

9-15 OCTOBER 2023

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Background





Why European Rental Week?

- 1. **Challenge**: How to promote the industry and support the national associations
- 2. Initial idea: A communications campaign that could be generalised across countries
- 3. Promotion-National Association Committee proposal: An annual Rental Day
- 4. Outcome: European Rental Week

What is European Rental Week?



9-15 OCTOBER 2023

- \rightarrow An annual event dedicated to the promotion of rental across Europe
- \rightarrow Takes place during the **second week of October** every year.
- → A framework provided by ERA for the national associations and rental companies to adapt to their needs.
- → Coordinates promotional activities in order to:
 - + Have a bigger impact
 - + Improve the attractiveness of the industry
 - + Raise awareness of the rental concept
 - + Promote rental as a sustainable, cost-effective and resource-efficient solution
 - + Learn from each other

European Rental Week 2023



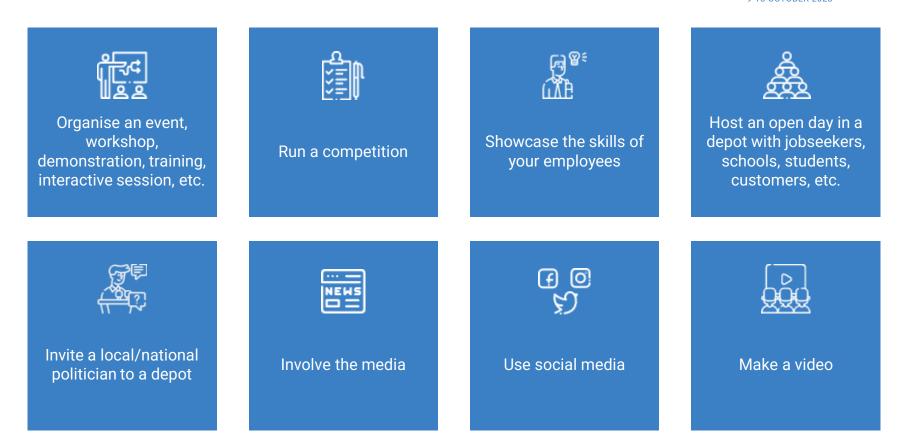


- \rightarrow 9-15 October
- → Theme is 'Investing in People'
- → Focus activities on showcasing opportunities, careers, development and training, etc.
- → But, we don't want to limit activities to this topic
- → The national associations may give it a different name:



What can you do?





Any questions or comments?







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Visit the website



europeanrentalweek.eu

Take part in European Rental Week to: PROMOTE your rental business STRENGTHEN the voice of the industry RAISE AWARENESS of the rental concept SHOWCASE careers in rental