

## **Marketing Idea for events: Barcoding**

**Target audience:**

Potential event attendees with smart phones!

**Cost:**

FREE



A 2d BARCODE links to your website or facebook page

### **Project Brief:**

Add a barcode to marketing material to whizz smart phone users to your website using their Neo-reader app.

### **Resources required:**

You can use the following site to generate 2D barcodes for free.

<http://barcode.tec-it.com/>

You can use this barcode generator as part of your non-commercial web-application or web-site to create dynamic barcodes with your own data. The only condition is, that you include the text "[Barcode](#) generated with TEC-IT [Barcode Software](#)"

### **Outcome:**

An up to date approach to marketing that is a new innovative way to spark interest in your events.

Thanks you to Bath and Bristol YM panel for this idea.

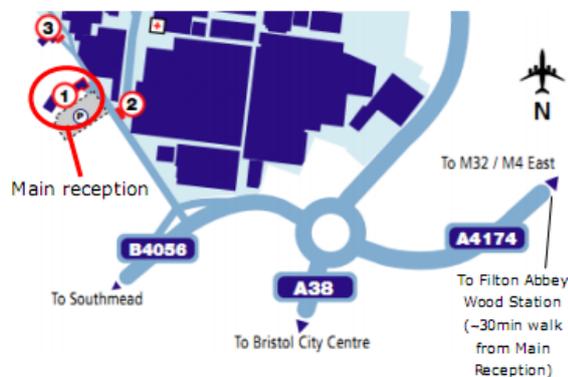
Bath and Bristol Young Members are pleased to announce a tour of the Airbus site facilities in Filton.

One of our key goals as a Young Members' Panel is to provide you with interesting events that will also help young engineers learn about the many possibilities for their future career.

Airbus is a leading aircraft manufacturer with one of the largest influences in the aviation and transport industry.

On the civil market, Airbus has a comprehensive range of airliners, including the world-famous 500-seat A380. Airbus is also a leader in the market for military transport, tanker and surveillance aircraft.

More than 6700 Airbus aircraft have been delivered, which means an Airbus aircraft takes off or lands every 2.4 seconds.



The core activities at Filton include the design, engineering and support for Airbus wings, fuel systems and landing gear integration. The tour will cover places such as:

- **A380 Landing Gear**
- **A400M Wing Assembly**
- **Fuel Test Rig**
- **Integrated Manufacturing Facility**

The tour will start in the morning from the Main Reception and will run up to 15:00, with a lunch break included. (Please note that no personal vehicles will be allowed in the site due to limited parking space)

Wednesday 2<sup>nd</sup> November 2011,  
9:00 – 15:00

There are **limited** places for this event. To sign up please contact the email address below giving your **Full Name, Date of Birth, Place of Birth and Nationality**. Without this information a place will not be assigned. Please note that there will be restrictions for non-EU or non-NATO nationalities.

For more details or to sign up, please contact:  
**Guillermo Durango** – [gjd24@bath.ac.uk](mailto:gjd24@bath.ac.uk)



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Example of the barcode in use on a poster