Leveraging BIM's Sponsorship of Irish Skipper Expo

Project Outline:
A team of BIM staff will work at the two-day Irish Skipper Expo event in Limerick (25th & 26th March 2022) and will engage with members of the sector to build their understanding of BIM supports and services to help develop their business.

Large-scale, interactive screens and smaller touch screens will display content including underwater demonstrations of gear technology that has been developed with support from the Irish fishing fleet to enhance sustainable fishing practices. A display model of selective gear that has been developed by BIM will be suspended over the BIM stand.

Content being displayed on screen will also include details of training and grant aid relevant to progress the particular business development needs of attendees.

The BIM CTU will be on site throughout the event and safety training demonstrations will take place.

BIM will also hold water safety training demonstrations at the pool located at the venue for visitors.

BIM will promote its sponsorship of the Irish Skipper Expo in the lead up to the event across different channels including online, print and broadcast media. On day one of the event, Friday the 25th of March, BIM will contract a national broadcaster to deliver an open broadcast on site.

Project Objectives:
The primary aim of BIM's sponsorship is to ensure a good understanding of the seafood development agency's supports and services. The Irish Skipper Expo event allows BIM to engage with one of its primary stakeholder groups directly.

Expected Benefits:
- Continue to build the profile of the Irish seafood sector.
- Build greater awareness and uptake of BIM administered EMFF/EMFAF supports and services among the fishing sector.
- Increase understanding of the role the seafood sector plays to sustain rural, coastal communities.
- Promote the sector's sustainable (environmental, societal and economic) credentials.

Projected Cost: €68,000