



Press Release

For Immediate Publication

### **BIG Badges Announce the BIG Facebook Prize Draw Winner**

*Hampton Hill, West London. May 2012:* BIG, the leading specialist for event badges and print for events, hospitality, meetings and conferences is delighted to announce that the winner of the recent BIG Facebook competition is Ms Eleanor Brown, Event Producer with The Outlook Creative Group based in Northampton.

The prize draw was open to visitors of the BIG facebook page [www.facebook.com/BigBadgesUK](http://www.facebook.com/BigBadgesUK) throughout the International Confex 2012 week, which took place in March, 2012. The names of all those who visited and liked the page were then included in the prize draw for an iPad®. This was part of the BIG Badges and Print activities to launch the Selfit Global complete badging system.

Emily Brouder, BIG Marketing Manager said, "We are delighted that Eleanor Brown is our winner. As an Event Producer with a specialist event and conference production company, we hope she will find the iPad® immensely helpful. We have up loaded the iPad® with our new Selfit Global application, which is the latest version of our highly popular badging system."

She continued, "Since we launched Selfit Global system at Confex International 2012, we considered an iPad® ready loaded with the Selfit application as the right choice for our prize draw. Selfit Global is a complete web-based badging system. In this latest release, the software has been adapted to match the increased use of mobile technology and can now be downloaded or accessed online for use in the office or on-site. We call this new version the *go-to* system for stress-free badging, designed to help event and conference organisers achieve flawless professional and image enhancing name badges, anywhere, anytime."



After being presented with her prize, Eleanor Brown said, "As a company, we work with organisations to devise, develop and communicate a wide range of messages through live events such as an Awards Programme, Product Launch, Business Conference/Seminar or Roadshow, to name but a few. We offer expert advice to project manage the whole experience from start to finish. So having tools such as Selfit Global available on an iPad® really helps to make sure all the detail is covered."

BIG has been supplying the MICE market for over twenty years. Designed to raise the value, visibility and prestige of client brands, they are the badging company of choice for UK MICE businesses. BIG has an extensive range of event badges and accessories that cater for all budgets and sizes of operation. The BIG range provides reusable name badge systems complete with software, printers, wallets, inserts, lanyards, wristbands and accessories, as well as print solutions that include business cards, customised card holders, wallets and folders, conference and event material, card tents and other signage and other print.

BIG is headquartered in Hampton Hill, West London and supplies its products from its 11,000 square foot manufacturing facility in Ipswich. BIG processes more than two million name badges and 13 million business cards each year for companies of all sizes and across industries. The BIG portfolio also includes staff badges, smart cards and permanent employee ID name badges for customer facing staff in retail, hospitality, transport, education and nursing, leisure and cultural sectors.

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**Photo Caption:** Eleanor Brown receiving her iPad® from Aisha Siddiq, Senior Account Manager at BIG.





**Notes for Editors:**

**BIG**

BIG is part of the Brady Corporation, with operations in 22 countries, and distribution in over 100 others. BIG has worked for thousands of organisations of every size and in every sector. The print and manufacturing operation is located in Ipswich. For a list of services and products, please visit [www.big.co.uk](http://www.big.co.uk).

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