



# 24-26 November 2020

## Communications, Advocacy & Showcase Pack

## Supporter Member Opportunity

EO Boost is a live streaming event on 24th, 25th and 26th of November 2020. Registration for the event is now live and available [here](#).

In a year where so much has changed because of Covid-19, the EOA has curated **EO Boost** to offer EOA members, other EO businesses, those exploring employee ownership and other interested stakeholders, the opportunity to top up or gain more current knowledge and insight about employee ownership in the UK in 2020.

### EO Boost offers a flexible choice of 18 free-to-attend virtual sessions:

- Each day will kick off with an **insightful keynote from:** Riverford Organics, Aber Instruments and Seetec.
- This will be followed by a pick of **exemplar case study seminars** – with topics such as good governance, good engagement and good performance - as well as **best practice speed seminars** that leverage the results from giving employees a meaningful stake and a say.
- Each day will conclude with an **engaging panel conversation** to consider how good employee ownership boosts individuals, businesses and the economy.
- Plus **EO Expert Advisers** will be on hand as part of the **EO Adviser Showcase** for those who need professional advice for their next steps in their employee ownership transition journey.

### Who it is for:

- **Explorers of employee ownership** – to boost their understanding to help you plan for your employee ownership succession, scale-up or spin-out.
- **EO businesses** – to boost their expertise of good EO practice so you can leverage the best out of giving employees a stake and a say.
- **Supporters and advocates** – to boost their knowledge and insight.

**As an EOA Supporter Member** we invite you to enjoy sessions at EO Boost, plus:

- Give a boost to your clients - invite them to **EO Boost** to complement your expert advice with EO insight and learning (see the comms pack at the end of the document)
- Boost your visibility by being part of the **EO Adviser Showcase** (see the full offer overleaf).

It is delivered by the EOA, supported by headline sponsors **J Gadd Associates** and **Postlethwaite** and by supporting sponsor **Mott MacDonald**.



# 24-26 November 2020

## EO Adviser Showcase Offer

Exclusive to EOA members - we have created the **EO Adviser Showcase** as an opportunity for those who support the growth and sustainability of employee ownership in the UK to have a platform at EO Boost.

To discuss the offer below, contact Oliver Smith, Head of Membership  
[oliver.smith@employeeownership.co.uk](mailto:oliver.smith@employeeownership.co.uk)

### **Bronze package - £500**

- One space in the EO Adviser Showcase area that includes; 1 video embedded, free text to describe company services, PDF links, company website link, contact links and social media links
- EO Adviser Showcase promoted at the beginning of live sessions
- Toolkit on how to make the most of sponsorship
- 1 dedicated social post across all EOA platforms, during period of 24th - 26th with link to company website/chosen landing page.
- Website live for 12 months post-event for registrants to access and EOA to promote.

### **Silver package - £1,000 (all the above plus)\***

- Your brand exclusively displayed and acknowledged during the opening of one session.
- 3x dedicated social posts across all EOA platforms, 1 per week beginning 16 November showcasing adviser, exact content of each post to be agreed between EOA and Adviser, allowing a greater level of customisation and pre-event advertising.
- Follow-up post event social media activity to profile the session that displays your brand.

### **Gold package - £1,500 (all the above plus)\***

- Direct mailer to all registered delegates in the two weeks before the event as part of a countdown which will profile your services and directing them to your website

\*limited number available



# 5 Tips to make the most of your EO Adviser Showcase

**1 Supply information by the deadline** - decide on what you want to provide and get this to us by **November 5th** to allow us to include you in as many communications as possible to ensure maximum exposure.

**2 Create a custom EO Boost landing page** - on your website to link to in your showcase profile. You could include:

- Why you are supporting EO Boost.
- A description of what services or products you have that support employee ownership.
- Links to any case studies or articles, videos or webinars that showcase your EO credentials.
- Contact details for further conversations.

**3 Images** - use good quality logos and photos that have not been stretched/distorted.

**4 Have a communications plan** - to boost your involvement and link in with the EOA's communications before, during and after the event - remember that the site will be live for a year post-streaming. The EOA will feature links to the site content via social media and newsletters throughout November, Quarter 1 and Quarter 2 of 2021. Need ideas? Get in touch with the EOA team.



## Our top tips for video content

**5 Video content** - you can supply a short video as part of your listing on the showcase. You may already have something and that's great. However, if not, there is a quick and easy way to create a video that will support your showcase profile:

- Film yourself or someone in your organisation with your smart phone or via a recording on Zoom and download as an MP4. You can trim videos with an online tool.
- Speak directly to camera about why you are supporting EO Boost and your experiences linked to supporting employee owned businesses. Cover 3-5 key messages.
- Keep it short and sweet—limit the video to under a minute to minimise viewer drop-off.
- Pick your location carefully, try not to have lighting directly above or behind you for best quality. Where possible it is great to have your logo in the background.
- If using a smart phone:
  - Use a selfie stick or tripod to help stabilise the camera and give a better perspective.
  - Always record in landscape mode, rather than portrait to avoid blank sections on the video.
  - Have the phone level with your eyes, don't record from above or below to avoid distortion and unflattering angles.



# 24-26 November 2020

## Communications pack

### Helping us to promote the event

#### Social media

**October 1st - after 2pm October 1st**

We're looking forward to getting an #EOBoost with the @EOA on 24,25,26 Nov supporting those exploring #succession, to learn about good EO, and discuss the impacts of good business on the individual, the business and the economy. <https://employeeownership.co.uk/eo-boost/>

**October 5th onwards**

Want to boost your understanding of and insight into employee ownership as a force for good for individuals, businesses and the economy? Register now for #EOBoost a choice of 18 virtual free-to-attend sessions with the @EOA on 24,25,26 Nov. <https://employeeownership.co.uk/eo-boost/>

We think workers, businesses and the economy need a boost! Register now for #EOBoost a choice of 18 virtual free-to-attend sessions - exploring #succession, good business and #employeeownership on 24,25,26 Nov. <https://employeeownership.co.uk/eo-boost/>

#### Text for emails or newsletters/ mailers

##### Is your business looking for a succession plan or a way to boost its performance?

As members of the EOA we are inviting you to join us for EO Boost— a virtual event that offers engaging learning and insightful discussions on succession planning, good employee ownership and good business.

In a year where so much has changed because of COVID-19, the EOA has curated 18 virtual free-to-attend sessions that will stream live on 24th, 25th and 26th of November 2020, which includes speakers from Riverford Organics, Seetec and Aber Instruments as well as panel discussion that include the FSB, CIPD and the CBI.

Explorers of succession and employee ownership can boost their understanding with sessions including; What is EO?, What an EO Transition Looks Like and How to Plan for Employee Ownership.

EO businesses can boost their expertise with a choice of 9 'Good EO' seminars and speed sessions.

Supporters and advocates can boost their knowledge and insight with daily insightful keynotes and engaging panel conversations that consider how good business boosts individuals, businesses and the economy. Find out more and register [employeeownership.co.uk/eo-boost/](https://employeeownership.co.uk/eo-boost/)