

LACA National Seminar 2018

NSMW 25th Anniversary

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Managing Director

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NATIONAL SCHOOL MEALS WEEK



**12th – 16th
NOVEMBER 2018**

Review of 2017

Firstly - Thanks to our sponsors – Kraft Heinz

2017- successful year with greater reach across Regional Press (both Print and Online), TV and Radio, Local Online Media and Social Media

Success due to:-

- Securing Major Sponsor (3rd largest F&B company worldwide)
- The Marathons captured the interest of the press
- Incredible regional involvement - messages more localised
- Trinity Mirror whole heartedly supported LACA's NSMW
- Member involvement



received recognition at National Awards ceremonies

Two awards schemes were entered

Winner of Educating Magazine's marketing sector award

Shortlisted for the Cost Sector equivalent



NSMW 2018 Silver Jubilee Celebrations

2018 completed activities to date

- Thanks to Kraft Heinz for sponsorship in 2018
- NSMW 25th Anniversary logo created for members' use
- Webpage has had a 'Silver Jubilee' makeover
- Date has been tweeted and shared across industry
- Partner logos updated on NSMW Scrolling Page
- 2018 Plans signed off by the Board
- Promotional Video shot and published (available for LACA members to promote to colleagues)



Summary of what's happening this year

- New resources
- Promotional Video (now available for Regions/Members)
- NSMWeekly
- The Nation's Favourite poll
- A cake fit for a (future) King
- Endorsements
- #CookeditmySelfie
- National Roast Dinner Day
- Host a School Chef
- A National Tour – NSMW back on the road
- Media Advocate (Trinity Mirror)



Lots of ways to get involved

Web: www.NSMW.org.uk
Email: admin@laca.co.uk
Twitter: @NSMW or
#schoolmealsshoutc
#cookeditmyselfie
schoolmealsweek
Facebook:
Instagram: @NSMW1



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