



Tool Kit

9-13 October 2017

Get involved!

The campaign showcases the talent and careers that the retail community creates and support. Last year was a huge success and we had over 30 events take place during the week, reached over 300,000 unique twitter followers, oh yes and had one great night at Gameshow Night!

This year looks to be even bigger but we need your help. Support us in any way you can – much more importantly, show us the great work you're doing to create jobs and careers in retail.

So what can you do:

- Run an event, no matter how or small, that suits your centre – this could be a seminar, exhibition, show and tell
- Engage your local schools, local authorities, job centres and skills academies
- Share your stories with the Retail Matters team at Revo. We'll make sure it's promoted via the website, social media and the communication to our membership

These are just a few examples of events and gathering from last year's Retail Matters that might take your fancy:

1. Takeover Days – [Capital & Regional](#)
2. Competitions/Dragons Den – [Silverburn](#)

Or simply:

- Write us a blog on your achievements over the year in supporting jobs in your local area
- Send us a profile of someone who has had an interesting career in the retail community
- Send us a short case study on initiatives undertaken through the year - [Hammerson](#)
- Support us on social media #RetailMatters

On the Retail Matters website, you will find a few other bits that will help promote your work during this week:

- Local press release
- Logos
- Email banners