationships with Barcelona bloggers  Stimulate interest in Leeds brand with industry influencers in targetted cities Creation of content for online platforms	

Oct/Nov 2011 (tbc)	Leeds in Dusseldorf	Festival of commerce and culture, designed to give Leeds businesses the opportunity to showcase their sectors, skills and expertise in Dusseldorf with a view to forging long term business relationships.	tbc	
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