



## BEST OF BRITAIN & IRELAND

14-15 MARCH 2012  
NEC, BIRMINGHAM

PRESS RELEASE  
23 September 2011

### BEST OF BRITAIN & IRELAND 2012 UNDERWAY

This month (October) sees the official launch of the promotional campaign of 'Best of Britain & Ireland' (BoBI) - *the* tourism event of 2012, with a raft of advertisements in key trade press targeting potential exhibitors from England, Ireland, Scotland and Wales.

Show organisers Expo Management, who bought the show in May of this year, have been hard at work behind the scenes to ensure they deliver the best BoBI event for 2012 exhibitors and visitors. The event will take place at the NEC Birmingham on 14-15 March next year.

"Expo Management has assembled a first class team to give both potential exhibitors and visitors a great event that will give them the opportunity to gain new business and increase profits from existing customers," says Expo Management MD Mark Griffin.

"We have appointed Sam Warnock as Event Director, who has a wealth of tourism experience at local, regional and national levels. We have brought on board Lenka Ilovicna as Sales Manager who has worked on numerous tourism events at Reed Travel Exhibitions. Sam and Lenka will be joined by Helen Conway, our Event Manager, and I am convinced that together they will deliver a first rate BoBI 2012."

"The industry is 100% behind BoBI," said new Event Director Sam Warnock. "The sales have got off to a strong start and we really do value the support of those many companies who have already confirmed exhibiting space for next year. It's really encouraging that we are in discussions with many suppliers new to BoBI who also want to participate in the event."

"In line with our aim of producing an exhibition that delivers what the tourism industry want and need, we've established a new Working Group comprising the national tourist boards of all participating nations, and we've got industry associations involved such as the Group Travel Organisers Association, Coach Tourism Council and Confederation of Passenger Transport.

“We’ve put in place a strong marketing and PR campaign that over the coming months will target both potential exhibitors and visitors to ensure we achieve our targets. With the ‘staycation effect’ showing no signs of abating in either Britain or Ireland and eyes of the world on us in the Olympic year, we aim to deliver new domestic and overseas buyers that can really boost exhibitors bottom lines.”

A dedicated domestic and overseas Hosted Buyers programme will be developed over the coming months. Expo Management will be working with members of the Working Group such as Hilton Hotels, Marriott Hotels, ETOA and UKInbound to deliver dedicated programme for hosted buyers during BoBI including Key Networking Dinner on the first night which will be attended by all buyers and open to participating exhibitors.

A number of media partners have also been secured, each with their distinctive audiences, and more are set to be announced in the coming months. BoBI organisers are also working with the British Guild of Travel Writers and the International Travel Writers Alliance, to target both domestic and international tourism press to the event.

“Having listened to feedback from previous exhibitors and visitors, we are delighted to be presenting BoBI in its spiritual home of the NEC Birmingham, and are 100% determined that this event will be a rip-roaring success”, concluded Sam Warnock.

More breaking news developments on latest plans for ‘Best of Britain & Ireland’ 2012 will be announced in the coming weeks.

Potential exhibitors requiring more information on booking space at BoBI should contact Lenka Ilovicna on 01926 455 269, by email on [lenka@expom.co.uk](mailto:lenka@expom.co.uk) or visit the dedicated website on [www.bestofbritainandirelandevent.co.uk](http://www.bestofbritainandirelandevent.co.uk).

ENDS

#### Notes for Editors

- Expo Management Ltd,  
Olympus Avenue, Leamington Spa, Warwickshire CV34 6BF  
t: 01926 888123  
f: 01926 888004  
e: [BoBI@expom.co.uk](mailto:BoBI@expom.co.uk)  
[www.bestofbritainandirelandevent.co.uk](http://www.bestofbritainandirelandevent.co.uk)

- For further information contact:  
Sam Warnock  
Event Director, Best of Britain & Ireland  
Tel: 01926 455 268  
Mob: 07889 731 251  
Email: [sam@expom.co.uk](mailto:sam@expom.co.uk)