

Idea: Promotion of local companies on fairs by sharing the stand space organised by public institution with local companies

Number in the database: 24

Area: 11

Idea description

Title:	Promotion of local companies on fairs by sharing the stand space organised by public institution with local companies.
Idea objective	<p>The aim of the action is to promote the offer of local companies as part of exhibition and fair initiatives, during which the city is promoted. The intention of the action is to take advantage of the opportunity created by the event gathering a large number of people, and to promote both the city - as a place to live or spend free time (tourism context), but also local business.</p> <p>"Opportunity" means:</p> <ul style="list-style-type: none"> - fairs (tourist, industry), - occasional events (harvest festivals, cultural, historical and other holidays), - exhibitions (thematic, e.g. agricultural), - sports, industry and other events. <p>Implementation can take place through:</p> <ul style="list-style-type: none"> - reorganization of the planned participation of the City in various events - then it is possible to propose the participation of company representatives at the stands, - indication of new "opportunities" previously unused as places to promote the City, with optics for the needs of companies. <p>In any case, it is important to understand how the stand is organized so that it can be used as a place to promote local companies. The stand should be paid for and organized by a public institution, with the participation of interested companies (including joint arrangements as to how to use the available space).</p>
Sharing process (max 1000 characters)	<p>Implementation of the measure requires a number of activities to be carried out by the City Hall, including in particular:</p> <ul style="list-style-type: none"> - analysis of the current participation of public institutions from the city in external initiatives, as part of which they organized a stand, - analysis of the demand of local companies for their promotion within the existing places of organizing stands by public institutions from the City, - analysis of companies' ideas for developing a catalog of places to promote the City from the perspective of local business, - preparing a plan of "opportunities" to promote companies from the City (taking into account the above-mentioned analyses), - preparation of rules for the participation of enterprises at stands organized by public institutions (regulations), including available forms of promotion (depending on the type/character/venue of the event), - preparation of guidelines for public institutions on how to implement the plan.
Restrictions/rules (law, skills, time, other)	<p>Action may require:</p> <ul style="list-style-type: none"> - allocating additional resources in order to secure the organizational needs of stands with the participation of enterprises, - preparation of new dedicated messages and forms of promotion during initiatives, - conducting analyzes of additional exhibition offers (time-consuming).
Procedures (if applicable)	<p>The action will be related to the launch of procedures related to analyzes and the preparation of regulations for the participation of companies in exhibition initiatives under the "umbrella" of the City (a public institution from the City).</p>

	If the list of initiatives with the participation of the City is extended, it will be necessary to carry out procedures suing for their financing and implementation.
Costs for public institutions (if applicable)	The action will generate additional costs on the part of the public institution if the adaptation of the existing forms of promotion of the City (including the form of the stand) will not allow for the promotion of companies. It will be necessary to incur additional costs if new places for the promotion of the City and local business are included.
Expected result (if possible)	Participation and promotion of local companies in exhibition initiatives with the participation of public institutions from the City.