

# Promotional events for your business community



AWARDED ON BEHALF  
OF THE SOUTH WEST  
FAIR TRADE NETWORK

Hosting an event to recruit local businesses to the South West Fair Trade Business Awards can help to galvanise activity. Look for a local business venue to host the event, and perhaps contribute to its running costs. There are materials ready to print in the toolkit that you can use to share information about the Awards. Here are just a few ideas for events to engage the businesses community:

## Fair Trade Business Breakfast

Catch workers early in the day by holding a business breakfast. The event need only be an hour or so long and may include a talk on the importance of supporting Fair Trade in business, a local case study, details of how to enter the South West Fair Trade Business Awards, and perhaps a Q&A, debate or activity to engage the audience. Provide Fair Trade teas, coffee, fruit and biscuits.

## Fair Trade in Business Training session

Using the Awards criteria as a foundation, offer businesses a training session to explore how they might incorporate Fair Trade into their corporate activity and enter the South West Fair Trade Business Awards. Sessions can be relaxed and informal, with group activities to help participants generate their own ideas.

## Fair Trade Business Fundraiser

Partner with a prominent local business to host a business fundraiser for a Fair Trade organisation, such as Fairtrade Foundation, or for a particular Fair Trade campaign. Use the opportunity to encourage the attendees to support Fair Trade in their own workplace, including details of how they can be recognised for doing so by entering the South West Fair Trade Business Awards.

## Fair Trade lunchtime talks

Events that target just one organisation can be just as effective as those that target several—especially if that one business goes on to enter the Awards! Offering to run a free lunchtime talk about Fair Trade for staff at a local workplace is a good way to encourage a whole team of staff to support Fair Trade at work and enter the Awards.

Hosting an event? [Let us know](#) and we'll add it to the website!