

#ItsTyneToMeetAgain

Working in partnership to bring business events back to NewcastleGateshead and North East England

Context

Now that the government has given the green light for business events to resume from 1 October, we need to kick start our activity to proactively engage audiences and encourage enquiry generation for meetings, conferences, exhibitions and events.

The NewcastleGateshead Convention Bureau has a number of assets which we can activate/utilise, and a strong partnership of fantastic hotels, venues and support service providers.

We are proposing a collaborative social media campaign created and delivered by the business events community in the NGI Partnership.

Working together to get business events back.

Convention Bureau Assets:

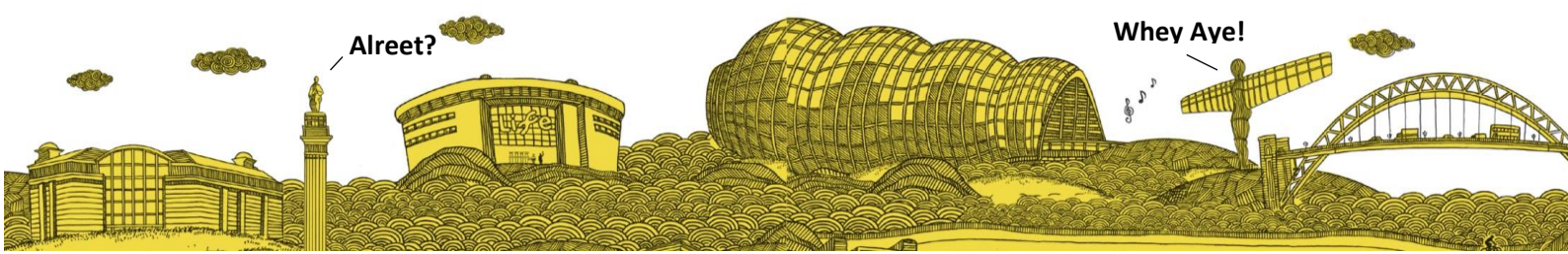
- Database of circa 6,500 business events contacts
- Meet On Tyne newsletter to reach and engage this audience
- www.MeetNewcastleGateshead.com – a brand new website which launched April 2020
- @MeetOnTyne Twitter channel with audience of 3,667
- Meet Newcastle Gateshead publication – brand new, primary sales collateral, ready to direct mail to circa 3k active contacts
- NewcastleGateshead Conference Ambassador Programme with circa 900 local academic, business, research and support staff. The majority being Newcastle and Northumbria University contacts.
- The Ambassador newsletter to reach and engage this audience

In addition, to support the work outlined in this paper we are extending our social media reach by creating a new MeetOnTyne Instagram channel and a NewcastleGateshead Convention Bureau Linked-In channel for broadcasting content, to grow audiences, inspire, give confidence and generate enquiries.

What's the plan?

The government announced the date for business events to take place from October on Friday 17 July, as the official summer holiday season commenced.

We are proposing to use the summer holidays to work with our partners to create, collate and curate new business events content which we will broadcast on our channels starting Tuesday 1 September, in a coordinated effort supported by our partnership network.



#ItsTyneToMeetAgain

A partner driven social media campaign designed to

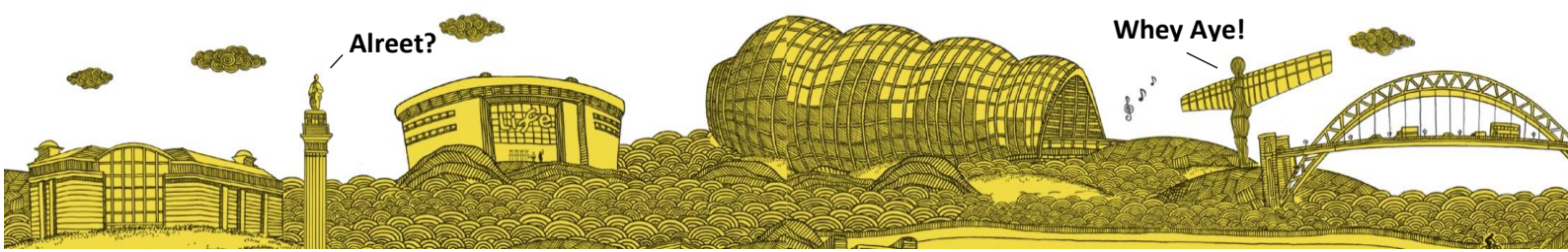
- Inspire and give ideas
- Give confidence that business events can take place again safely
- Promote Newcastle, Gateshead and North East England as a business events destination
- Promote NewcastleGateshead Initiative Partner venues, hotels and event support service providers

Targeted at

- event planners
- Exhibition, meeting and conference organisers
- Agents
- Professional conference organisers (PCO'S)

We are asking the whole business events community in the NGI partnership to support and get involved in this campaign.

Activity	July	August				September				
	27	3	10	17	24	1	7	14	21	28
Work with partners to generate and create content based on #ItsTyneToMeetAgain										
Curate content for #ItsTyneToMeetAgain into video's and social media posts										
Broadcast #ItsTyneToMeetAgain video(s) on social media channels and website										
'It's Tyne To Meet Again' press release to trade press										
Mail shot Meet NewcastleGateshead publication										
Send Meet on Tyne enews to database										
Send Ambassador enews to database										



The key parts:

1. “It’s Tynes To Meet Again” video(s) showing images and footage comprised of user generated content (UGC) created by partner hotels, venues and service providers.

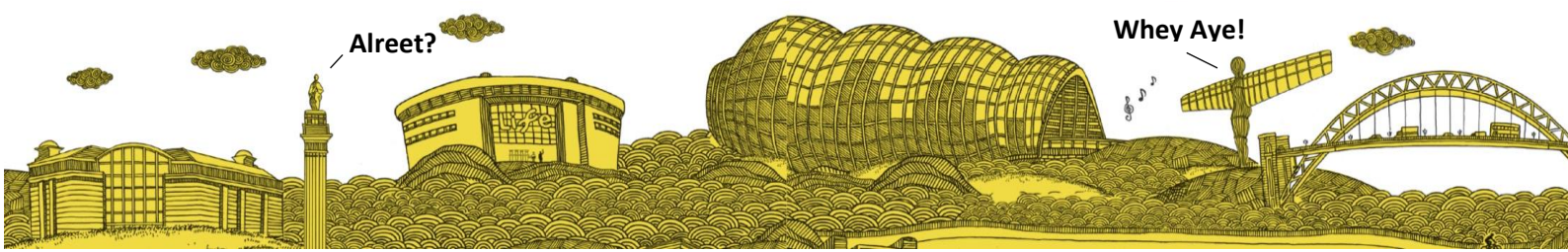
Video(s) that show businesses are open again and that steps have been taken to make them more safe in light of social distancing measures. It will be broadcast on NGI channels and we are asking partners to broadcast it as well, on their channels.

2. A social media campaign with all partners generating their own content on their channels using the appropriate tags #ItsTynesToMeetAgain #MeetOnTynes so that NGI can collate, share and help broadcast.

All partners broadcasting content on their own channels as well as NGI’s will show solidarity and a vibrant business events community that is working together to bring business events back to NewcastleGateshead and North East England.

Before you get involved:

- Ensure you are accredited “We’re Good to Go” – the VisitBritain accreditation designed to give confidence that certain steps have been taken in your business to operate more safely in a covid world. <https://www.visitbritain.org/business-advice/were-good-go-industry-standard>
- We recommend using the MIA resources to help you prepare your business. They’re free to use. <https://www.mia-uk.org/Safety-Resources>
- Ensure NGI knows you have the accreditation so that your profile on our main visitor website is updated.



Video project: “It’s Tyne to meet again!”

#MeetOnTyne #WeAreOpen #GoodtoGo #ItsTyneToMeetAgain

Comprised of UGC footage filmed by hotels, venues, attractions, service providers and restaurant Partners, on smart phones, the video will show the business events industry in NewcastleGateshead and North East England preparing to re-open combined with the warm, friendly, welcoming faces of those who work in the industry and provide amazing experiences and service for clients.

The video will be used across NGI social channels and the MeetNewcastleGateshead.com website, and we want partners to share the video on their channels. The video will feel warm, real, upbeat and friendly.

How you can get involved

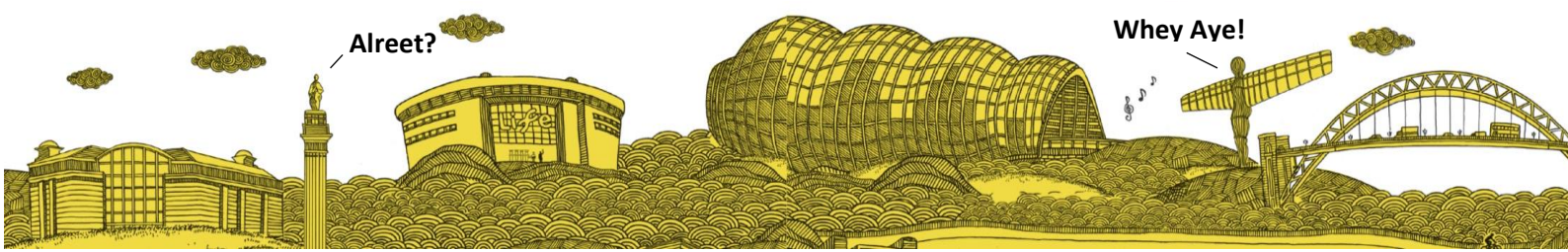
We would like you to submit short video clips for consideration for inclusion in the video. We want imperfect, real UGC and are not looking for slick, polished shots. We want this to feel as real as possible – made by the people working within our industry. The below list provides ideas for specific shots:

Footage

- Getting business-ready: small actions to signal re-opening -
 - opening gates or doors
 - keys going into unlock doors
 - setting up outdoor tables and chairs
 - preparing the menu of the day
 - finishing touches to a table setting or folding a serviette
 - Preparing food or goods baking
 - Cleaning underway
 - putting the kettle on
 - pouring a cup of tea
 - pulling a pint
 - House keeping attendant making a bed
 - setting up seating for an event
 - preparing AV in an auditorium
 - curtains opening on a screen
 - lights being switched on
 - ideas of footage specific to your business or organisation are welcomed!

- People focus: showcase the diverse people and characters at the heart of your business -
 - warm, friendly faces looking straight on at the camera and smiling or laughing
 - people in the process of undertaking tasks at your business
 - capturing real and authentic reactions
 - handing a cup of tea or a pint towards the camera
 - close-up of final touches being done as they get ready for work, e.g. putting on their name badge, doing up a tie, putting a hat on, putting an apron on
 - celebratory fist, a welcome arm pointing in, a little celebratory jig.

- Adapting your business: give a nod towards ways your business has adapted to follow government and industry Covid-19 guidelines and has a process in place to maintain cleanliness and aid social distancing, limiting footage to feature a maximum of 2-3 people in a shot considering the space being filmed -
 - waving through a protective screen
 - quirky social distancing measures
 - hand sanitiser being placed or being used
 - washing hands
 - accessible spaces/businesses
 - cleaning and sanitizing



- Featuring the We're Good to Go logo/tick; we want to show that our partners have adopted the "We're Good to Go" industry standard. Please also try to feature this in any shots you submit.
- Projections: as well as the micro moments, some places may have the opportunity to explore filming bigger moments for inclusion in the video (don't worry, we're not expecting everyone to do this!) –
 - footage of projections on the exterior of the premises saying, "It's Tyne To Meet Again" "We're Open", "Welcome back", or "We're Good to Go".

Imagery and footage

- Images and footage of you and your employees holding a sign in front of your business saying, "It's Tyne To Meet Again" or "We're Open". This could be captured –
 - at the exterior of your premises
 - in front of signage
 - at a welcome desk of point-of-sale
 - on a projector / auditorium screen
 - a focal point in your business.

Footage considerations

For any footage you submit, please bear in mind:

- Format: please film in landscape format
- File type: provide footage as either .MP4 or .MOV files - this includes footage filmed on your smartphone
- Length: ideally individual short clips of footage no more than 10 seconds in length
- Light: avoid submitting footage that is dark or poorly lit, try to ensure that the space you film in is bright and comes across well on film
- Sound: try to minimise sound in the footage, as the edited version will have music playing over the top.
- Release forms: we will require a signed property release form from any premises featured, and a signed model release form, by any person featured in the footage received
- We will endeavour to include your footage in this film but cannot guarantee it will be used
- Please ensure all clips are clearly labelled with the following naming convention:
Business name_type_of_shot_number

How to submit

Please use We Transfer and email paul.szomoru@ngi.org.uk

This is an easy to use and free way to ensure the video is not compressed and maintains the quality. No log in or account is needed. From your smartphone simply open www.WeTransfer.com and follow the steps.

Deadline

Please do send content in at any time, the sooner the better! Content deadline is 10am Monday 24th August

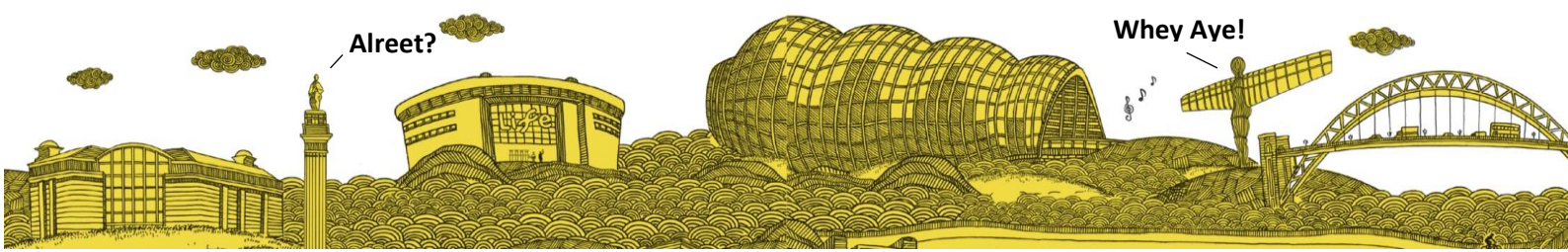
What we'll do

Week commencing 31 August, starting Tuesday 1 September, we will be broadcasting the video and a series of other posts on our social media channels:

Twitter: @MeetOnTyne

Instagram: MeetOnTyne

Linked-In: NewcastleGateshead Convention Bureau



Social media campaign #ItsTyneToMeetAgain

What you need to do:

- Create social media posts on Twitter, Instagram and Linked in with images of your business and colleagues working in your business preparing to welcome back business events.
- Ideas:
- Setting up a refreshment station
 - Brewing coffee
 - Baking goods
 - Setting up a meeting room
- Images can be mirrored from the video footage you capture for inclusion in the video project.
 - We are asking all partners to edit images to include a #ItsTyneToMeetAgain motif as shown below and a text box which gives some information on what the image is. This is campaign specific, neutral of any organisation and shows solidarity with the campaign and community. It can be done using Canva free software. Yellow colour match is fae305 and font is Bakerie Bold size 18. The text box is Open Sans size 11.5.

NGI can help you with this. Examples:



- Posts can be a mixture of video footage and images, create multiple posts.
- Focus content on what you are doing differently to operate safely – changes you have made which are visible, to reassure audiences and promote confidence.
- Broadcast your content on your social media channels and include the following tags: #ItsTyneToMeetAgain #MeetOnTyne #WeAreOpen #WeAreGoodToGo #GoodToGo #NewcastleGateshead @MeetOnTyne
- Please think about a range of posts you can make, showing different elements of your business and service offer, relevant to business events. This is about showcasing your business to conference/meeting/event organisers.
- Schedule posts to go week commencing Monday 31 August, starting on Tuesday 1 September
- @MeetOnTyne twitter and Instagram will be broadcasting #ItsTynetoMeetAgain content including the video from Tuesday 1 September onwards
- We will share and repost your content

What to do now

- **Get in touch and let us know if you want to be involved!**
- **Confirm that you are Good to Go accredited or start the process to get the accreditation**
- **Talk to us about the types of footage and shots you believe you can capture in your business.**
- **Think about a range of shots/footage – we don't want everyone doing the same thing, we need variety.**
- **Email beat.szomoru@ngi.org.uk or call 07890 531 544**



