



BRITISH INTERNATIONAL MOTOR SHOW EXHIBITION STEERING GROUP MEETING

TUESDAY 22 APRIL 2008

10.00, Forbes House, Halkin Street, London SW1X 7DS

AGENDA

Chairman: Andy Gilson, GM UK & I

1. General Show Update: Rob Mackenzie
2. Floorplan Update: Giles Brown
3. Features Update: Giles Brown
 - Heritage Enclosure
 - 4x4 Update
 - Taster Test Drives: What Van? Land
4. Marketing Plan Update: Kirsty Perkinson
 - Ticket sales
 - Promotional partnerships
 - Exhibitor Support
 - Creative
 - ATL plan
 - Motor Show Music Festival
 - PR Stunts
 - Celebrity Driving Test Challenge
 - My Car is The Star
 - Kids Car Wash
 - CO2fused?
 - Launches and premieres
5. Royal Dock Festival: Rob Mackenzie