

Marketing Leeds

Activity and Events Strategy 2008/9

Introduction

Following extensive consultation across all sectors of the city, it is clear that the business community are looking to Marketing Leeds to provide leadership and focus for activity that will raise the profile of Leeds and Yorkshire predominantly on the national and international stage.

As well as continuing the day to day work of Marketing Leeds, supporting events and activities locally and regionally, we have therefore devised a major events strategy.

This strategy encompasses events held locally but aimed at a regional/national audience, national events and one major international showcase event.

With all our events, we aim to provide a platform which will allow other organisations and partners to showcase the best that Leeds and Yorkshire has to offer. Our belief is that no one will speak more passionately about their sector, their activity and their work than those who live and work in those areas. In this way Marketing Leeds aims to give the city its voice and to set that voice in the context of the wider Yorkshire region. We wish to demonstrate in a clear and practical manner our support for the Leeds city region and, wherever possible, have looked for opportunities to support our regional partners or build on success of regional activity.

We have aimed to introduce models which can be replicated from year to year whilst being adapted to reflect changes and trends which will inevitably occur. By working closely with representative bodies and partner organisations throughout the city and city region, within the structure of focussed platform events, we aim to maximise impact. In many cases the individual components could be run entirely independently by the participating partners at any time. However, all have recognised that by combining our efforts and concentrating our activities in the same place, at the same time, we will achieve maximum impact for the city region, avoid duplication and maximise the use of available resources.

The Events

On the following pages you will find a summary of major events planned for 2008. We have tried to encapsulate the key components for each event but would stress that this is only a summary. We have provided further detail in the appendices where we felt this was helpful but we are happy to provide any further information that may be required.

Deborah L Green
Chief Operating Officer
5th December 2007

Activity and Events Summary – 2008/9

Date	Event	Aim/Overview	Activity	Partners/Support from
January	Publication of Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced.	
4 – 8 February	Exploratory visit to New York and Chicago	To establish relationship and explore opportunities to promote Leeds in the US.	<p>Key meetings with Consulate Staff in both locations and potential partners for collaborative working.</p> <p>Outputs Significant relationship establishment with Association of Mergers and Acquisitions Advisers (AMAA) in Chicago resulting in their first international conference event being hosted by Leeds as part of Business Week 2008.</p> <p>Andrew Bole, UKTI Chicago to visit Leeds to gain insight into the city and its business sectors prior to writing a research report to assist identification of priority cities for future promotional work.</p>	LCC, Leeds Chamber of Commerce, UKTI
7 th February	Launch of the Yorkshire Icons	Not for profit initiative to celebrate the achievements of successful Yorkshire people in order to provide motivational and inspirational examples to young people.	<p>Major high profile launch event and dinner to induct first Yorkshire Icons into the 'Hall of Fame,' at Yorkshire Bank HQ, in order to boost the regions profile.</p> <p>Outputs Significant regional press and TV coverage. Established relationships with key figures for future promotional activity.</p>	Yorkshire Bank, The Yorkshire Society, ITV Yorkshire, Yorkshire Post
27 th February	London Property Sector Reception at Sadlers Wells, London	Build relationships with national press, particularly property sector journalists. To promote the strength of the legal and financial sector in Leeds.	<p>Hosted a reception for national press and property sector representatives at Premier of Opera North's Pinocchio in London.</p> <p>Outputs A promotional opportunity for the legal, financial services and property sectors in Leeds.</p> <p>Familiarisation visit by Renewal and Regeneration.</p> <p>Key contacts made, including Minister for Culture.</p>	Opera North, Leeds Legal, Leeds Financial Services Initiative, Property Sector.
28 th February	Carnegie World Club Challenge Dinner	To establish business links with key executives from Melbourne, Australia.	Working with Rugby Football League and Leeds Rugby, key Chief Executives from Melbourne were invited to Leeds and a networking dinner was held to enable them to engage with business leaders in the city.	RFL, Leeds Rugby, Room, Leeds Champions

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			Outputs RFL and Leeds Rugby now work closely with ML to expand events in Leeds to include international business audiences. Model created for use with other organisations. Plans for the 2009 Ashes underway.	
5th March	The Business	To attract senior business professionals to showcase Leeds as business focused and a key UK location for innovative business knowledge.	Half day conference on- The Business of Communication, Change, Finance and the Built Environment Outputs Regional press coverage. Growth of city brand.	Yorkshire Evening Post, Leeds Chamber of Commerce, Brahm, ICAEW, The Law Society of England & Wales, Leeds Law Society.
14th March	Yorkshire Women in Business Conference	To attract senior business women in Yorkshire to Leeds for this prestigious event. To inspire young business women and allow opportunity to network with more senior business women.	Full day keynote business conference for women in Yorkshire Outputs Additional YF funding provided to deliver this event. Significant regional media coverage. Over 400 business women attended. Mentoring opportunities created. Growth of city brand.	Yorkshire Forward, RIBC, Forward Ladies, Coutts Bank, Chamber of Commerce, Brahm, ICAEW (UK) Ltd, Tebays, Believe
11 - 14th March	MIPIM	The Location Leeds stand and apartment promotes Leeds on an international stage at this, the premier property event in Europe	Input and attendance at International Property Conference in Cannes. Outputs ML invited to be full partner in 2009 event with a view to significantly raising international audiences reached at the 2009 event and to suggest further ways to promote Leeds through the medium of this event.	Location Leeds is a collaboration between Leeds City Development Department, Locate in Leeds, Marketing Leeds and numerous property developers.
March	FT Supplement	To raise the profile of Leeds and West Yorkshire as a significant business destination	Doing business in West Yorkshire supplement and associated webcast produced to coincide with MIPIM. Full editorial (not advertorial) piece focusing on key industry sectors. Outputs Circulation:- <ul style="list-style-type: none"> • UK 141,073 • Centre Europe 123,192 • US 156,162 • Asia 40,606 Website – 5 million unique users	LCC inward Investment Team

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March	Hamburg Promotion	Support the new route to and from Leeds Bradford Airport and promote Leeds as a destination for business and leisure.	Produce a YEP Hamburg special edition for distribution across Germany. ML staff support promotional events in Hamburg and press interviews. Outputs Distributed 8,000 copies in Hamburg and Lubeck. Distributed copies on all Jet2.com planes travelling to Germany	Leeds Bradford International Airport, Jet2.com, Lubeck Airport, YEP
April	Publication of Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced.	
April	Relocation Leeds publication	A relocation guide for those considering moving to Leeds to showcase the business strengths of the city and the Leeds lifestyle.	10,000 copies produced and distributed to Chief Executives and HR professionals in the Leeds City region. Copies sent to Leeds MPs and Leeds Councillors. Outputs Significant regional press coverage. Very well received by the Leeds Business community. Sold to business community as a recruitment tool.	Leeds Guide, Leeds City Council, Leeds Champions.
8 April	Corporate Wisdom Lecture Series	High profile series to engage top CEOs from throughout Yorkshire.	Lecture by John Moulton, Managing Director of Alchemy Partners followed by networking dinner. Outputs 200 attendees. To assist University of Leeds aspiration to become one of the top 50 global universities.	University of Leeds, Whitehead Mann
23 April	Business Leaders Dinner	Event to introduce John Parkin, new CEO of Leeds Bradford International Airport and to consult senior business leaders on plans for LBIA.	Dinner held at Quebecs, Leeds for 20 Leeds business leaders. Outputs Significant contribution by the Leeds business community to inform LBIA plans. Introduce new CEO to key business leaders resulting in new business. Close liaison established between ML and LBIA executives to inform MLs plans for future international activity.	LBIA
May	City Dressing Campaign	To communicate the wealth of city events taking place and to welcome our International/national visitors.	Worked collaboratively with City Centre Leeds and LCC Project Co-ordinator to achieve a full city dressing campaign.	LCC, City Centre Leeds, Leeds Champions.

Date	Event	Aim/Overview	Activity	Partners/Support from
			Outputs Significant use of city brand. Consistency of image Banners funded by Leeds Champions.	
19 – 20 May	Chelsea Flower Show	The promotion of Leeds at a significant national event.	ML CEO invited to attend and provide feedback on ways to capitalise on promotional opportunities created by LCCs participation at show. Outputs ML to be involved in planning and promotional activity for 2009 event. Significant promotion of legal and financial services sector planned for 2009.	N.B LCC project, ML advises only.
19 – 21 May	Visit by Italy' UK Consul General, Laurence Bristow-Smith	To meet civic and business leaders and strengthen support for Leeds in Milan event.	Full programme of business meetings. Civic reception held in the Blue Room hosted by the Deputy Lord Mayor of Leeds and attended by senior Councillors. Outputs Raised awareness of inward investment and trade opportunities to be created by Leeds in Milan event. Increased delegate numbers. Increased dialogue and understanding between 2 key business centres.	LCC, UKTI, LFSI, Leeds Legal, Property Sector, Leeds Chamber of Commerce, Leeds Hoteliers.
22 May	Regeneration & Renewal Familiarisation Visit	Raise the profile of Leeds business and property sectors in national media.	Journalist visit by Matthew Ross to look at business and property sectors in Leeds. Outputs Direct result of Sadlers Well activity in February. Double page spread on 6 and 20 June.	
23 May	Fronteras de Papel Familiarisation Visit	Raise the profile of Leeds consumer, lifestyle and travel sectors in Spanish media.	Visit by 2 Spanish journalists highlighting Leeds leisure, retail, cultural and heritage offer. Outputs Coverage on travel website. Support for new route to and from Leeds Bradford Airport.	Jet2.com, Leeds Champions
May	Filming of Peschardt's People in Leeds	Raise the profile of Leeds on the national and international stage.	Filming of episode focussing on Dr Sam Ramsamy, a former student at Carnegie PT College. Outputs BBC World Series seen in 14,438 million households and 549,729 hotel rooms across Asia Pacific region.	BBC World News, LCC, Leeds Metropolitan University.

Date	Event	Aim/Overview	Activity	Partners/Support from
			<p>More than 65 million people watch BBC World across the Globe each week.</p> <p>BBC World available in more than 200 countries.</p> <p>Reaches 274 million households and 1.3 million hotel rooms Worldwide.</p> <p>Available on 46 cruise liners, 36 airlines and 18 mobile phone platforms.</p>	
May	Production of Education sector film	To promote Leeds excellent educational offer featuring the Universities, Park Lane College, Thomas Danby and Leeds College of Technology. To promote Leeds as a great place to work, live and study.	<p>Production of bespoke education film available for distribution to partners and stakeholders.</p> <p>Outputs Address significant business need to attract more international students and academics to Leeds.</p>	Leeds Students, University of Leeds, Leeds Metropolitan University, Park Lane College, Thomas Danby and Leeds College of Technology.
2 - 6th June	Leeds Business Week	<p>To build on and extend the phenomenal success of the Yorkshire International Business Convention, whilst demonstrating our support for this Harrogate based regional event.</p> <p>This platform event used by partners to showcase their own sector offerings.</p> <p>To inspire young people to seek out careers in business.</p> <p>To support the inward investment activities of Yorkshire Forward and LCC.</p> <p>It is our intention, supported by our partners, that this will be an annual event.</p>	<p>Week long programme of business activity culminating in the Yorkshire International Business Convention.</p> <p>Outputs First Leeds Business to Business Expo to take place in Leeds. (organised by Leeds Chamber of Commerce) Major International Conference 'Global Financial Markets and Mid Market Deals' attracting over 80 international delegates from 13 countries. Significant regional media coverage.</p>	RIBC, Yorkshire Post, Leeds Chamber of Commerce, Yorkshire Bank, Club LS1, Forward Ladies, Cicada Communications, IOD, Leeds Media, Addleshaw Goddard, PWC, Leeds Legal, LFSI, AMAA, The Transatlantic Business Council, Galaxy FM, DLA Piper, University of Leeds, Hilton Hotel, Park Lane College, Leeds College of Music
4 – 6 th June	Familiarisation Visit for Italian Business Sector Press	<p>Pre-publicity for Leeds in Milan event.</p> <p>Raising the profile of Leeds with Italian audiences.</p>	<p>Full familiarisation visit for financial services, property, food & drink and luxury goods sector journalists. N.B deliberately to coincide with Leeds Business Week and Taste of Leeds Festival.</p> <p>Outputs 14 specific interviews organised with Leeds City region key figures.</p>	British Consulate in Milan, Leeds Champions.

Date	Event	Aim/Overview	Activity	Partners/Support from
			Coverage tbc (to take place immediately prior to Leeds in Milan event 13 – 17 October).	
5 – 8 th June	Taste of Leeds	To attract visitors from outside the region to showcase the excellent restaurants, food and drink available in the Leeds City region.	4 day Taste Festival - the UK's most prestigious restaurant, food and drink event. The event featured 14 of the finest restaurants in Leeds and Yorkshire, preparing their signature dishes. Outputs Significant national press and TV coverage. 9,500 visitors to the festival.	Leeds City Council Events Team, City Centre Leeds, Leeds Restaurant Association, Leeds Guide
6 th June	Familiarisation visit for Italian Food & Drink and Photography Magazine Journalists	To raise the profile of Leeds lifestyle offering.	Full familiarisation visit. Outputs 13 pages of coverage on Italian online website – A Bagnomaria 2 videos produced	Jet2.Com, Leeds Champions
19 th June	Familiarisation Visit by Spanish Consumer Travel Journalists	To raise the profile of Leeds lifestyle, leisure and cultural offering.	Full familiarisation visit. Outputs Coverage tbc	Jet2.com, Leeds Champions
20 th June	Chinese Inward Delegation	To raise the profile of Leeds with senior incoming Chinese delegation	ML CEO presented at reception for delegation from Chongqing, China. Outputs Support for LCC initiative.	LCC
June	E-newsletter	First ML e-newsletter to promote and raise the profile of Leeds on the national and international stage.	First of regular newsletter highlighting key activity and achievements in the city. Outputs Circulation 40,000 regional, national and international contacts.	Sport for Life
11 – 13 July	World Corporate Games	To raise the profile of Leeds on the national and international stage. To demonstrate Leeds capacity to bid for, win and host international events.	3 day programme of sporting events. Output 5,600 visitors to Leeds over 3 day period. A 6.2% increase in hotel occupancy rates. Increased spend at venues throughout the city. Full report being produced by LCC/ML. Extensive regional and national media coverage.	Sport for Life, Leeds City Council, Leeds Champions.

Date	Event	Aim/Overview	Activity	Partners/Support from
August	Familiarisation Visit by Property Week	To raise the profile of Leeds Property Sector.	Full familiarisation visit. Outputs Tbc	Leeds Property Sector
September	Familiarisation Visit by high profile lifestyle/travel publications	To raise the profile of Leeds lifestyle, leisure and cultural sectors.	Full familiarisation visit by 5 top journalists from high profile lifestyle/travel publications, such as Conde Nast Traveller and Vanity Fair. Outputs Tbc	Jet2.com, Yorkshire Tourist Board
9 September	Estates Gazette Yorkshire Summit	To raise the profile of Leeds City Region Property Sector.	Half day conference and networking dinner. Outputs 100 delegates. Leeds featured in Estates Gazette and website. Coverage of Yorkshire Summit in Estates Gazette Magazine.	Estates Gazette
16 th September	Leeds Launch of Leeds in Milan Festival of Commerce and Culture	To support NBT's 'momentum' campaign to create a new home for Northern Ballet and Phoenix Dance Theatre in Leeds. To raise the profile of this significant programme of international activity.	High profile reception at Leeds Art Gallery for senior business leaders for a private viewing of 'Whistlejacket & Scrub: Large as Life', by George Stubbs. Outputs Tbc	NBT, Kevin Linfoot, Phoenix Dance Theatre
September	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. Outputs Circulation 3,000 regional, national and international contacts.	
September	Publication of Marketing Leeds Newsletter	To inform Champions, stakeholders and potential Champions of ML activity.	Newsletter produced.	
2 October	Welcome Reception for Yorkshire Olympic Medallists	To celebrate the success of Yorkshire medal winner in both the Olympic and Paralympic Games. To inspire young people. To raise the profile of Leeds and Yorkshire as a key centre of sporting excellence.	To host a key event for medal winners, their families and coaches. To invite young people in Yorkshire participating in 'Seeds of Yorkshire' programme encouraging young athletes training for London 2012 and beyond. Outputs Significant regional and national media coverage. Speaking opportunity for Councillor Proctor.	Yorkshire Icons, LCC Events and 2012 Teams, Yorkshire Bank, Yorkshire Forward,

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9 October	Corporate Wisdom Lecture Series	High profile series to engage top CEOs from throughout Yorkshire.	<p>Lecture by Lord John Browne, former CEO of British Petroleum followed by networking dinner.</p> <p>Outputs 200 attendees. To assist University of Leeds aspiration to become one of the top 50 global universities.</p>	University of Leeds, Whitehead Mann
3 – 10 th October	Leeds Shopping Week	<p>Support for City Centre Leeds event.</p> <p>To raise the profile of this significant event on the national stage.</p>	<p>Marketing, media and PR activity. Celebrity participation in and endorsement of event. Securing sponsorship for event.</p> <p>Outputs Tbc</p>	City Centre Leeds, Leeds Champions, Thorntons
13 – 19 October	Leeds in Milan Festival of Commerce and Culture	<p>A week long festival of cultural and business events showcasing the best of Leeds.</p> <p>The event will encourage inward investment, visitors and business partnerships with Milan and Italy.</p> <p>Attendance of Sir Digby Jones, Minister for Trade, Councillor Carter and Lord Mayor of Leeds at events confirmed.</p>	<p>Week long event showcasing Leeds business and cultural offer.</p> <ul style="list-style-type: none"> • ‘Live from Leeds’ Performance by Opera North, Northern Ballet Theatre and the anateresa project. • Legal Sector Conference • Financial Services Sector Public/Private Partnership Conference • Property Sector Regeneration Event • International Business Network Event • Manufacturing delegation • Education Sector Innovation Event • Hotel/Leisure Industries Event • YEP Supplement • YP journalist to report daily on events taking place • Galaxy FM DJ presents • Full city dressing campaign throughout Milan. • Various networking/business dinners and receptions • Press Launch • Private meeting between Councillor Carter and the Mayor of Milan, Letizia Morrati and full civic welcome <p>Outputs Significant relationships established with British Consulate in Milan, BCCI, Milan Commune, Visit Britain and British Council.</p> <p>Significant liaison with Leeds companies with offices in Milan.</p>	Confirmed support from:- Opera North, Northern Ballet Theatre, the anateresa project, Galaxy FM, Leeds City Council, Leeds Legal, LFSI, Leeds Chamber of Commerce, Property Sector, UKTI, Leeds University, Leeds Metropolitan University, Leeds Hoteliers Association, Visit Leeds, Conference Leeds, Minister for Trade – Sir Digby Jones, Councillor Carter, Lord Mayor of Leeds, YEP, YP, Leeds Manufacturing.

Date	Event	Aim/Overview	Activity	Partners/Support from
			<p>Significant liaison between compatible sector groups in Leeds and Milan.</p> <p>Significant sponsorship support achieved for festival. Others tbc.</p>	
31 st October	DADI Awards	Raise the profile of Leeds as the third largest centre for Media and Creative Industries in the UK.	<p>High profile national awards ceremony for the Media, Creative & Digital Industries.</p> <p>Outputs 15% increase in entries from the Yorkshire region.</p> <p>27% growth in entries from Leeds</p> <p>Significant opportunity for Leeds based companies in this sector to promote their business.</p> <p>Consideration now being given to holding awards in Leeds for the next 3 years.</p>	The Drum, Leeds Media, Holbeck Urban Village
7 th November	Leeds Construction Ball	To raise the profile of Leeds Property Sector.	<p>High profile sector specific ball to celebrate the achievements of the Leeds property sector.</p> <p>Outputs 20-30% of attendees from outside Leeds.</p>	ARUP
13 th November	The Business of Culture – Thought Leadership Event	<p>Exclusive invitation only event aiming to explore some of the major issues facing the cultural sector and create a national platform for in-depth debate.</p> <p>To explore the economic power and influence of the cultural sector in today's society.</p> <p>To investigate the major issues currently shaping the sector and examine the initiatives that help to support and sustain it.</p> <p>Debate the inter-relationship between business and culture and discuss the benefit to society of collaboration between both parties.</p>	<p>The first in a series of high profile 'Question Time ' type events. A series of Panellists will include Government Ministers and National figures alongside top representatives of the relevant sector from Leeds and Yorkshire.</p> <p>A national audience will be invited together with representatives from Yorkshire.</p> <p>Topics for debate will be decided by representatives of the sector itself. But will aim to position Leeds and Yorkshire as leaders in the field and will highlight examples of innovation or enterprise drawn from the region.</p> <p>The debate itself will be followed (where appropriate) by a networking dinner to allow relevant agencies to influence and capture the audience</p>	Lord Bragg, University of Leeds, LCC, City Inns, Leeds Cultural Partnership.

Date	Event	Aim/Overview	Activity	Partners/Support from
		To identify the skills, knowledge and practices both sectors can exchange to enhance their performance and promote growth.	Outputs Tbc	
19 – 21 November	MAPIC	To support the growth of the retail sector in Leeds . Increase uptake of the various new retail developments in the City, including Trinity Leeds, Clarence Dock, Eastgate Quarters and West End Leeds	Promotional activity at the leading International Retail Property Conference in collaboration with City Centre Leeds. Outputs Tbc	City Centre Leeds
December (tbc)	Champions Carol Concert	To raise awareness of the work of Leeds Parish Church Choir.	Carol concert for Leeds Champions including presentation on the role of Leeds Parish Church Choir in assisting young people to reach their full potential. Followed by a networking reception. Outputs Tbc	Leeds Champions, Leeds Parish Church Choir
January 09	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. Outputs Circulation 3,000 regional, national and international contacts.	
February 09	Tbc – Sadlers Wells Event with Opera North			
6 th March 2009	Yorkshire Women in Business Conference	To attract senior business women in Yorkshire to Leeds for this prestigious event. To inspire young business women and allow opportunity to network with more senior business women.	Full day keynote business conference for women in Yorkshire Outputs Tbc	Yorkshire Forward, RIBC, Forward Ladies, Coutts Bank, Chamber of Commerce, Brahm, ICAEW (UK) Ltd, Tebays, Believe
10 – 13 th March 09	MIPIM	To raise the profile of Leeds on the international stage.	To host a series of profile raising events as part of the Location Leeds programme at the International Property Conference in Cannes. Outputs Tbc	Waterside Communications, Inward Investment Team and numerous property developers.
5 th March 2009	The Business of Security & Protection –	To address the perception that Leeds is a centre for crime and criminal behaviour. In	The second in a series of high profile ‘Question Time ‘ type events. A series of Panellists will include Government	Royal Armouries, Leeds University

Date	Event	Aim/Overview	Activity	Partners/Support from
	Thought Leadership Event	<p>reality, Leeds has a world reputation for research in to arms and armaments and programmes which have demonstrably reduced the number of young people involved in gun and knife crime.</p> <p>Panellists to include Senior Police Officers, leading authorities, Royal Armouries, West Yorkshire Police and Community Leaders.</p> <p>Invitations will be extended to all local authorities in the UK.</p>	<p>Ministers and National figures alongside top representatives of the relevant sector from Leeds and Yorkshire.</p> <p>A national audience will be invited together with representatives from Yorkshire.</p> <p>Topics for debate will be decided by representatives of the sector itself. But will aim to position Leeds and Yorkshire as leaders in the field and will highlight examples of innovation or enterprise drawn from the region.</p> <p>The debate itself will be followed (where appropriate) by a networking dinner to allow relevant agencies to influence and capture the audience</p> <p>Outputs Tbc</p>	

In addition

leedsliveitloveit.com

The leedsliveitloveit.com website now receives 240,000 unique visitors per month at peak times and averages 210,000 unique visitors per month. Significant numbers of website visitors are from overseas. Information for Leeds Cast is supplied from the LILO website.

Leeds Champions

- 62 Leeds Champions recruited to date.
- Regular communication via quarterly meetings, newsletter and bi-weekly updates.
- Programme of networking events