

### London is Open: how you can get involved

Following the results of the EU referendum, London & Partners is working closely with the Mayor of London and his team to create opportunities to engage with the international community and reinforce the message that London is an outward looking city, which wants to engage with the rest of the world and is open for business. We hope the wider London community of businesses, institutions and people can get behind this message.

### What does it mean to you?

We are asking our partners and contacts to think about what 'London is Open' means to you and how you can translate that and reflect the sentiment in your own work and activities. For example including the hashtag #LondonIsOpen in your marketing material or messages, creating content to share through your channels, generating positive PR stories or using your customers or clients to tell the London story.

### Create your own assets and use the message

- Support the 'open door' social media push by taking a photo or video at your place of business to illustrate that London still welcomes the world.
- Generate PR by pushing out positive news stories.
- Use your upcoming campaigns, activities or events to create photo / social / PR moments by using the London is Open message / hashtag in innovative ways.
- Use the #LondonIsOpen logo in your marketing material / websites.
- We have monthly themes that you can tailor your content around: **August:** Sport, **Sept:** fashion and design, **Oct:** art and film, **Nov:** retail and tech.

### Share the message and use existing content:

- Use the hashtag #LondonIsOpen in your comms and follow the hashtag to share other people's content.
- Share the 'London opens its doors to the world' video from the Mayor: [www.youtube.com/watch?v=ErLq9nir41E](http://www.youtube.com/watch?v=ErLq9nir41E) and other 'London is Open' content from @MayorofLondon
- Share our London is Open convention bureau video with your contacts: <https://www.youtube.com/watch?v=wgRUpxXoCXU>
- If you would like to show any of these films on big screens at your events please let us know and we will send you the files.

### Website links:

- Landing page on our Convention Bureau website: <http://conventionbureau.london/why-london/london-is-open>
- We have created a landing page on [www.londonisopen.com](http://www.londonisopen.com) which holds content directed at a business audience.
- The Mayor of London's website page [www.london.gov.uk/content/londonisopen](http://www.london.gov.uk/content/londonisopen) includes content from the Mayor supporting the campaign.

**Contact:** Liz Roopnarine, London & Partners: [liz@londonandpartners.com](mailto:liz@londonandpartners.com)

*See examples of how to get involved below*

#LondonIsOpen

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**Examples: how other people have embraced London is Open**

**Support the monthly themes:**

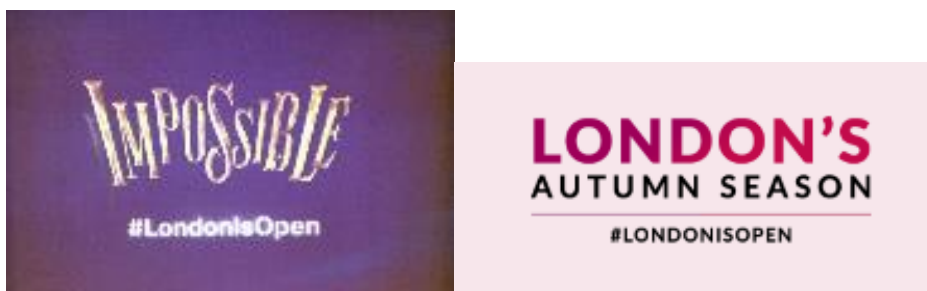
Eg theatre theme: <http://www.standard.co.uk/showbiz/celebrity-news/west-end-musical-stars-unite-behind-londonisopen-campaign-to-boost-capital-s-economy-a3306456.html>



**Use the logo / hashtag at your events and in your campaigns:**

If you already have events or campaigns planned you can simply incorporate London is Open into the branding or design work to showcase your support.

Capture this on video or images and distribute using the #LondonIsOpen



<http://www.visitlondon.com/autumn>

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### Examples of business tourism partners' participation

Park Plaza Hotels

<https://twitter.com/ParkPlazaHotels/status/765952520053198849>

The O2

<https://twitter.com/TheO2Venues/status/756051931752173568>

Smith and Wollensky

<https://twitter.com/SandWollenskyUK/status/759008506519232515>

Accor Hotels

<https://twitter.com/AccorHotelsUKME/status/765499450924081152>

Mr Association UK

<https://twitter.com/MrAssociationUK/status/768010076967858176>

Marriott

<https://twitter.com/MarriottRegPark/status/756084239813279744>

Cheval London

[https://twitter.com/Cheval\\_London/status/758301025673551872](https://twitter.com/Cheval_London/status/758301025673551872)

Sofitel

<https://twitter.com/SofitelLondonT5/status/760061354426466304>

QEII Centre

<https://twitter.com/QEIICentre/status/755697201943343104>

Wembley Stadium



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**Support the 'open door' social media push, London welcomes the world, London is Open:**

Showcase your business support by photographing or videoing opening the door to your place or business and sharing on social.



**Contact:** Liz Roopnarine, London & Partners: [liz@londonandpartners.com](mailto:liz@londonandpartners.com)