



Introducing the TG RoadShows

What is a TG RoadShow?

In 2014 TG introduced a new initiative, the TG RoadShow. The purpose was to invigorate local Federations and Guilds, and to attract new members. Successful events have been staged in Northampton, Burton upon Trent, Lichfield and Croydon.

Locally staged TG RoadShows are highly beneficial; they can help to increase the visibility of TG and help local Guilds to recruit new members. The RoadShow events provide an opportunity to involve the local press, TV and radio, to forge links with local businesses and generally raise awareness of TG.

How can we stage a RoadShow?

Help, advice and resources are readily available to help you stage your own RoadShow event. For more details, please see overleaf.

TG has resources available for Groups wishing to stage a RoadShow. They include:

- Flyers, posters and TG banners
- Advice – TGHQ will actively support RoadShow planning and TG’s media partner, Nexus Creative, is also available to support you with advice and practical help to stage the event, including assisting with PR, providing promotional material and by liaising with businesses who can provide content for the RoadShow.
- A guide, ‘How to plan a TG RoadShow’, is available to download from the TG website at www.the-tg.com/tg-roadshows.aspx or by contacting Jan Buck at TGHQ.
- Financial help

What do we do now?

Check the TG RoadShows website page to download the ‘How to plan a TG RoadShow’ document, or contact TGHQ with your details and we will send a copy to you.

We look forward to hearing from you!

For initial enquiries, your contact should be:

Jan Buck, National Vice Chairman, or Joanne Egan at TGHQ

Email: contact@the-tg.com

Telephone: 0121 326 0400

Townswomen's Guilds, Tomlinson House, 329 Tyburn Road, Erdington, Birmingham B24 8HJ

