

Review of Christmas promotions



Review of Christmas promotions: *posted 11 Jan 2012:* working with the Chamber of Commerce and Abingdon Town Council, the Partnership contributed to the drive to promote Abingdon over Christmas, starting with a Christmas Events programme that was published mid November. The Extravaganza followed on 1st Dec, with a huge turnout of spectators and a parade so long that it met itself coming back round the one-way system! For the first time a programme of Saturday events followed on the Market Place for the whole of December, including the hugely popular visit of Santa and his reindeer and also the donkeys, bands and the Christmas Market.

The working group felt it was a big step forward in Christmas promotional activity compared with previous years but would like to make 2012 even better. To gather up pointers on what could be done better, ideas for new ways of doing things or even requests not to do certain things, the Chamber are hosting a "Christmas 2012- Have Your Say" meeting on 26th Jan. You do not have to be a Chamber member to attend.

Contact paul.townsend@abingdonchamber.com to get further details.
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