



OIA Member Update Quarter 4, 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 social media, 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

The OIA's 2018 Conference & AGM is to take place on 14th and 15th March, at Shrigley Hall Hotel in Cheshire. Doug Gurr, UK Country Manager, Amazon has most recently been announced as a keynote speaker, who joins the other speakers confirmed, including Patagonia General Manager (EMEA), Ryan Gellert, and Liz McMahon, Managing Director of the Madison Muir Group and former Head of International Marketing for the London 2012 Olympic bid, as well as professional climber Nick Bullock.



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. Further details are available via <http://www.theoia.co.uk/conference-agm>.



Free conference places for Independent Retailers

To inspire and help stimulate the growth of independent retail businesses, the OIA is offering 20 independent retailers a free place at the next OIA Conference & AGM. The OIA will pay 50% towards the cost of a conference place if the retailer is able to find a brand or supplier to contribute the other 50%. Various packages are available for both members and non-members, which can be viewed [here](#).

EOS 2018 - dates and venue announced

Following a hugely successful event in Treviso earlier this year, which brought together over 270 delegates from the outdoor industry, the European Outdoor Group (EOG) has announced that the sixth annual European Outdoor Summit (EOS) will take place from 19th to 20th September 2018 in Malmö, Sweden.



EUROPEAN
OUTDOOR
SUMMIT

**MALMÖ
SWEDEN - 2018**

Outdoor Trade Show (OTS) 2018



There are now over 60 exhibitors already booked for next year's event, which will take place from Tuesday 3rd to Thursday 5th July 2018 at its new venue, EventCity in Manchester. The event will once again provide exhibiting brands with a fantastic opportunity to showcase their product ranges to retail visitors. The full exhibitor list and latest floor plan can be viewed on the OTS website, along with the booking form for those who would like to book a stand.



New website launched!

We launched our new website earlier this year, which offers an opportunity for everyone with an interest in outdoor recreation to find out more about upcoming events, news, research, job opportunities and much, much more! If you're a member, remember that you can submit your news for free via the online form. Once approved, they will appear on the website and promoted via the OIA's social media channels for the whole industry to see and share.

Sports & Outdoor Leaders Forum

The latest Sports & Outdoor Leaders Forum took place in the spectacular surroundings of the Manchester Velodrome on 28th November in the distinguished company of legendary GB cyclist and Olympic Champion Sir Chris Hoy MBE and British Cycling's Director of Insight, Terry Greenwood. Supported by the OIA, the Sports & Outdoor Leaders Forum is a networking opportunity aimed at senior management in the sports and outdoor sectors. The group meets three times a year to hear from inspirational speakers on topical issues relevant to the industry.



Mend our Mountains: Mend One Million Event



A launch event hosted British Mountaineering Council (BMC) and the Access and Conservation Trust took place at the House of Commons, Westminster last week, which was attended by over 130 guests. In support of the Mend Our Mountains: Mend One Million appeal, MPs, Lords, business heads and big donors jostled together with outdoor activists, path repairers and volunteers, as well as OIA representatives CEO Andrew Denton, Engagement Officer Claire Carter and OIA Board Member Greg Niewenhuis (Outdoor and Cycle Concepts CEO).

Kendal Mountain Summit

OIA CEO Andrew Denton presented to visitors at Kendal Mountain Festival earlier this month, on the work of the OIA and the importance of storytelling in the outdoor as a national pathway towards greater nature connection and social prescription. He highlighted the potential of our industries media to inspire those who are yet to participate in the outdoor, to reach those who could only imagine mountains via a screen.



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. Following the successful launch of Getting Active Outdoors magazine earlier this year, which attracted over 50,000 readers, the OIA and Target Publishing are delighted to present the Autumn/Winter 2017 issue.

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 and a 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

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If you know someone who might be interested in receiving our monthly newsletter, please let them know that they can [subscribe here](#).

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