



SCOOP COMES TO TOWN

★ ★ ★ ★
WED 17 TO
THUR 18 FEB
2027

★ ★ ★ ★
OLYMPIA
NATIONAL

THE MARKETING PACK



WELCOME

We're delighted you have chosen to show with us at Scoop.

The Designer Pack is intended to help raise awareness of your presence at the show.

Pre-show promotion is especially important to attract buyers and press to your stand.

Our Designer Pack can also be used as a helpful checklist and an overview of how we can support you through marketing.

Our marketing team are on hand to continuously promote Scoop. They are also here to support and help you get the best out of the show.



REACHING OUT TO ALL BUYERS

The most important focus is to reach out to your current and potential buyers. Making appointments ahead of the show can make all the difference. Scoop is a platform for bringing together retailers and exhibitors, but it is also up to you to reach out to buyers.

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HOW CAN WE HELP YOU

In some cases, if they are available, we may be able to contact independent sales people to sell on your stand and help make appointments ahead of the show.

In addition, we can try to put you in touch with agents/distributors to represent your collection in the UK.

To find more about this service please contact the Founder/
Managing Director of Scoop:

Karen Radley

karen@karen@karenradley.co.uk

0794 740 8643



SENDING OUT INVITATIONS

A personal e-invitation sent by you, directly to your contacts can be very effective.

Enclosed with this pack is a specially designed e-invitation to Scoop. We hope you email the invitation to all your contacts to inform them that you will be exhibiting at the show.



COMPLEMENTARY CAR SERVICE

To make things as convenient as possible for your customers, we are delighted to offer an exclusive complimentary car service.

We will arrange for a driver to collect your VIP customers from their central London location (i.e. office, hotel, train station) and bring them to Olympia National, Kensington. Please introduce us to any buyers wishing to use this complimentary taxi service.

Contact Kate Clark KateC@goodresults.co.uk



IMAGERY & VIDEO



We often feature exhibitor imagery and videos in our marketing material, including direct mailers, e-shots and social media. Please send up to four of your most iconic images for us to use in our marketing campaign along with any interesting brand videos that you may have.



BIOGRAPHY

*This email is not being displayed correctly. 2023.02.03

S C O O P

"THE HOUSE OF HOLLAND GIRL IS COOL, CONFIDENT AND SAVVY"

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Tell us about yourself!

What's your inspiration? Share the background story behind your brand!

We offer various opportunities to feature in exclusive interviews. This means the more we know about you, the more information we have to be able to publish a Q&A for our e-newsletters and direct mailers.



NEWS STORIES

Do you have some exciting news that you would like us to share?

Perhaps a celebrity has been photographed wearing one of your garments? Or you're due to open a flagship store? Maybe you've launched an exclusive range? Keep us updated on what's going on and we will share your news through public relations and social media.



SOCIAL MEDIA

FACEBOOK  INSTAGRAM  X 

Social media provides you with the opportunity to communicate to the masses!

Let us know your Twitter, Facebook and Instagram name, request to follow us and we will follow you back.

When posting about your involvement in the show remember to use the hashtags #scoopcometotown and #scoopinthesummer, and include our applicable social media name:

Twitter: @ScoopLondonShow

Facebook: Scoop International Fashion Shows

Instagram: @scoop.londonshow

This will help to raise awareness of the exhibition and encourage people to visit you at the show.



CONTACT

For more information on the press and marketing support available to exhibitors or if you have any related queries, please contact:

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Managing Director and All Show Enquiries

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Francesca Lister

Marketing

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