

**Press release**

\*for immediate release\*

10 May 2022

**Scotland’s Farm Business event appoints new agency**

Scotland’s leading Farm Business event, AgriScot, has appointed a new agency to manage their marketing, PR and communications, following an extensive review.

Agricultural and rural communications specialists, Jane Craigie Marketing (JCM), was unanimously selected to work with the voluntary board and event management company, Rural Projects, to deliver a creative marketing strategy.

This will see the event take a digital first approach with their communications and PR, utilising social media, video, audio and a range of online channels to demonstrate all that is on offer at AgriScot 2022, as well as the event’s broad industry awards including arable, dairy, beef, sheep, diversified and business skills.

JCM’s appointment follows a board review of the event’s objectives for the next three years. Commenting on the appointment, AgriScot Chairman, Robert Neill, said,

“Over the last couple of years AgriScot, like many other events, has been delivered online which has given us a chance to reach a new audience. It has really demonstrated the power of using digital channels to promote all that AgriScot offers, as well as the people who are involved, from the directors, sponsors, and exhibitors through to our seminar hosts, award recipients and event attendees.

“JCM has a strong reputation for delivering communications within the events, agricultural and rural sectors, using both digital and traditional marketing channels. They have an excellent knowledge of our industry with many of the team growing up in or around farming. I look forward to working with them over the coming years to showcase AgriScot as the business event for all.”

JCM owner, Jane Craigie added,

“We are thrilled to be working with the AgriScot team and all those involved in supporting the day. The event is one of the highlights in the agricultural calendar, not just in Scotland but across the UK, bringing the industry together to look at new solutions for farm businesses, share knowledge and develop networks. The agricultural industry faces a time of great change, making high-calibre events like AgriScot vital to business decision-making.”

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For more information, to arrange an interview or press enquiries, please contact Rebecca Dawes via rebecca@janecraigie.com or 07792 467730

**Notes to editors:**

AgriScot takes place on Wednesday 16th November 2022, at the Royal Highland Centre, Ingliston. The awards will be presented at this event.

Exhibitor stands for AgriScot 2022 have now sold out, but space for seminars is still available. Contact info@agriscot.co.uk for more information

AgriScot is free to attend, and registration is open at [www.agriscot.co.uk](http://www.agriscot.co.uk)

The event is organised by Rural Projects.

**AgriScot sponsors include**: Aberdeen Angus Cattle Society, Ayrshire Cattle Services, Arla, Brodies LLP, CIS, Cogent, CowAlert, Datamars, Davidsons Animal Feeds, Farmplan, Harbro, Holstein UK, Kilpatrick & Walker, Krone, McCaskie Farm Supplies, Merlo, McCormick, Moredun, NFUS, NFU Mutual, Norvite, NWF, Power Washer Services, SAC Consulting, Scottish Farmer, Scot Agri, QMS, Semex, Soil Essentials, Thomas Sherriff, Thorntons Law LLP, Watson Seeds, Yara UK

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