

# OUTDOOR

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and social.

- 🔥 Inspire, through training, improved knowledge, confidence and competence to provide a greater level of safer knowledge to the consumer
- 🔥 Provide an outdoor environment for all brands to train on categories and products through workshop and practical experience
- 🔥 Expertly and safely lead groups in the practical use of products in the environment they were designed for
- 🔥 Qualify the knowledge and skills that the retail staff possess
- 🔥 Bring the outdoor industry community closer and connect the dots between brands and retailers stimulating long-term retention
- 🔥 Network, Educate, Experience, Diversify and Social



# GOALS

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and social.

## Attendance

**44** Brands represented

**71** Staff attended

**23** Retailers

**12** Guest speakers

**6** Media

**156** Plate sets

**31** Certificates issued

## Suppliers miles

**7** Marquee

**14** Food

**6.3** Beer

**32.2** Coffee

**32.9** AV

\*The event produced only 3 black bin bags of waste in two and a half days.

# NUMBERS

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and  social.



3/8



6/8



and social.

**Harrison Ward** · 1st  
 Author featured BBC & C5, Motivational Speak...  
 2d

Well deserved and I feel like this is just the start for you

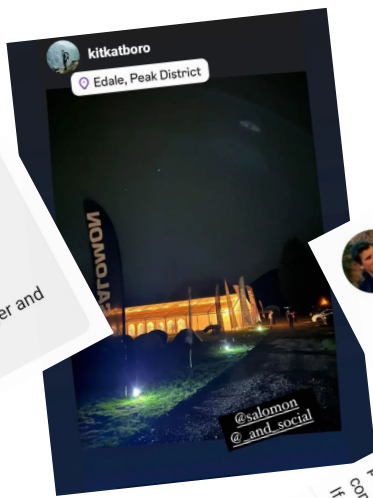


**r\_mcgregor** 4h

About last night....

**Matt Haigh** · 1st  
 Key Account Manager at Osprey Europe  
 3d

Amazing few days in brilliant company. Absolutely smashed it Adam! Hard work paid off and it'll only get bigger and better from here.



**kitkatboro**  
 Edale, Peak District

**Peter Darch Assoc. CIPD** · 1st  
 Head of People at Ellis Brigham Mountain Spo...  
 3d

Great work from you and Keith in pulling this off! Looking forward to seeing what you have in store next year.

**Lena Haushofer** · 1st  
 Exhibition Director // ISPO Munich & Outdoor ...  
 3d

Thanks for having us (ISPO) at your event. We had great talks with retailers and brands - indeed good times in Edale! 🍌🍌



**Fabulous!**

Our industry needs us working collectively more often at this level. See the photos of the happy faces as they hold their certificates with pride having collected training from the various teams present... and all training to go back to store with gusto.

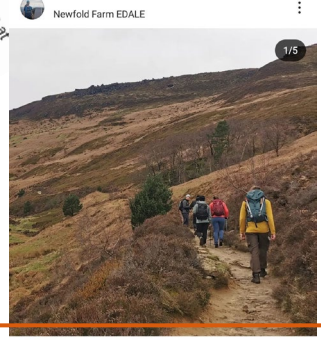
Well done to my brilliant Salomon team.

I hope more brands are able to support next time so that we can learn and educate together and give this event the attention it deserves. There's nothing to lose by backing grass roots initiatives members that return with fire in their bellies.

I know that the staff that return to the retailers that attended will be very happy with the enthusiastic staff comfortable protected and dry.

Put though it paces quite literally and excelled in performance keeping happy hikers and trail runners comfortable protected and dry.

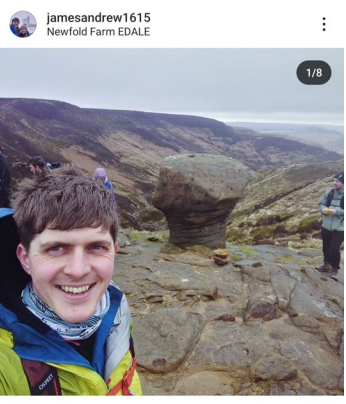
From my point of view Salomon demo pool was well received - well needed and very well used in the conditions outstanding too. All staff working tirelessly to deliver food and great service all round.



**Newfold Farm EDALÉ**

witchycake Great few days @\_and\_social this week learning what's new from brands and testing out gear in the best place for it - on the hill instead of an indoor classroom! Really didn't take enough photos as I was having too much fun. There were lots inspiring speakers across the event including @jamieladventuring and @fallfoodie - also excited to be one of the first recipients of an @oiauk and IOL recognised certificate in Outdoor Retail. This is something that I look forward to see developing in the future and giving outdoor retail staff better training and recognition for their product knowledge as it grows and making sure customers are getting the best advice in outdoor stores.

**Fiona Smith** (Sherlock) · 1st  
 Sales manager, Salomon  
 3d · Edited · 9



**jamesandrew1615**  
 Newfold Farm EDALÉ

A huge thank you to @\_and\_social for putting together an amazing event that brought together numerous outdoor brands and retailers. This was a fantastic platform to learn about kit and socialise doing what we all love, being outside.

Was it muddy? - Very!  
 Did that stop us? - Absolutely not!

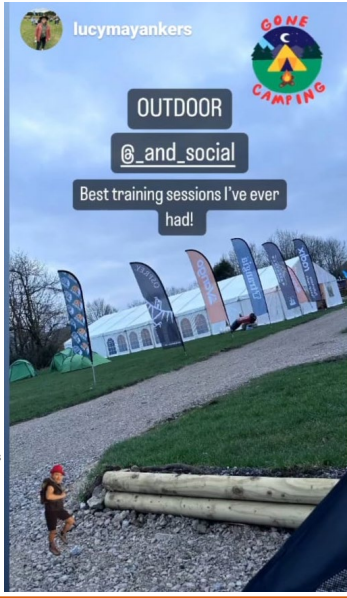
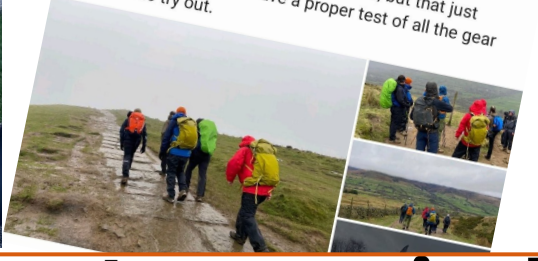
With the help of @mountainschoolukxmmammut we got to test kit from brands such as @salomon @ospreypacks @montaneofficial @blackdiamond and @leki.trailrunning in the wet and windy Peak District.

Truly, this is the best way to fully understand a product.

**Ella Ci**  
 Osprey E  
 2d · 9

It was great to meet everyone on this adventure and I can't wait to see you out on the hills!

What a fab week at **and Social**. with **Adam Renshaw** and **Keith Marshall**. It was great to have so much quality time with retail staff who are selling our products and representing our brands. All who attended were really engaged and left with a whole load more product knowledge. We had some rain and mud, but that just meant we were able to have a proper test of all the gear available to try out.



**lucymayankers**

OUTDOOR  
 @\_and\_social

Best training sessions I've ever had!

# FEEDBACK

