



**BACKING  
BRITAIN  
3.0**

**BACKING  
BRITAIN  
3.0** HYBRID EXP

# TOOLKIT

YOUR GUIDE TO BACKING  
BRITAIN AND NAVIGATING  
THE MADE PLATFORM

**BACKINGBRITAIN.COM**



**MADE IN  
GROUP**

# WELCOME TO THE TOOLKIT

## WHAT'S INSIDE?

Welcome to the Backing Britain tool kit, this will help explain why Backing Britain is critical and how you can use our campaign to increase and enhance your visibility throughout the supply chain. Most importantly, we have a shared vision to retain and restore manufacturing capacity in the UK.

The Backing Britain campaign is a pledge to keep manufacturers connected, share best practices and help promote the sector collectively so we can hang on to skills for the future.

Backing Britain is different from our other Made in regions, it is a commitment you are making to the British manufacturing community. You can be 'Made in Britain' by having a facility in the UK where you design or make something. Backing Britain is something you actively pursue.

We are Backing Britain by creating a virtual exhibition that includes a library of best practice and informative stories invaluable to British industry leaders. Bringing UK manufacturers and engineers up to speed with the world of digital and virtual selling, our exhibition will also include a massive collection of virtual factory tours. We have visited more than 100 manufacturers in the Midlands and Yorkshire to capture their manufacturing facilities, allowing visitors to be fully immersed in learning about capabilities here in the UK.

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# EXHIBITION EDITOR

You can create and publish your virtual exhibition stand using our intuitive exhibition builder. Your stunning exhibition booth and 3D factory tour will display within the Backing Britain exhibition. Visitors can view your company on [www.backingbritain.com](http://www.backingbritain.com)



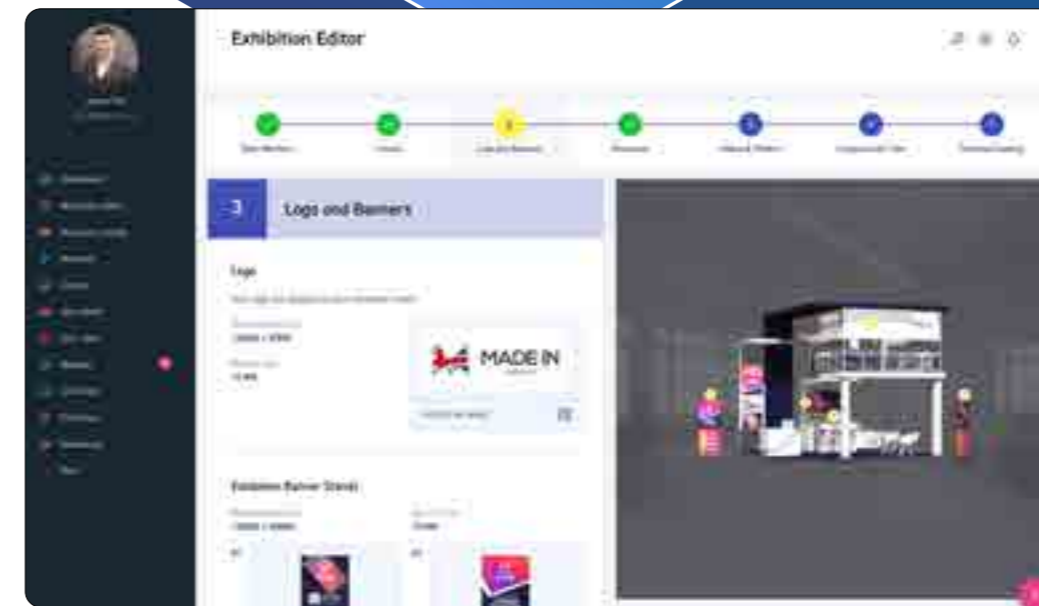
## EXHIBITION BANNER STANDS

You can add your exhibition banner stands here. **Recommended size:** 1200w x 300h Max file size 10mb.



## ADD TEAM MEMBERS

You can add the name, email address and profile photo of the person or people in your team. Each team member added will be displayed on your virtual booth.



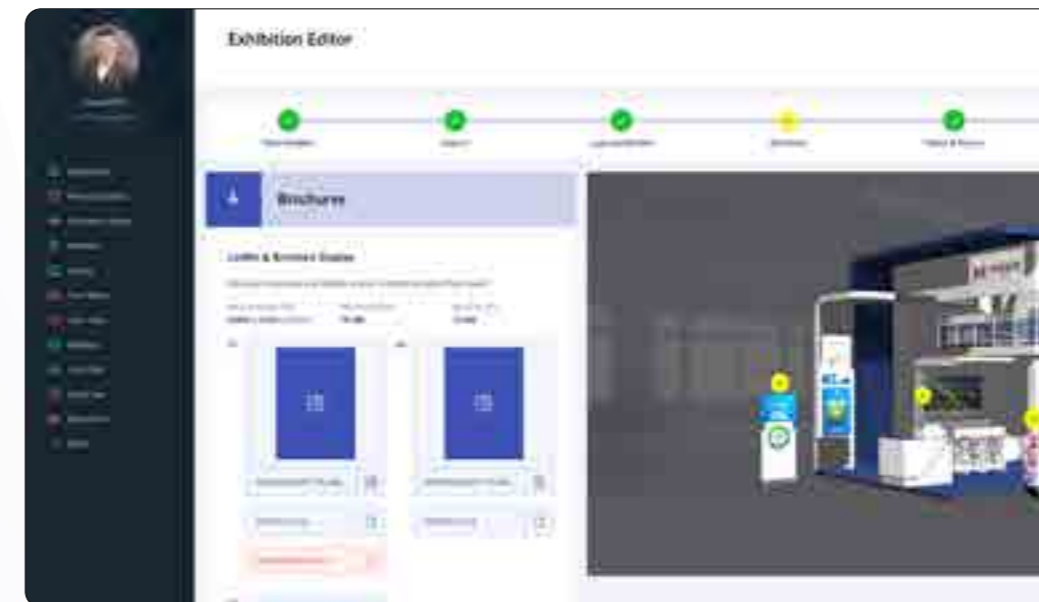
## ADD LOGOS & BANNERS

You can add your Logo and exhibition banner stands as you would at a normal exhibition. **Logo:** Your logo will display on your exhibition stand. **Recommended size:** 1200w x 500h Max file size 10mb.



## CHOOSE VIRTUAL BOOTH COLOUR SCHEME

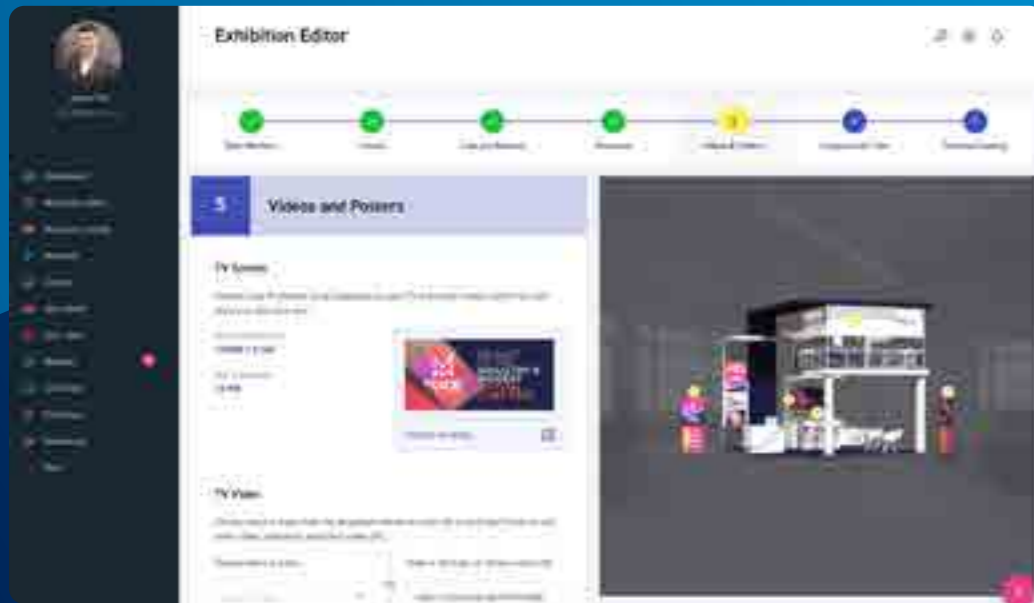
Using the colour pickers you can add colours to your stand, this can then be aligned with your own brand identity.



## ADD BROCHURES

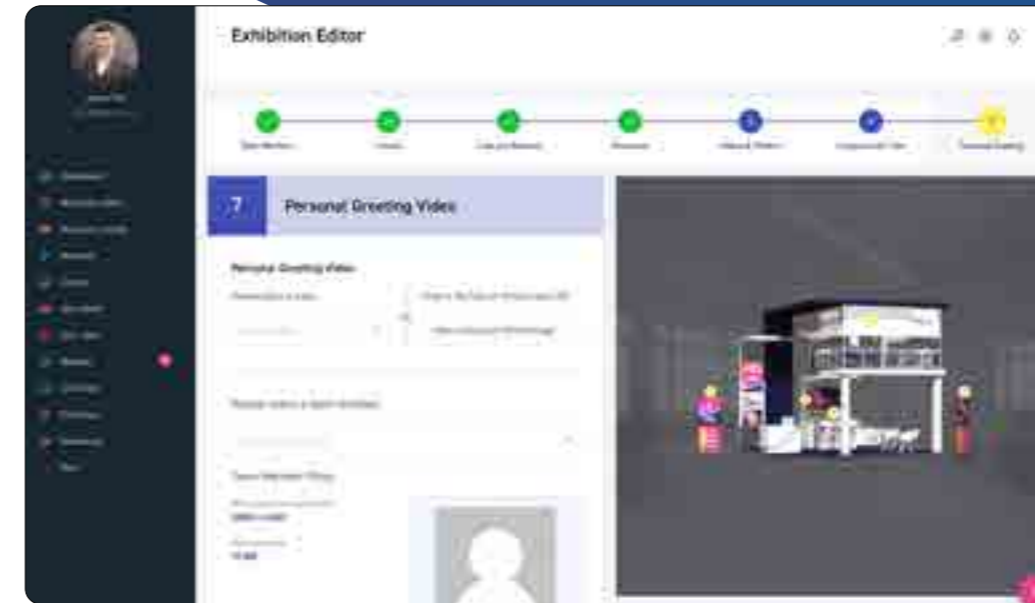
Add brochures and leaflets to your three tiered floor stand. Add a thumbnail graphic of your brochure first 560w x 792h, max file size 10mb and then add your brochure (do not exceed 10mb file size)

# EXHIBITION EDITOR



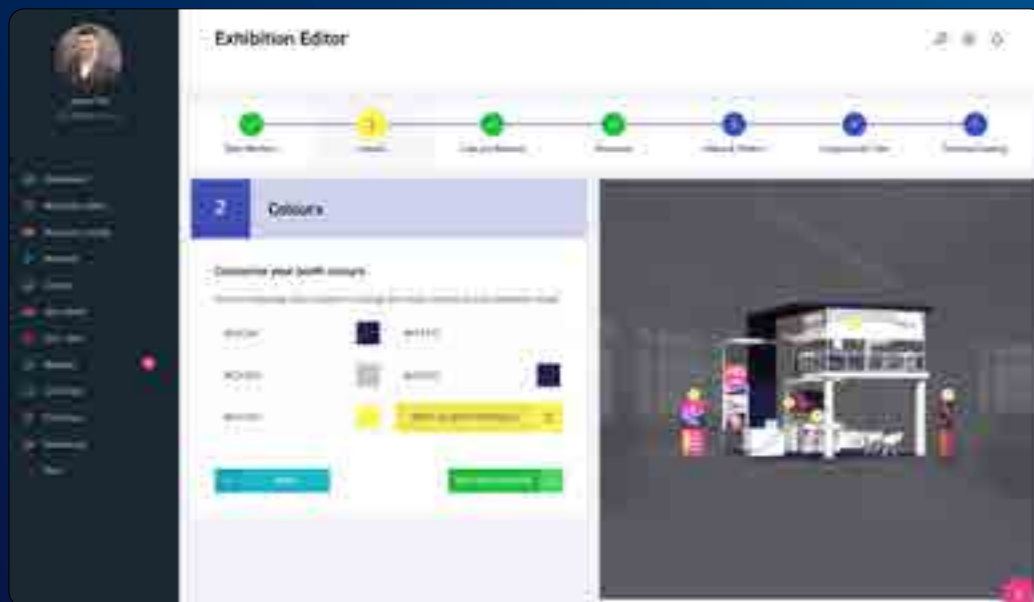
## ADD VIDEO & POSTERS

On your virtual booth you have space to add a poster and content on a virtual plasma TV. To add content to your TV screen, first add a thumbnail which will be displayed on the booth, then add URL of where the video is stored. **Posters:** Add a wall mounted poster to your booth. **Recommended size:** 1080w x 1920h, max size 10mb.



## ADD YOUR PERSONAL GREETING

Your personal greeting video is displayed on the bottom right hand side of the screen, think of this as a personal welcome from one member of your team. We advise you to record a 30-60 second video, upload to youtube or send to a member of our team and then enter the video URL into the personal greeting section. Finally choose which member of the team you have already added in an earlier step to be featured in the personal greeting video.



## ADD COMPANY INTRO TEXT

Add some introduction copy about your company. Help booth visitors learn about your organisation, this text is displayed when a visitor clicks on a selected hotspot.



## MARKETING YOUR BOOTH

Think visually, your virtual booth is visually striking with many different components, each one can provide you with shareable content that shows the world you are an 'innovation active' company, interested in net zero and are actively Backing Britain and the core ethos around why we do what we do. Your booth, if you invest the time, can also be a lead magnet and educational tool to showcase your business.



# 3D FACTORY TOURS

This is completed by a member of the Made in Group team, we have visited more than 100 members to capture a 3D scan of their premises. The purpose is to create the UK's largest collection of factory tours. When we talk about our businesses or try to explain what we do, it's often followed by 'you need to see it'. In the hybrid world and potentially in an international trading environment the headwinds are very much in favour of reduced business travel. Whilst travel and personal visits will not be replaced we estimate that the face to face meetings will reduce by at least two thirds.

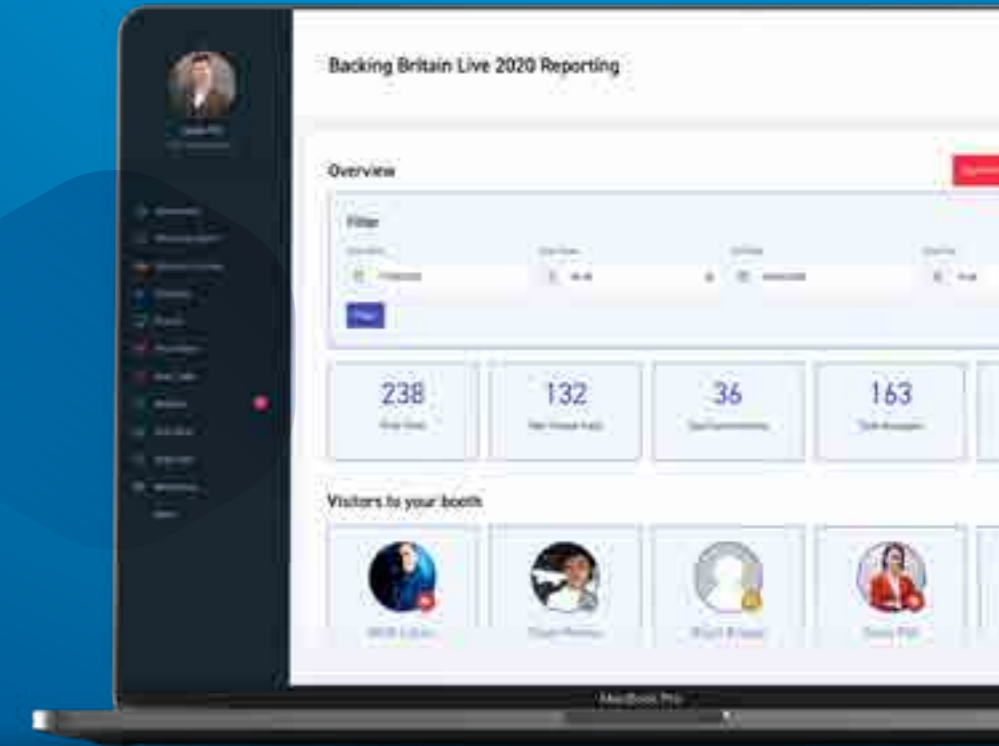


# DATA REPORTING

## ACCESSING YOUR DATA

From the back end of your Made account, navigate to the virtual expo tab and click on the reporting tab on the Backing Britain expo.

Visitors to the Backing Britain virtual expo will login to see your booth, as visitors login and view your booth they are added to the reporting data. You can filter, export and message visitors from this area also.

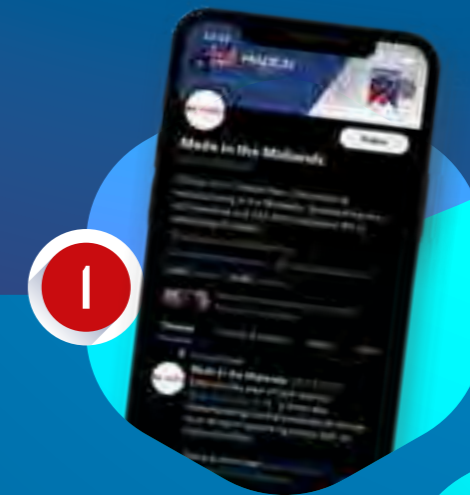


# FOLLOWING UP

## THE NEXT STEPS

When a visitor views your stand, make sure you do the following:

- Add them to your social media pages, such as linkedin and twitter
- Send them a follow up email thanking them for visiting your stand and how they can learn more about your business or ask them if they have any questions
- Add the contact to your email newsletter list





# YOUR SPEAKER GUIDE

## WHAT MAKES FOR A GOOD MADE TALKS?

Our audience will be people who care about British industry, everyone from the board director of manufacturing businesses, to younger people wanting to know more about this vital sector.

The Made in Group exists to share best practice, motivate and inspire British industry. With a goal of retaining the current capacity of capability, strengthening the connections between those businesses and invoking the industrial spirit that has made British engineering renowned around the world.

Your talk on company best practice or knowledge of the industry will be added to the video section of the Backing Britain hybrid exhibition.

## TALK FORMAT AND DURATION

All talks are a maximum of 10 minutes and the content of each speech must be educational, allowing the person watching to be able to take away some best practice, a new idea or to be inspired. Made Talks are not sales pitches, the goal is to add value to others by a way of sharing best practice and passing on knowledge that can help lift those involved in British industry. Ideas for themes could include:

### Ideas for themes could include:

- > Best practice and knowledge sharing
- > Stories of overcoming adversity
- > Motivational stories
- > Educational or technical

## CONGRATULATIONS!

Once your talk is ready we will upload it to the Backing Britain 365 hybrid exhibition where your content can be accessed on demand.

This video resource will grow over time and gives members the opportunity to share and learn from each other.

50+ TALKS TO EDUCATE AND INSPIRE

LEARN FROM YOUR PEERS

SHARE YOUR KNOWLEDGE

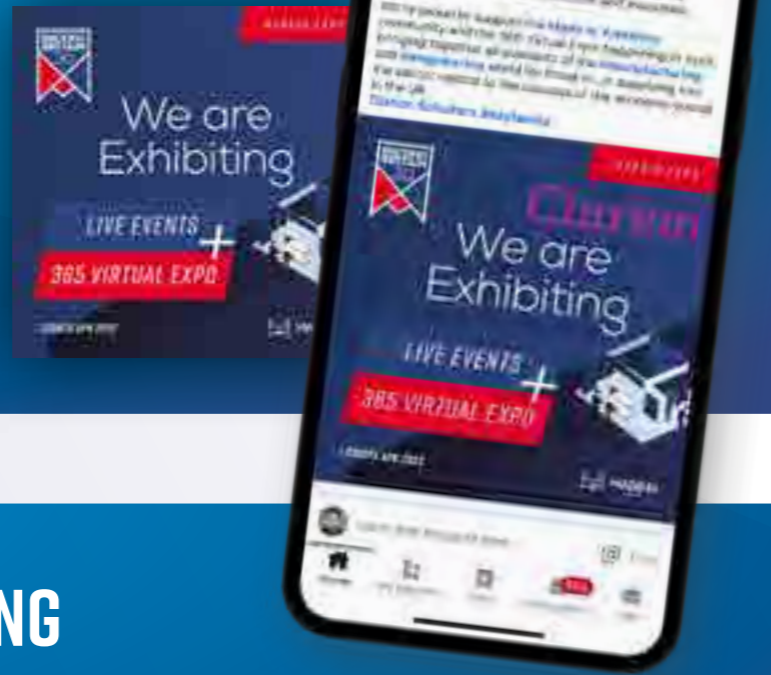
INSPIRE THE FUTURE GENERATION OF ENGINEERS



# USING THE BRAND



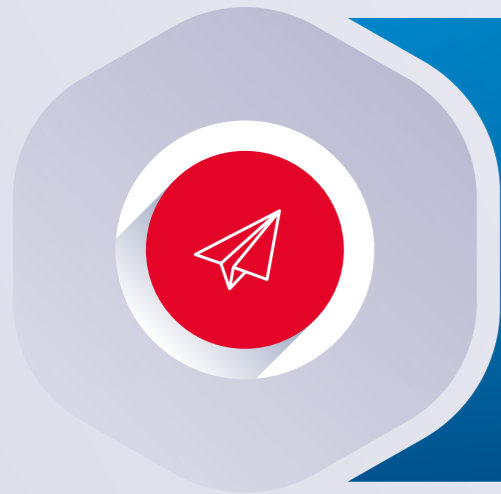
## SOCIAL MEDIA



## BLOG POSTING

Your virtual exhibition stand is an excellent story for you to share with your network. In **your blog post**, tell people:

- Why you are exhibiting
- Information about your business
- How readers can visit and find your stand look more appealing



## EMAIL SIGNATURES



## TAGGED ARTICLES

Post a news article to the Made Platform and add the Backing Britain tag to the news post.

Every news post tagged with Backing Britain is automatically also posted to the Backing Britain website in addition to normal Made channels.

### Your Article will appear on:

1. Member Microsite
2. Made in the Midlands/ Yorkshire News Page
3. Backing Britain News Articles
4. Made in Group Newsletter



## MEMBER MICROSITES



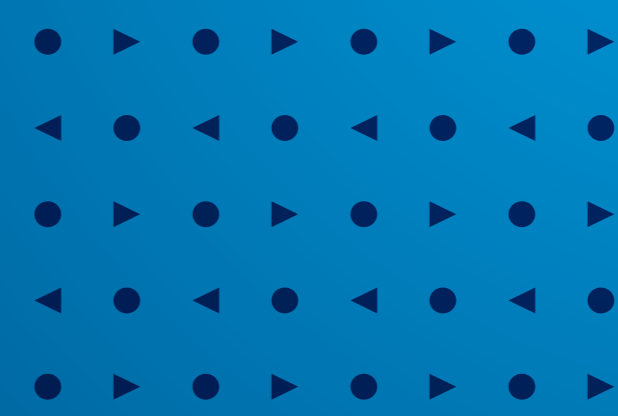
## MADE NEWS PAGES



## BACKING BRITAIN NEWS



## MADE NEWSLETTER



## HOW TO USE THE BACKING BRITAIN BRAND

Exhibitors also get exclusive use of the Backing Britain brand book, logos can be added to any of your branded and marketing content.

The Backing Britain Brand is a powerful statement of your dedication to supporting UK industry, the pledge of your support to keep manufacturers connected, share best practices and help promote the sector. You can elevate your support for the Backing Britain campaign by using the brand in any relevant blogs, articles, your email signature, your website and more.

You can access an array of branding graphics via the Made platform, do this by logging into your account and heading to 'resources' on the left hand side of your dashboard. Your branding can be subtle, take the screenshot above for example. This allows visitors to your site to actively see your dedication to supporting UK industry.



# LIVE CHAT INTEGRATION

Members can now connect with microsite visitors in real-time and have more conversations.

## START CHATTING TODAY

Enable chat within your microsite settings. You can chat with visitors from your user dashboard. Visitors to your microsite will see a chat icon in the bottom right-hand corner of your site.



## HOW CAN I USE LIVE CHAT?

Live chat can be switched on or off from your microsite settings. If you are not logged into the Made platform, then the chat message will ask the visitor for their name, company and email address. Upon completing this, the chat will say you are not available and ask if they wish to leave a message. Messages will appear within your chat page. When logged in, with chat enabled you will receive a notification no matter which page you are on. A new bell icon at the top right of your user dashboard will display a red dot next to it. Also, a pop-out message will flash. You can either click on this message or click on the Live chat link from your user menu to see who's online.

# PROMOTING LIVE CHAT

## VIRTUAL EXHIBITION

Our new virtual exhibition, named Backing Britain will use this live chat feature as a way of exhibitors (gold and silver members) to communicate with visitors to their booth. Members will notice a range of new enhancements as we approach our expo date.

## CREATE 'LIVE CHAT' OPENING HOURS

Having a member of staff always logged into a chat feature isn't the most productive activity for a member of the team, especially a company such as a manufacturing business. A permanent chat feature for small companies could interrupt productivity. A simple way of managing your live chat and maximising productivity could be to create set hours or even a set hour in the week where you take the time to be available for conversations.

## VISITORS TO YOUR MICROSITE

There are multiple ways visitors can find your microsite: from the member search directory, links from your website, email signature or newsletter, or just by clicking directly on your personalised microsite. The live chat feature now gives you an extra incentive to use your microsite in new ways.

## MARKETING YOUR NEW CHAT FEATURE

Your chat feature is a strategic tool; don't wait for passive traffic. Actively direct people to your microsite chat by adding your chat hours to your social media, newsletters, email signatures and even the contact or support page on your website.

## WEBSITE BUTTONS



**LIVE CHAT**  
POWERED BY MADE IN GROUP



## EMAIL SIGNATURES

Promote Made in Group's live chat feature by using branded email signatures available to download from the resource section of the Made website.



# PLEDGE NET ZERO



At our live events we have a large format pledge which can be signed by exhibitors and guests to pledge their commitment to the following three pledges:

## WE'RE BACKING BRITAIN BY:

Regularly communicating with local manufacturers

**NET ZERO**



Committing to learn more about sustainability in the sector

Sharing success often to help inspire the future generation

## NET ZERO CERTIFICATES

Every exhibitor to the Backing Britain net zero exhibition will receive a personally signed certificate by Lord Whitby. These certificates can be added to your boardroom or reception area, it will make a great talking point and visibly shows visitors to your physical premises what you are doing online to promote your business and contribute to the net zero agenda.



**I'VE PLEDGED TO NET ZERO**



This is to certify that

**Insert Name Here**

has pledged to Backing Britain Net Zero

Signed: *Lord Mike Whitby*  
Lord Mike Whitby

# ARE YOU READY FOR

# NET ZERO



[WWW.BACKINGBRITAIN.COM](http://WWW.BACKINGBRITAIN.COM)



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