

# NLW National Licensing Week

## National Licensing Week- a chance to celebrate licensing!!

**2016 saw the introduction of the first ever National Licensing Week, launched by the Institute of Licensing as part of its 20th year celebrations. This initiative is established with a view to raising public awareness and bringing together practitioners in all areas of licensing to celebrate the role that licensing plays in everyday.**

NLW represents an opportunity for everyone involved in licensing to promote licensing in everyone's everyday lives. The underlying message of the initiative is that "licensing is everywhere" with daily themes to demonstrate how licensing effects our daily lives.

Public awareness of licensing is often enhanced when things go wrong - National Licensing Week is an annual opportunity to celebrate the positives in licensing, the problems and potential dangers averted through licensing and the contributions made by all to achieve this.

## How will you promote licensing where you are?

As an established week of celebration, NLW is seen by the Institute of Licensing as a chance for everyone to take make NLW their own where the live and work. More and more businesses and organisations are using National Licensing Week to showcase what they do as an opportunity to celebrate the diversity of licensing and all the participants.

To assist you with promoting licensing where you live and work, the Institute of Licensing has produced a number of resources that you can use when planning your own local NLW.

**Get involved and help the IoL to make National Licensing Week have a wide and positive impact. Licensing really is everywhere and NLW is the time to push the message far and wide.**

*"National Licensing Week is one of the industry's flagship campaigns - a rare opportunity to highlight the importance of licensing in today's society. Despite its role in everyday life, licensing often goes unnoticed. The aim of this campaign is to change this perception. The inaugural campaign last year was a great success and raised awareness through a number of job swaps and activities. With the 2nd NLW scheduled for June this year, I hope you will join us in extending our reach and educating people about all aspects of licensing."*

**Daniel Davies**  
CEO CPL Training Group  
Chairman of the IoL

## Resources: Posters

The underlying message of the initiative is that “licensing is everywhere with daily themes to demonstrate how licensing effects our daily lives.

- Day 1 – Positive partnerships
- Day 2 – Tourism and leisure
- Day 3 – Home and family
- Day 4 – Night time
- Day 5 – Business and licensing

**You can download the posters from the link below.**



[Download the NLW posters](#)



# NW

Licensing is everywhere  
Home and family

## Share: Social Media

This initiative is established with a view to *raising public awareness* and bringing together practitioners in all areas of licensing to celebrate the role that licensing plays in everyday lives.

Sharing NLW is key to raising public awareness about licensing and the work done around the UK to keep people safe.

- ➔ Use your own social media accounts and channels to promote licensing where you are
- ➔ Use our bitesize videos to enhance your own social media content
- ➔ Use hashtag #NLW with the current year (i.e. #NLW2022 for 2022)
- ➔ Tag NLW in your social media content @licensingweek (We will reshare your content!)



**@licensingweek**



**@InstituteofLicensing**

**NLW**

Licensing everywhere –  
Tonight's Leisure

## Share: Bitesize videos

Bitesize videos are a great way to create interactive social media content.

There are bitesize video clips for each of the five NLW day that you can watch and download from the NLW website using the link below.



[Download the NLW bitesize videos](#)



# NLW

everywhere -  
licensing