

## January

- Experiential** Measuring experiential campaigns
- Shopper** Understanding the consumer
- Best Practice** Ensuring prize promotions follow law and the CAP Code
- Motivation** Long-Service and Staff Retention

## February

- Best Practice** Risk management, fixed-fee and promotional insurance
- Technology** Beacons, RFID Chips, NFC and Location-Based Tech
- Venues** Transport Hubs (airports, train stations, bus stations, ports)
- Services** Handling and Fulfilment for Cause-Related/Charity Events

## March

- Planning** 'National Day' and other date-related promotions
- Partnership** Planning and managing partnerships
- Online/Digital** Social media promotions
- Loyalty** Using promotions to drive loyalty

## April

- Best Practice** Marketing to children and families
- Experiential** Food and drink sampling in public spaces
- Venues** Activations in the on-trade (bars, pubs, clubs, etc.)
- Shopper** In-store promotions

## May

- Motivation** Year-End and Christmas Events and Incentives
- Technology** Kiosks, Interactive and Touch-Screen Systems
- Best Practice** Data collection and storage
- Partnership** Film and TV partnerships

## June

- Best Practice** Promoting to the LBGTQQ community
- Sponsorship** Linking with major international sporting events
- Venues** Sports stadia, venues and fan zones
- Services** Call centres and customer services

## July

- Motivation** Planning Away Days and Motivational Events
- Technology** Loyalty Schemes, incentives and rewards
- Venues** Consumer events and exhibitions
- Best Practice** Diversity in the promotions industry

## August

- Experiential** Guerrilla, ambush and ambient marketing
- Sponsorship** Football-related on-pack and on-line promotions
- Shopper** Promoting Black Friday, Christmas and January sales
- Services** Print, digital and mobile vouchers and coupons

## September

- Venues** Shopping centres
- Motivation** Channel and Third Party programmes
- Partnership** Characters and licensed properties
- Incentives** A guide to promotional products

## October

- Services** Specialist print for promotions
- Partnership** Charity, Cause Related and Issue Related partnerships
- Experiential** Effective Roadshows
- Venues** Promotions in Shopping Centres

## November

- Incentives** Travel as an incentive for staff, channel and consumers
- Best Practice** Promoting to Ethnic and Religious Communities
- Digital** Online, mobile and social competitions and prize draws
- Sponsorship** Music, the arts, culture and entertainment

## December

- Best Practice** Targeting the Third Age (55+, retirees etc)
- Services** Photo booths and image-related activations
- Shopper** The shopper journey
- Digital** Digital incentives – apps, giveaways and advergaming