



OIA Member Update Quarter 3, 2017

It's been a great few months for the Outdoor Industries Association (OIA) and we'd like to take this opportunity to say thank you for your support and share some of our highlights in case you didn't see the updates in our monthly e-newsletter.

If you're not already subscribed to our newsletter, you can sign up at any time by visiting www.theoia.co.uk and entering your email address in the top right hand corner - or if you'd prefer, just contact us directly and we'll make sure you're added to the list. We're also fairly active on Twitter, [@OIAUK1](https://twitter.com/OIAUK1), so make sure you follow us to keep up to date with what we're up to!

If there's anything you'd like to talk to us about please feel free to get in touch on 0161 498 6159 or info@theoia.co.uk.

OIA Conference & AGM 2018 - save the date!

The OIA's 2018 Conference & AGM is to take place on 14th and 15th March, with the venue to be announced next month. The annual conference will see over 200 delegates gather together for two days of inspirational speakers, workshops, outdoor activities, and a series of networking opportunities. Everyone in the outdoor industry is welcome to attend, regardless of level or function, whether involved in management, sales, marketing, production or retail.



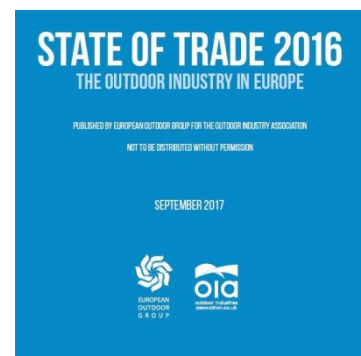
EOS 2017 - over 200 delegates already booked

With just over a month until the fifth European Outdoor Summit (EOS) kicks off in Treviso, Italy, the European Outdoor Group (EOG) is pleased to announce the return of its popular delegate Networking APP, the support of new Summit sponsors and the addition of speakers to its exceptional line-up. Over 200 delegates have already registered for the EOS 2017, which takes place 4th - 5th October.



EOG State of Trade 2016 report published

The European Outdoor Group's (EOG) annual State of Trade report has been published, which delivers hard facts about the European outdoor industry. Based on wholesale sell-in figures for outdoor products, the report provides users with the size, scope and direction of these markets by season, country, category and sub-category. Members can request a digital copy of the report by getting in touch with the OIA via the button below.



Contribute to Outdoor Careers

The British Mountaineering Council (BMC) and Womenclimb have launched an initiative to provide information about the many types of jobs available across the outdoor recreation industries, with the aim of making careers information easy to access and easy to understand, all in one place.





OIA CEO Andrew Denton ties the knot!

As many of you will know, our CEO, Andrew Denton tied the knot with his partner, Steph on 19th August in front of family and friends in the grounds of their Cheshire home. Not allowing marriage to interfere with their active lifestyle, Andrew and Steph managed to cycle to the registry office to take care of the wedding formalities! Many congratulations to the happy couple.

OTS 2017 round-up

OTS 2017 was host to over 500 new and existing brands who signed up to showcase their product ranges to retailers in July. The show was revamped for this summer's exhibition, with new July dates, new brands, new joint partner ([OIA](#)), a new layout inside the exhibition halls and more, with an increase of exhibitor numbers.



UK Outdoor Industry Awards - Finalists



The finalists for the **2018 UK Outdoor Industry Awards** were announced in a presentation at the [Outdoor Trade Show \(OTS\)](#) Party on 12th July 2017.

All of the products entered were on display at OTS, the UK's largest outdoor trade exhibition, giving the trade an opportunity to see and vote for their favourite outdoor products, brand new to the outdoor market.

Getting Active Outdoors

Getting Active Outdoors (GAO) is the OIA's bi-annual digital magazine, published in collaboration with Target Publishing with an ambitious aim to galvanize the Great British public and generate a whole new generation of Outdoor enthusiasts. The magazine already has a mailing list in excess of 5.8 million thanks to its supporting partners, so thank you to everyone who has supported the magazine so far by sharing with your customers and colleagues.



View the digital magazine and find out more about how you can get involved here: www.gettingactiveoutdoors.co.uk

Member recruitment video and brochure



The OIA has recently launched a video (www.outdoorindustriesassociation.co.uk/video) and a brochure (www.outdoorindustriesassociation.co.uk/brochure) to help increase member recruitment - please share these with your suppliers, customers and other contacts, and encourage them to support the industry by joining the OIA. We really need the entire trade, who benefits from the work, to pay for the work. Together, we can support and grow the industry for the benefit of all.



If there's anything you'd like to talk to us about please feel free to get in touch on

0161 498 6159 or info@theoia.co.uk.