

RESPONSIBLE GAMBLING WEEK

**7th - 13th
November 2019**

**Promotion Briefing
October 2019**

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Introduction

Responsible Gambling Week 7th – 13th November 2019

The 2019 campaign builds on the success of the inaugural 2017 event and the increased support and awareness achieved in 2018: feedback and formal evaluation of both previous events have helped inform and evolve this year's campaign.

Responsible Gambling Week aims to reach the widest possible audience and stimulate conversations about safer gambling: engaging with customers, operators (land and online), associations, media owners, support agencies, influencer and training organisations, government agencies and the broader general public.

The key objectives of RG Week are to raise awareness of:

- how to gamble more safely
- the tools that are available to help customers gamble responsibly
- where to find more help and support for those who need it.

Once again the Irish Bookmakers Association (IBA) are joining the campaign and bring both Ireland and Northern Ireland into RG Week 2019, which extends the campaign's reach across all of the UK and Ireland

Responsible Gambling Week has had, and continues to have, unprecedented support from across the gambling industry, in all sectors; arcades, bingo clubs, bookmakers, casinos and online, both from operators affiliated to sector trade associations and those who are not, creating a genuinely pan-industry campaign.

Those gambling operators affiliated to a trade association have agreed, through their respective associations, to a minimum level of support for RG Week. Many operators are providing considerably more than the minimum.

The campaign is run in partnership with the charity Gamcare, which provides literature and learning tools about safer gambling, and runs the National Gambling Helpline. It is supported by the industry regulator, the Gambling Commission, and other charities, including YGam and Citizens Advice.

A large, and growing, number of organisations outside the gambling industry are participating in RG Week. The English Football League, Championship League, and some Premier League, football clubs, and the British Horseracing Authority, Racecourse Association and racecourses across Great Britain are all promoting RG Week; as are Punch Pubs and Welcome Break motorway service stations. The publishing company, Bauer, are providing advertising space in their "Take a Break" magazine, the UK's most popular women's weekly magazine.

This **Promotion Briefing** is the third and final one for RG Week 2019. It provides an overview of the campaign and promotional materials that are available, and planned PR and social media activity. More detailed information about the campaign, including organisation, branding and artwork, is available in the **Campaign Briefing** and **PR and Social Media Briefing**, which are in the **RESOURCES** section of the RG Week website: www.responsiblegamblingweek.org

You can also find more information by following and supporting the campaign on social media @RGWeek19 on Twitter, Facebook and Instagram.

Shared and Consistent Approach

A shared and consistent approach to RG Week will maximise efficiency and impact of the campaign. To this end, each supporting trade association has obtained from its members a minimum commitment for promotional activities to be undertaken for RG Week. The nature of the commitment varies between associations, but each is committed to:

- using core branding design and messaging devised for RG Week
- engaging with, and supporting, RG Week social media activity
- encouraging members to use core branding design and messaging devised for RG Week
- encouraging members to promote the RG Week website and social media channels
- encouraging members to engage with, and support, RG Week social media activity
- promoting RG Week through their own website and communication vehicles, such as trade publications and member bulletins
- avoiding all non-national RG Week PR activity in the week immediately prior to and during RG Week and encouraging members where practicable to do likewise.

Specific trade association commitments in brief remain:

Association of British Bookmakers (ABB) | Full-shop window take-overs with RG Week collateral and leaflets in-shop

Irish Bookmakers Association (IBA) | Full-shop window take-overs with RG Week collateral and leaflets in-shop, digital signposting online, RG Week logo present on all operator home pages, RG Week banner present on operator social media pages

British Amusement Catering Trade Association (BACTA) | Partial window take-overs with RG Week collateral and leaflets in-shop

The Bingo Association (BA) | Entrance profile banners, in-club messaging (digital and paper)

National Casino Forum (NCF) | Electronic rolling signs, tea and coffee chats, business card handouts, digital signposting online

Remote Gambling Association (RGA) | RG Week logo present on all operator home pages and banner present on their social media pages. Pop-up to appear on the first occasion a customer logs into their account to highlight the Week and safer gambling tools that are available.

To maximise the impact of RG Week and the industry's efforts to raise the visibility of safer gambling messages and information during the Week, we are asking all supporters to consider the following check list of activities which they could undertake in the lead up to, and during, RG Week:

Social Media

- Like and follow RG Week channels (Twitter, Facebook, Instagram @RGWeek19)
- Like and share/re-post a selection of RG Week posts (at least 1 per day for the Week)
- Undertake social media advertising (boost) of RG Week messages and material

Advertising

- Donate some existing advertising space for use by RG Week – broadcast, online and print
- Existing advertising campaigns – include information about RG Week on insertions running immediately before, during and after the Week – either an end frame, bottom of page/screen strip, or top corner flash

PR and Events

- Press Releases – on appropriate topics, include information on the company’s support of RG Week in the Notes to Editors
- Customer and Staff events – if you are organising real-time or online events before and during RG Week, let us know so we can support and promote what you are doing

Marketing – Identity and Materials

The RG Week branding and identity was designed specifically for Responsible Gambling Week, with the colour scheme and logos created to provide a clear, strong and visually impactful identity for the campaign.

An updated visual identity for Responsible Gambling Week 2019 has been used to create a full range of marketing resources, promotional materials and branding devices. These include:

- branding materials: that can be applied to images, web pages, letter head etc.
- promotional materials: print and digital formats
- social media posts
- video content: long and short versions

A full copy of the updated Brand Guidelines and supporting key artworks are available to download from the RG Week website (www.responsiblegamblingweek.org) for those organisations who may wish to produce their own materials and/or add the RG Week 2019 branding to materials and websites being produced.

In addition to the logo artworks and brand guidelines, marketing materials have been produced to cover two key areas:

- **RG Week – Announcement and Promotion:**
Highlighting the campaign logo, dates and key points of contact for more information on safer gambling and RG Week.
- **RG Week – Messaging:**
A range of seven different messages/conversation prompts, each produced in a range of materials, with contact detail for information and advice in the body copy and RG Week logo, web address and social media accounts in the ‘lock-up’.

Artwork for a range of items, produced in accordance with the Brand Guidelines, is available in the **RESOURCES** section of the RG Week website (www.responsiblegamblingweek.org) for all RG Week participants and registered supporters.

These include the following:

- Posters – various sizes, A4 – A0, landscape and portrait
- DL Leaflets
- A6 Leaflet
- Business Cards
- Portable Pull Up banners
- Animated Posters: gifs for monitors and online
- Online pop-up artwork and banners
- Social media posts for Facebook, Twitter and Instagram
- Behaviour Infographics
- Badges/T-shirts/Pens
- Press and online adverts
- Video clips

Separate artworks and materials have been produced specifically for those supporters operating in Ireland and Northern Ireland, in addition to which a limited number of items have also been produced in Welsh, Chinese, Arabic, Polish and Romanian.

RG Week: Announcement and Promotion

This material has been created to announce and promote RG Week and is intended for use both prior to the start of RG Week and during RG Week in conjunction with messaging materials. Some are provided as artworks for use in other documents/materials, while others are provided as completed items, ready to use either online or for print.

These materials re-introduce the visual identity of Responsible Gambling Week, highlighting the logo, date of RG Week, campaign headline and provide point of contact details for further information on the Week: the RG Week website and Facebook, Twitter and Instagram channels.

All materials carry the same headline messaging and artwork is available for the following:

PRINT

- Posters in portrait: sized A4, A3, A1 and A0
- Posters in landscape: sized A4, A3, A1 and A0
- Portable Pop-up Banner
- DL Leaflet – 2 Version: contact information & behaviours and contact information
- A6 Leaflet
- Business card

DIGITAL

- Social media posts for Facebook
- Social media posts for Twitter
- Social media posts for Instagram
- Web banner – landscape
- Website pop-up
- Animate posters for use on social media and websites
- Videos: a selection varying in length and message focus (available Oct)

All artwork downloads are available online as hi res PDFs. Other formats and open artwork files by request at info@responsiblegamblingweek.org

RG Week: Messaging

Following research on the range of messages and language used on RG Week 2018 material, we have refined and streamlined both the range of messages and language used for this year.

RG Week 2019 Messages:

- Ask yourself... Are you still having fun?
- Ask yourself... Have you carried on past your spending limit?
- Just a heads up... It's good to set yourself limits.
- Just a heads up... It's easy to lose track of time when you are gambling.
- Play smart... Know when to stop.
- Remember... Friends and family are more important than gambling.
- Remember... Gambling is not a way to make money.

Each of the above 'messages' is deployed across a range of materials, the artwork and files for which are available to download from the **RESOURCES** section of the RG Week website (www.responsiblegamblingweek.org)

N.B. ALL artworks and files for a given message set are provided as a single download: download the full set and discard any files that you do not want.

PRINT

- Posters in portrait: sized A4, A3, A1 and A0
- Posters in landscape: sized A4, A3, A1 and A0
- Portable Pop-up Banner
- DL Leaflet – 2 Version: contact information & behaviours and contact information
- A6 Leaflet

DIGITAL

- Social media posts for Facebook
- Social media posts for Twitter
- Social media posts for Instagram
- Web banner – landscape
- Website pop-up
- Animate posters for use on social media and websites
- Videos: a selection varying in length and message focus (available Oct)

All artwork downloads are available online as hi res PDFs. Other formats and open artwork files by request from info@responsiblegamblingweek.org

NOTE: Point of Sale artwork with contact details specifically for Ireland is also available.

Implementation and Use of Materials

Your organisation will have selected the range of materials and messages that are most appropriate to your environment and customers and will discuss with you where these items are to be used and how. Below is a suggested outline implementation schedule:

1-3 weeks prior to RG Week 2019:

- A1 posters can be put in A1 frames in venue and light boxes
- Pop-up banners can be placed by reception and sales desks
- DL Leaflets made available at reception, sales and bar/diner
- Web banner put live on home page
- Facebook and/or Twitter post made

For RG Week

Existing material remains up in venue/online and the following MESSAGE based items are added:

- A4 posters displayed around club, alternating messages in frames next to each other
- DL leaflets are shuffled together, and handed out at reception/sales
- A6 leaflets are placed on table and/or in menu holders on tables, alternating messages
- Avatars added to Facebook, Twitter and/or Instagram accounts for the week
- Facebook, Twitter and Instagram posts: one message post per day, the same message to all channels. This would be a post of a share/re-post
- Facebook, Twitter and Instagram: post a Key Message & Icon, one per day, repeating first 2 Key Messages on day 6 and 7 of the week
- Web banner – landscape: mix RG Week message banners in with existing ads on page carousels
- Website login pop-up – at login
- Identify 10 RG Week Champions and ask them to wear t-shirt at work
- Hand out button badge to all staff and ask them to wear while on duty.

It may still be possible to produce last minute materials for Responsible Gambling Week by your marketing team/supplier. All digital items (web, social media and video) remain available to download from the RG Week website (www.responsiblegamblingweek.org) until 14th November.

All artworks can be found in the **RESOURCES** section of the website, under Artwork.

Please check that you have the materials you need to promote RG Week now, so that there is time to place orders for anything that is missing.

Material that promotes RG Week, if not already live, can go live now. Messaging material should be used from 1st November.

Website

This year the website has been updated and expanded to provide information, prepared in conjunction with GamCare, for the general public on responsible gambling: what it is, what responsible gambling tools are available and what training and support is available and where to find it.

There is a new domain name for this content: www.responsiblegamblinguk.org.

It will be available, and updated, throughout the year, reflecting the *safer gambling* activity that takes place across the industry and is available, every day of the year.



The previous site specifically for RG Week now forms a single section within the new site, and can still be accessed via www.responsiblegamblingweek.org.

Key Sections of the new website are:

Responsible Gambling:

What is RG, Safety Tips, Know the Signs, RG Tools and Self-exclusion

RG Week 19:

About, Features, Supporters, and Resources

Features:

A range of news items on RG and related topics

Training & Support

Professional training courses and resources and contact details for support organisations

NB: Registered user details for the previous site remain valid.

All consumer-facing material should link to the new site: www.responsiblegamblinguk.org

Social Media

Social media is a great platform to engage with all target audiences (particularly customers, staff and the general public) and was a huge success last year. Thanks to wide support, prior to, and during, RG Week we achieved some 20 million impressions! With your help we can beat that figure in 2019.

Most organisations and individuals supporting RG Week have a presence on social media, with many organisations actively promoting to, and engaging with, their customers this way.

Materials are available to ALL supporters and include a wide range of digital assets and posts, as well as the main RG Week logos, that can be used on Facebook, Twitter and, for the first time this year, Instagram.

We have asked all supporters to:

- Like and Follow **ALL** @RGWeek19 social media channels
- Promote RG Week through social media, either with specific RG Week material or by adding RG Week branding to posts.
- To use **#RGWeek19** and where appropriate tag **@RGWeek19**

In addition to the specific static social media posts, there are also animated posts available and social media friendly RG Week video clips. These will shortly be available on You Tube to share and promote.

In selecting materials to use and share please check that the content and contact details are appropriate to your venue, organisation and location.

In line with the RG Week strapline: *Let's talk about safer gambling*, RG Week will be using social media platforms to keep this important conversation going and will be posting throughout the month of October and November

The accounts being used to promote Responsible Gambling Week 2019 are:



Facebook - www.facebook.com/RGWeek19



Twitter - twitter.com/RGWeek19



Instagram - www.instagram.com/rgweek19

RG Week Social Media Activity

Social media posts from the official RG Week accounts for RG Week 2019 began in September. The table below gives an overview of the type of content that will be posted centrally to drive the campaign and provide a minimum level of activity.

It is essential that participating and supporting organisations also post content, and suggestions on this are given later in this document.

Social media messages about Responsible Gambling Week can be shared by individual users as well as by businesses, venues and online brands.

Draft weekly post content schedule for RG Week social media channels:

Countdown to launch	Simple messages indicating how long it will be until RG Week starts (paired with a corresponding countdown graphic)
Images of the campaign in venues/online	Images of the campaign collateral in venues around the country and screen grabs from websites
Social media posts	Simple references to all five sectors in the build up to RG Week.
Sharing collateral	Images of collateral such as leaflets and posters to further RG Week and its messaging
Facts and Figures (using agreed facts & figures for each sector)	Sharing statistics and data from the trade associations about the number of venues and sites
Behaviours	Posting the pre-prepared GIFs listing the positive behaviours users can undertake to gamble responsibly
How to access help	Sharing how to access help and advice on gambling responsibly from trained professionals (as per the A5 leaflet) and linking to Support section of www.responsiblegamblinguk.org
Sharing details of activity	Pre-promotion of webinars and reminders of events

Outline RG Week Social Media Post Schedule

Week 1	21 st October – 27 th October: Two posts, per channel, per day
Week 2	28 th October – 3 rd Nov.: Three posts, per channel, per day
Week 3	4 th November – 11 th Nov.: Three posts, per channel, per day
RG Week	7th -13th Nov.: At least Five posts, per channel, per day
Week 4	11 th November – 17 th Nov.: Three posts, per channel per day

Please ensure that those individuals in your organisation who are responsible for social media:

1. Have liked and followed channels
2. Have been instructed to LIKE and re-Tweet/re-post items
3. Are aware of the tags for RG Week: @RGWeek19 and #RGWeek19
4. Have prepared some unique posts for your organisation's support of RG Week

In addition, we will monitor, and respond to, any questions on RG Week Twitter, Facebook and Instagram channels.

RG Week 2019 – Social Media Assets

A wide range of social media posts are available in the **RESOURCES** section of the RG Week website, under ARTWORK (www.responsiblegamblingweek.org) for Supporters to use prior to and during RG Week itself. These include:

- Basic announcement post: 2 versions
- Key Behaviour Posts: 5 separate posts, one for each key behaviour with icon
- Message based posts: 7 different messages, each with 2 versions
- Formatted RG Week image overlays, that place the RG Week logo and hash tag at the bottom of any post image: 3 versions – ORANGE, BLUE and WHITE
- Animated versions of posters: 1 Basic announcement, 7 Message based

There are also a range of **15 second and 30 second video clips** with RG Week messaging available. There are conversation starter messages and others with football and horseracing themes. All can be downloaded via these **Vimeo links**:

Conversation starters: <https://vimeo.com/groups/rgw19conversationstarter>

Football: <https://vimeo.com/groups/rgw19football>

Racing: <https://vimeo.com/groups/rgw19horseracing>

We need as many supporting organisations, and individuals, as possible to engage with social media and to help provide and drive content, audience reach and audience engagement.

Below are some suggestions on how to do so:

- **Send us pictures of RG Week marketing material displayed in venues**, ensuring that no other promotional material is captured in the image and that no people are present unless they have agreed to appear in the picture, and have done so in accordance with organisational policy on images for use on social media.

Email the images to pr@responsiblegamblingweek.org with **RGWeek19** in the subject heading, please ensure that you state the name of your organisation, details of the location, any people in the image and the relevant social media tag.

- Organisations may wish to post these images directly to their own social media accounts, in which case we ask that you **tag @RGWeek19 and #RGWeek19**: we will repost and like.

- If there are RG Week activities taking place, such as coffee chats, then **take pictures**, again ensuring that no other promotional material is captured in the image and that no people are present unless they have agreed to appear in the picture and have done so in accordance with organisational policy on images for use on social media. **Share via Facebook, Twitter and/or Instagram and tag @RGWeek19 and #RGWeek19.**
- **Tagging RG Week 2019 in your own work** around responsible gambling so we can share it with the wider audience – tag @RGWeek19 and #RGWeek19.

We will be replying to responses we receive from the public and liaising with relevant contacts at each trade association for sector-specific enquiries. We will also be re-tweeting and reposting positive messages we receive from operators, trade associations and individuals.

As social media is a key part of the campaign, the aim is to try and ensure that both parties (operator and social media account management teams) are appropriately briefed and better informed to work together, in helping to support and further the campaign, exploring messaging, post scheduling and deployment of RG Week materials on social media, whether through use of stand alone RG Week items or deployment of image/post overlays.

Please ensure your organisation follows the official RG Week accounts.

Your social media activity can start from mid October, but please ensure that the majority of social media activity takes place during RG Week itself: 7th-13th November

PR Overview

This section provides an overview of planned media activity, media-handling protocol and guidance on how to deal with issues raised during an interview or interaction with the media.

In order for the campaign to engage at grass roots level, as in previous years the focus will be predominantly on using regional media (broadcast, print and online) to deliver coverage nationally, with the exception of trade and business to business (b2b) publications, which are national.

We currently have a number of trade titles that are active supporters of RG Week including:

- Affiliate Insider*
- Bingo Life
- Calvinayre.com
- Casino Beats
- Casino Guardian
- Casino International
- Casino Life*
- Coinslot*
- EGR Magazine*
- European Gaming*
- G3 magazine and Newswire
- GB Newswire
- Gambling Compliance
- Gambling Insider

- Gambling.com
- iGaming Business
- Intergame
- International Casino Review
- Online Bingo.co.uk
- Racing Post*
- SBC News*
- Totally Gaming

* Anticipated strong support based on 2018 engagement.

This year's PR activity will use the results of a bespoke piece of consumer research about responsible gambling, commissioned by the RG Week campaign and undertaken by YouGov. It will provide a unique news hook, with regionalised versions, enabling us to engage with a greater number of media outlets and channels.

We will put the press releases on the RG Week site (www.responsiblegamblingweek.org) as soon as they go live. There will be coverage in the media and on the RG Week social media channels, which you can share/re-Tweet.

Campaign Imagery

A range of new images are available from the RG Week website (www.responsiblegamblingweek.org) and by request from info@responsiblegamblingweek.org.

These show RG Week 2019 materials and staff in a range of venues: casino, bingo club, AGC and betting office.

Dealing with Media Enquiries

All media enquiries regarding RG Week will, in the first instance, be fielded by our media agency, the PHA Group (PHA). Depending upon the nature, sector, topic and angle of the enquiry, PHA will then liaise with the relevant trade association and organisation or company.

All sectors should only speak on behalf of the sector they represent and/or operate in, and from the perspective of their sector, on relevant products available within their sector.

If asked about another sector or product, spokespeople should defer to the relevant industry trade association.

If you are approached by a member of the media about RG Week and/or safer gambling please in the first instance, ask the enquirer to wait while you locate your line manager or appropriate member of staff. If that is you, then you can, if you have authority for your organisation:

- Answer those questions that relate directly to your organisation
- Address some of the RG Week and safer gambling questions based on the brief below
- Refer them to PHA: pr@responsiblegamblingweek.org Tel: 0207 4400 361

GENERAL Q&A

What is safer gambling?

Safer gambling means being able to gamble without putting yourself or others at risk. It's about treating gambling as a fun activity, rather than as a way to make money. It's about understanding the risks and making an informed choice as to whether you participate, and if you do, about how much you can afford to gamble.

What is Responsible Gambling Week?

Responsible Gambling Week is an Industry led campaign designed to promote awareness of safer gambling running 7th– 13th November 2019 to promote safer gambling. The initiative is led by the Industry Group for Responsible Gambling (IGRG).

Who is involved in Responsible Gambling Week?

Responsible Gambling Week is a national cross-industry initiative, led by the Industry Group for Responsible Gambling (IGRG), which comprises the trade associations which represent all five sectors of the UK gambling industry, plus the Irish Bookmakers Association.

Responsible Gambling Week has participation from operators from across the entire industry including arcades, bingo clubs, bookmakers, casinos and online operators, in addition to organisations outside the sector, like Punch Pubs, Welcome Break and Citizens Advice. By coming together with one voice, the UK and Irish gambling industry wants to raise awareness about safer gambling.

What will happen during Responsible Gambling Week?

The theme is "Let's talk about safer gambling" is intended to stimulate conversation between customers and the staff at the place they gamble, between customers and family and friends, and amongst the wider public.

To get the safer gambling message out as far and wide as possible, the industry will be leading on a range of activities through the week:

- Key messages will be shared via national, regional, local and trade media.
- Operators and supporters will have posters, leaflets, banners and information points across their gambling sites and venues, providing even more information about safer gambling to their customers.
- High street betting shops will have posters on their shop windows, so that the general public can benefit from the messages too.
- Staff at gambling sites will continue to be points of contact for their customers on safer gambling, and some operators will also have dedicated Responsible Gambling Week areas at their venues where safer gambling experts will be available to speak to customers.
- Partners such as GamCare and YGam, and industry stakeholders such as the Gambling Commission, will also be raising awareness through their websites and communication channels.

Through all of these activities, the UK and Irish gambling industry hopes to get everyone talking about what it means to gamble safely.

Shouldn't every week be responsible gambling week?

Each sector of the UK and Irish gambling industry works day in, day out, to promote safer gambling to their customers, but this campaign is about uniting as an industry to further raise awareness of responsible gambling and start even more conversations about what it means to gamble responsibly.

Are all UK and Irish venues participating/why is my venue not participating?

All sectors of the UK gambling industry and the Irish bookmakers have pledged to participate, and each sector has made a number of minimum commitments. This means that whilst every single gambling venue or site may not be taking part, this is the second pan-industry responsible gambling awareness campaign. Through this united effort, the UK and Irish gambling industry hopes to get everyone talking about what it means to gamble responsibly.

How big of an issue is problem gambling?

According to the UK industry regulator, the Gambling Commission, problem gambling rates have remained steady at around 0.6% for the past 20 years.

The focus of this week is on responsible gambling. By coming together with one voice, the UK and Irish gambling industry wants to raise awareness of responsible gambling across all of the UK and Ireland and start conversations about what it means to gamble responsibly.

Why a Responsible Gambling Week/why are you doing this now?

Social responsibility is fundamental to the gambling industry's approach.

The industry makes donations to gambling charities to fund treatment, research and education programmes, providing support and information, and raising awareness 365 days a year.

Each sector also runs awareness initiatives and provides its customers with tools to help them gamble responsibly and make informed choices. It is dedicated, year-round, to promoting responsible gambling.

What makes this week so special is the industry's willingness to come together and be vocal about social responsibility – coordinating and sharing the same messages to secure maximum impact. An achievement in itself which is not to be underestimated at a time when the Government is reviewing gaming machines and social responsibility measures, and which reflects the importance which all gambling sectors attach to this subject.

What's responsible about gambling?

Gambling is a form of entertainment. This means that when people gamble, they are handing over money for something that should be fun and entertaining. Responsible gambling is about treating gambling as a fun activity, rather than as a way to make money. It's about understanding the risks and making an informed choice as to whether you participate, and if you do, about how much you can afford to gamble.

How is this being funded?

Responsible Gambling Week is being funded by the Industry Group for Responsible Gambling and the Irish Bookmakers Association, whose mission is to provide a structure to better promote socially responsible gambling across all gambling sectors in the UK and Ireland.

Where can I find out more?

To find out more about Responsible Gambling and Responsible Gambling Week:

Visit: www.responsiblegamblinguk.org

Visit and follow @RGWeek19 on Facebook, Twitter and Instagram

If you are preparing a press statement that specifically references your support of RG Week or new initiatives you are putting in place regarding responsible gambling, and would like a comment or quote from IGRG, the organisation managing RG Week, requests should be made in the first instance by email: pr@responsiblegamblingweek.org.

Please state clearly in the subject heading MEDIA REQUEST followed by organisation name, providing details of the release in the body of the email, along with a contact name and telephone number.

Key Actions – October 2019

- Ensure that all key personnel are aware that RG Week 2019 is taking place and the dates: 7th – 13th November
- Ensure social media and website teams are aware of dates, briefed, following RG Week social media channels and are aware of the materials that are available to them for use to promote RG Week and the organisations support of the Week
- Ask key team member to lead and manage preparation for, and implementation of, the agreed activities for RG Week 2019
- If you have not already done so, email an appropriate web friendly version of your logo (either as a png file or a jpeg on a white background – size 150 x 100 pixels) to artwork@responsiblegamblingweek.org and confirm the URL that the logo should link to.
- Explore options for provision of free advertising space – in print and online and notify pr@responsiblegamblingweek.org

Key Contacts

Responsible Gambling Week (RGWeek2019) Team
info@leisureandgaming.co.uk

Deborah Roil – RG Week Campaign Director
deborah@leisureandgaming.co.uk

Checklist

Please find below a checklist that you may find useful.

Marketing

Do you know that marketing materials have been ordered for you?

Have marketing materials for RG Week arrived?

Have Team members been briefed on RG Week?

PR

Are you clear on how to respond to media enquiries?

Are your Team members clear on how to handle media enquires?

Websites

Have you spoken to your digital teams about having an RG Week logo and/or banner on your website and link to RG UK website?

Social Media

Are your social media channels following @RGWeek19?

Have you asked your Team members to follow RG Week's social media channels?

Have you taken pictures of RG Week marketing materials to share on social media and have you tagged your venue and #RGWeek19?