



## **BRITISH INTERNATIONAL MOTOR SHOW EXHIBITION STEERING GROUP MEETING**

Notes of the meeting held on 22 April 2008  
at Forbes House, Halkin Street, London SW1

Chairman: Andy Gilson, GM UK & I

### **Attended by:**

Paul Andrews, BMW (UK)  
Mark Raven, Citroën UK  
Jeremy Pangkessler, Ferrari GB (representing Al Clarke)  
Mark Ovenden, Ford of Britain  
Nigel Unwin, Koelliker UK/SsangYong  
Kim Crawford, Mazda Motors UK (representing Mark Cameron)  
Mark Waller, Renault UK  
Steve Robertson, SEAT  
Alun Parry, Suzuki GB (representing Darren Ponsford)

Giles Brown, Sales Director, imie  
Tim Etchells, Managing Director, imie  
Rob Mackenzie, Managing Director, imie  
Kirsty Perkinson, Marketing Director, imie  
Melissa Saunders, Marketing Manager, imie  
Alex Tietgen, Operations Manager, imie

Seftton Samuels, Company Secretary & Head of Legal Services, SMMT  
Janet Wilkinson, Communications Manager, SMMT  
Nigel Wonnacott, Head of Communications, SMMT

### **Apologies:**

Paul Tunncliffe, Daihatsu Vehicle Distributors  
Al Clarke, Ferrari GB  
Tom Gardner, Honda (UK)  
Jon Nealon, IM Group/Subaru UK  
David Lewis, Jaguar Cars  
Andy Griffiths, Land Rover UK  
Mark Cameron, Mazda Motors UK Ltd  
Lance Bradley, Mitsubishi Motors  
Matthew Parkin, Morgan Motor Company  
Rob Walker, Nissan Motor (GB)  
Geoff Turrall, Porsche Cars  
Darren Ponsford, Suzuki GB  
Jon Williams, Toyota (GB)  
Rod McLeod, Volkswagen UK  
Andrea Baker, Volvo Car UK

## 1. Introduction

- Andy Gilson welcomed the group and reminded everyone that in three months time it would be Press Day. This would be the last BIMS ESG meeting before the show. A debrief meeting would be arranged for September/October.
- A copy of the presentation slides is attached.

## 2. Show overview

- Rob Mackenzie introduced the imie team.
- He felt the show was in good shape with ticket sales so far up 90% on the same time in 2006. Group ticket bookings were also higher than in 2006.
- All acts for the Motor Show Music Festival are booked and on sale. Sales of these tickets have also increased and the relationship with the new MSMF ticket sales agency is a great improvement.
- It was clear that VM budgets had been tightened in recent months, resulting in the late decision of some VMs to withdraw from the Show. However, Rob was confident that imie would deliver all the targets set by SMMT and ESG.

## 3. Floorplan update

- Giles Brown showed the latest floorplan which is now almost final. Following the 2006 show, he had discussed stand requirements with VMs and so the latest plan incorporates the cancellations referred to by Rob earlier. Around 800 m<sup>2</sup> of space was now confirmed, although there was a little room left for last minute changes of mind by a few VMs who were still undecided.
- Two of the north halls will be closed off from the show, but they will be used for behind the scenes activities of catering/operations.
- In response to a question about Ford group activities, while Volvo had now cancelled its reserved space and Aston Martin was no longer in the Ford group (although still possibly exhibiting), the overall space for Ford was the same and its stands had been moved around slightly.
- Rob, while regretting the loss of several brands, pointed out that with new exhibitors that hadn't exhibited in 2006 - Ferrari, Maserati, Subaru, Suzuki etc - the show had gained more brands than it had lost.

## 4. Features update

- The Heritage Enclosure had a working group led by evo's editor Harry Metcalfe, and plans were progressing well.
- The Greener Driving Pavilion and Electric Vehicle Village were also attracting keen interest from exhibitors.
- The 4x4 feature originally had 10-11 brands interested last December. Since then, several have withdrawn support so the feature has been rearranged and moved slightly, with Land Rover taking more space.
- What Van? Land will now include a short test driving element, also using the Taster Test Drive route. The Taster Test Drives had also lost support from VMs, enabling the opportunity for van drives.

## 5. Marketing and PR update

- Kirsty Perkinson referred to the increased ticket sales with more sold in the first two weeks this year, against two months in 2006. Print-at-home tickets would be online in early May.
- Zurich Connect was now confirmed as title sponsor, using the show to launch a new brand. Its TV campaign would include the BIMS logo.
- Shell was confirmed as fuel sponsor with a different team that should improve on its 2006 effort.

- ITV had confirmed Pulling Power would produce show specials.
- Sunday Times would sponsor the Ultimate Collection and had been granted distribution rights at the east end of ExCeL.
- Radio partners include Magic, Classic, Virgin and LBC.
- Run Wild media had been appointed to produce the show guide and visitors who had pre-booked their tickets would be given a free copy.
- A large number of other partnerships had been organised with specialist media, various digital sites. A total of 120 had been agreed so far and discussions continue with a number of other potential partners.
- Following ESG's advice at the last meeting, the creatives had been finalised with revised straplines for family and evening visitors.
- The complimentary ticket strategy would begin in May and many of the offers would be online, giving greater control over offers and the number of tickets supplied.
- TV advertising is the highest spend in this year's budget but would be focussed to minimise wastage. Radio's campaign in July-August.
- National and local press advertisements would begin in May
- Outdoor advertisements would begin mid-June and run throughout July.
- Home page takeovers had been organised for Tiscali, Orange, C4 and AOL web sites.
- Exhibitors would be offered 50% discount on seats for the Motor Show Music Festival.
- The two PR agencies - PFPR and 77PR - were working well together and BIMS had featured in more than 600 articles so far.
- Markettiers4DC had been appointed broadcast agency and is working to syndicate coverage globally.
- Kirsty ended her presentation with a plea to be told of launches, celebrities and so on as soon as exhibitors were able.
- Rob clarified that complimentary tickets would be offered as competition prizes and to high net worths. This would also include exhibitors' guests.
- Andy Gilson congratulated imie on its comprehensive marketing, PR and advertising plans. He pointed out that a great deal had been learnt in 2006, the success of which was shown by the high number of sponsors - old and new.
- Tim Etchells informed the group that we are still awaiting a response regarding a Prime Ministerial visit on Press Day.
- Marc Raven raised the question of Press Day ticket sales to the public. Kirsty said around 200 tickets had been sold and explained that since the announcement there had been no significant drop in coverage. The concept was discussed with Public Affairs Committee and journalists' groups had been offered briefings. Several journalists had been vocal with their concerns but there had been no problems with nationals, specialist press or broadcast media. The situation would continue to be monitored closely.
- Press registration is still tight and will again be co-ordinated by Newspress and would involve a photo ID. It was planned to have different lanyard colours to distinguish between journalists, exhibitors and other visitors.
- Nigel Wonnacott pointed out that this would again be discussed at PAC on 1 May. Paul Everitt had written to journalists' groups as most concerns were from regional media. SMMT feels some exhibitors had not supported the decision that was made by PAC, although there had been significant support from some members at their press events.
- The decision to sell 500 tickets was in answer to complaints from exhibitors and journalists that there was no atmosphere on Press Day in 2006. However, it was not set in stone and would be reviewed after the show. If it was not successful, it would not happen in 2010.
- In order to assuage concerns of profit-making, a percentage of the income would be donated to BEN.

## 8. Royal Docks Festival

- Rob outlined the concept of a Royal Docks Festival to run from 17-26 July 2009. The idea is that it would take place in non-BIMS years but not be a competitor to BIMS.
- The Festival would be a mix of cultural entertainment with loans from museums and art galleries. There would also be family and sporting events using BIMS concepts like the London powerboat race, Dock Rock etc as well as a regatta.
- There could be small exhibitions in the ExCeL halls covering consumer lifestyle products and one ticket would gain admission to all the activities.
- imie would run the Festival but would look to other organisers to run the mini-exhibitions.
- Rob went on to explain that there could be a motor show element - Capital Cars @ RDF. This would not require all manufacturers to be there, nor to take large stands. It would, however, protect the BIMS tenancy position at ExCeL and keep imie's BIMS team together as well as continue and develop media partnerships.
- Should BIMS not attract all VMs in 2010, the RDF could take the space, still offering the opportunity to meet ABC1s each year.
- The concept has been endorsed by Newham Council and VisitLondon. A founding committee is being established with a consultation process taking place over the next three months which, if approved, could be announced at BIMS.
- Andy Gilson asked the proposed size of Capital Cars. It could be up to a third the size of BIMS, although not built to international standards so saving costs.
- Paul Andrews asked if the RDF idea was due to concern over BIMS' future and VM commitment in 2010. Rob replied that it could be helpful for audiences to be used to visiting London each year and BIMS could fit into RDF in even years. In 2008, many VMs had not confirmed their BIMS contracts until early January.
- The group discussed whether the RDF concept may be too disparate in its objectives and offer too much choice to visitors. Rob suggested that each mini exhibition organiser would aim at its own market. Tim felt the focus would improve during the consultation process, with some ideas not being pursued.
- There is already some cross-over with VMs and consumer shows - for example, Volvo and the Baby Show, Nissan and Ideal Home.
- Paul felt the fresh thinking and new approach was good but there was a need to be careful when discussing with VMs. It was important to offer clear guidelines to control stand sizes etc.
- Andy asked what imie wanted from ESG. Rob would like to discuss the concept individually with VMs and keep the group informed of progress. Discussions would also take place with other partners like the British Marine Federation, as well as with government.
- Andy agreed to circulate the presentation for further consideration by ESG members not at this meeting (also attached).

## 9. Any other business

- No other discussion items were raised.
- Andy thanked ESG for its time and discussions and pointed out that the majority of VMs want BIMS to be a success. He closed by wishing fellow exhibitors a successful and enjoyable show.

## 10. Date of next meeting

The next BIMS ESG meeting, including analysis of the show, will be held at Forbes House at 09.30 on 23 October 2008.

Janet Wilkinson  
12.06.08