



**People**



**Rental Solutions**



**Sustainability**

# **ERA's Communication Toolkit for the *European Rental Week***

**14-20 October 2024**

**June 2024**

## Table of Contents

<b>Introduction .....</b>	<b>3</b>
<b>European Rental Week's 3 Pillars.....</b>	<b>4</b>
<b>European Rental Week's Key Messages .....</b>	<b>5</b>
<b>Communications Campaigns.....</b>	<b>6</b>
<b>Social Media .....</b>	<b>6</b>
<b>Website .....</b>	<b>7</b>
<b>Logo.....</b>	<b>8</b>
<b>PR.....</b>	<b>8</b>
<b>Webinar.....</b>	<b>8</b>
<b>Brand Ambassadors &amp; Team Videos.....</b>	<b>9</b>
<b>Targeted actions for Policy Makers .....</b>	<b>9</b>
<b>Implementation Timetable .....</b>	<b>10</b>
<b>Outcomes .....</b>	<b>11</b>
<b>Follow-up actions.....</b>	<b>12</b>

## **Introducing European Rental Week's Communication Toolkit**

Welcome to the European Rental Week's Communication Toolkit! This toolkit is designed to provide all the necessary resources and guidance to effectively communicate about the European Rental Week event. The European Rental Week brings together industry professionals, stakeholders, and thought leaders to discuss key trends, innovations, and challenges shaping the future of the rental sector.

Whether you are a member, speaker, attendee, or media representative, this toolkit equips you with resources such as pre-written content, branding materials, social media assets, and key messaging to amplify the reach and impact of European Rental Week across various channels.

Our goal is to generate awareness, engagement, and participation in this important industry event, ultimately driving meaningful discussions and collaborations within the equipment rental community.

**This year's edition will revolve around the theme "Working in rental for a sustainable future." Let's join forces to make this week a memorable and impactful celebration of the equipment rental industry's achievements and innovations!**

## European Rental Week's 3 Pillars

When crafting the key messages for the European Rental Week, we have aimed to align our association's objective with the vital objectives of the event. Our core objective is to drive the equipment rental industry towards a more sustainable and innovative future. The theme of this year's edition is **“Working in rental for a sustainable future.”** We focus on key messages that highlight the pivotal role of equipment rental in achieving the event's objective of fostering innovation, sustainability, and growth within the industry.

Therefore, the European Rental Week stands firmly on three robust pillars – **People, Rental Solutions, and Sustainability**. These pillars represent our commitment to uniting industry stakeholders in a shared mission to shape the future of the equipment rental sector.

1. **People:** Attracting and retaining talent is crucial for the equipment rental industry's growth and success. European Rental Week recognises the vital role played by individuals in driving innovation, collaboration, and prosperity within the industry. By celebrating the diverse talents, expertise, and contributions of industry professionals, the event cultivates a dynamic community that nurtures individual growth and fosters a supportive environment for all.
2. **Rental Solutions:** From construction to events, infrastructure to manufacturing, rental solutions offer unparalleled flexibility, efficiency, and sustainability. European Rental Week showcases the latest advancements in rental equipment, technologies, and services, demonstrating how the industry continues to evolve and adapt to meet the evolving needs of customers and industries.
3. **Sustainability:** The equipment rental industry plays a crucial role in advancing sustainability goals. Therefore, the European Rental Week highlights the industry's commitment to sustainability through initiatives such as eco-friendly equipment, circular economy practices, and carbon footprint reduction strategies. By prioritising sustainability, rental companies are driving positive environmental impact while delivering value to customers and communities.

## European Rental Week's Key Messages

### People:

- At the heart of the equipment rental industry are the people who drive innovation, efficiency, and growth.
- European Rental Week celebrates the dedication, expertise, and passion of rental professionals who play a pivotal role in delivering exceptional service and solutions to customers.
- By investing in skills development, fostering diversity and inclusion, and prioritising employee well-being, the rental sector nurtures a talented workforce that drives success and sustainability.

### Rental Solutions:

- Rental solutions offer unparalleled flexibility, affordability, and sustainability for businesses across diverse industries.
- European Rental Week showcases the latest advancements in equipment rental technology, services, and business models, enabling attendees to explore cutting-edge solutions that optimise productivity, minimise costs, and enhance operational efficiency.
- From construction machinery to event equipment, the rental sector provides a wide range of solutions tailored to meet the evolving needs of customers while promoting circular economy principles and resource conservation.

### Sustainability:

- Sustainability lies at the core of the equipment rental industry's mission to create a greener, more resilient future.
- European Rental Week highlights the industry's commitment to sustainability through initiatives that reduce carbon footprint, promote energy efficiency, and minimise waste generation.
- By embracing eco-friendly practices, adopting renewable energy solutions, and integrating sustainable materials into equipment fleets, rental companies drive positive environmental impact while addressing global challenges such as climate change and resource depletion.
- Together, these key messages underscore the vital role of people, rental solutions, and sustainability in shaping the future of the equipment rental industry, as showcased at European Rental Week.

## Communications Campaigns

ERA is thrilled to announce the launch of a dynamic and engaging series of communications campaigns centred around the European Rental Week. Our multifaceted campaigns will utilize the power of modern communication to ensure our message resonates with a wide and influential audience. From compelling social media posts to impactful videos that tell our story, ERA's communications initiatives are designed to make an impact.

Let's make our voices heard during the European Rental Week, and together, let's shape the future of our industry and contribute to a more sustainable world.

Stay tuned for more details and join us on this exciting journey by using the following hashtags each time you post about European Rental Week:

- #RentalWeek2024
- #Reasons2Rent
- #WorkInRental
- #RentalSolutions
- #Rental4Sustainability

## Social Media

### [ERA LinkedIn](#)

### [ERA Twitter](#)

	<p>📅 Save the Date! 📅 European Rental Week is just around the corner! 🎉 Join us from 14-20 October for an exciting gathering of industry leaders, innovators, and experts at the forefront of the equipment rental sector. Stay tuned for updates on speakers, workshops, and networking opportunities! Don't miss out on this chance to connect, learn, and shape the future of our industry together. #RentalWeek2024 #SaveTheDate 🚀 ✍️</p>
	<p>🌟 Exciting news! 🌟</p> <p>We're thrilled to unveil the first pillar that will guide our discussions at the European Rental Week: PEOPLE. 👤</p> <p>At the heart of our industry are the talented individuals who drive innovation, collaboration, and success. Join us as we celebrate their diverse talents and</p>

	<p>contributions, and explore how we can empower and support them to thrive in the equipment rental sector. 🤝</p> <p>Stay tuned for more updates! 📣 #RentalWeek2024 #WorkInRental #RentalSolutions</p>
	<p>🌟 Exciting news from European Rental Week! 🌟</p> <p>We're thrilled to unveil the second pillar that will shape the conversations at this year's event: RENTAL SOLUTIONS! 💡</p> <p>Join us as we explore the latest innovations and trends in rental solutions, driving the industry forward towards greater efficiency, sustainability, and success. Don't miss out on the opportunity to be part of this dynamic discussion!</p> <p>Stay tuned for more updates and details about European Rental Week! 🚀</p> <p>#RentalWeek2024 #RentalSolutions #Rental4Sustainability</p>
	<p>🌱 Exciting News Alert! 🌟</p> <p>We're thrilled to unveil the third pillar that will drive the conversation forward at European Rental Week: SUSTAINABILITY! 🌍💡</p> <p>As we gear up for this groundbreaking event, we're committed to exploring how sustainability initiatives are shaping the future of the equipment rental industry. Join us as we dive deep into innovative solutions, best practices, and actionable strategies to create a more sustainable tomorrow. Together, we'll pave the way for a greener, more eco-friendly industry! 🌿♻️</p> <p>#RentalWeek2024 #Rental4Sustainability #Reasons2Rent</p>

## Website

### [ERW Website](#)

In preparation for our upcoming European Rental Week (ERW) event, we will be enhancing our website with a series of dedicated blog posts. These blog posts will delve into the key themes and objectives of ERW, offering a deeper understanding of our mission and the pivotal role of the equipment rental industry in achieving our collective goals.

Additionally, we have featured a countdown clock on our website, ticking down the days until the start of ERW. This countdown will serve as a visual reminder of the approaching event, generating excitement and anticipation among our audience.

We invite you to visit our website to explore these resources and learn more about the ERW!

## Logo

We have created the following logo for communication purposes. Since the concept of equipment rental carries different names across various cultures and languages, we provide the option for you to customize the logo. This ensures efficient reach to your target audience and maximizes the buzz around the rental industry. If you wish to customize our original logo, please contact us. The logo can also be adjusted for organizations in other regions of the world who would like to join. Rental companies and national associations are allowed to create their own logos for the European Rental Week, if they deem it more appropriate.



## PR

In addition to our upcoming event and communications campaigns for the European Rental Week 2024, we will also be launching a dedicated Press Release. This Press Release will serve as a formal announcement to the media and the public, outlining our association's commitment to driving innovation, fostering collaboration, and advancing sustainable practices within the equipment rental industry. Through this Press Release, we aim to highlight the significance of the European Rental Week, its objectives, and the pivotal role it plays in shaping the future of the rental industry, promoting sustainability, and driving economic growth across Europe.

## Webinar

We will hold a webinar to promote the European Rental Week. More information on that will be soon provided.



## **Brand Ambassadors & Team Videos**

We are thrilled to announce the launch of our Brand Ambassadors campaign in support of the European Rental Week 2024. This campaign will play a pivotal role in spreading our message and raising awareness about the vital role of the equipment rental industry in driving sustainable and efficient solutions for construction and infrastructure projects across Europe.

Stay tuned for more updates on our Brand Ambassadors campaign and the upcoming European Rental Week. Together, we can make a difference and drive positive change for the equipment rental industry and our communities.

In addition to our exciting Brand Ambassadors campaign, we will also be launching a series of informative and engaging videos featuring our European Rental Week team. These videos will provide valuable insights into the significance of the event and its key themes, offering a unique perspective on the future of the equipment rental industry in Europe.

Stay tuned for this exciting video campaign, and join us as we explore the latest trends, innovations, and opportunities shaping the future of equipment rental during the European Rental Week 2024!

Format: Videos from European Rental Week team to be posted on social media and website.

## **Targeted actions for Policy Makers**

We aim to establish closer connections with policymakers by actively engaging them to raise awareness about our industry. As part of this effort, we will reach out to policymakers to highlight the significance of the equipment rental sector and extend invitations for their participation in the European Rental Week event.

### Implementation Timetable

<b>Month</b>	<b>Actions</b>	<b>Target Audiences</b>	<b>Channels</b>	<b>Objective/ Message</b>
April	1. Announce the ERW	Members Stakeholders Prospect members	1. Social media channels 2. ERA Newsletter	Create some hype on the ERW
May	1. Communicate on social media driving people to the website 2. Blogpost to be launched on 1 <sup>st</sup> Pillar 3. Article on IRN	Civil Society	1. Social media channels 2. ERW Website 3. IRN Magazine	
June				
July				
August				
September	1. Communicate on social media driving people to the website 2. Press Release to be launched		1. Social media channels 2. ERA Newsletter 3. Website	
October	1. Communicate on social media driving people to the website 2. Webinar to be held to promote the ERW		1. Social media channels 2. Website	

## Outcomes

The European Rental Week is anticipated to generate several key outcomes for ERA and its participants. These outcomes include:

- 1. Knowledge Exchange:** The event will serve as a platform for exchanging insights, best practices, and innovative ideas within the equipment rental sector. Through a diverse range of sessions, workshops, and discussions, participants will gain valuable knowledge and perspectives to enhance their businesses and operations.
- 2. Industry Insights:** European Rental Week will provide valuable insights into the latest trends, developments, and challenges shaping the equipment rental industry. ERA anticipates that attendees will gain a deeper understanding of market dynamics, technological advancements, regulatory changes, and other factors influencing the industry landscape.
- 3. Collaboration Opportunities:** ERA aims to foster collaboration among industry stakeholders to address common challenges and seize opportunities for growth. By bringing together rental companies, manufacturers, suppliers, policymakers, and other stakeholders, European Rental Week creates a collaborative environment where innovative solutions can be developed and implemented.
- 4. Visibility and Promotion:** The event offers ERA and its partners a platform to showcase their expertise, products, and services to a targeted audience of industry professionals. Through sponsorships, exhibitions, speaking opportunities, and media coverage, participants can enhance their visibility, brand awareness, and thought leadership within the equipment rental community.

Overall, European Rental Week is expected to serve as a catalyst for driving innovation, collaboration, and growth within the equipment rental industry, ultimately contributing to the advancement and sustainability of the sector.

## Follow-up actions

After the European Rental Week, here are some follow-up actions to consider:

- **Feedback Collection:** Gather feedback from attendees, sponsors, and exhibitors to assess the event's success and areas for improvement. Send out surveys or conduct interviews to gather qualitative feedback.
- **Thank You Emails:** Send personalised thank-you emails to attendees, speakers, sponsors, and exhibitors, expressing appreciation for their participation and support.
- **Content Sharing:** Share key insights, presentations, and highlights from the event on your website, social media channels, and newsletters to engage those who couldn't attend and reinforce key takeaways for attendees.
- **Lead Nurturing:** Follow up with leads generated during the event. Reach out to potential members, or sponsors to continue the conversation and explore potential collaborations.
- **Evaluate ROI:** Assess the return on investment (ROI) of participating in the event by analysing metrics such as lead generation, brand exposure, and networking opportunities. Use this data to inform future event strategies and budget allocations.
- **Internal Debrief:** Conduct a debriefing session with your team to review the event's outcomes, identify successes and challenges, and capture lessons learned for future event planning.