

TRIC Awards 2022 comment

Paul Tyler, CEO of Euronics

The team and I had a fantastic time at the TRIC Awards. It was an honour to be a sponsor and a lovely opportunity for us to catch up with our members, suppliers and allow our staff to attend.

When the opportunity came about to sponsor the TRIC awards, we knew we couldn't turn it down. The event is a celebration of successes within the radio and broadcasting industries but also does important work with the charities and communities it supports. Euronics is huge champion of local communities and constantly strives to give back to the people it serves. Our members are an important part of many high streets, we have 457 members across the country with over 600 showrooms. They are all independent electrical specialists there to help their customers within the community. As an example, we are currently supporting UEFA Women's Euro 2022 football, but taking that into our stores and engaging at a grassroots level to sponsor local girl's teams.

The TRIC awards are well respected within the industry and you can really appreciate and feel that being in the room, there is an excitement and competitiveness about winning the awards. You also got a sense of how invested everyone is to the awards and what they stand for. It's exactly how Euronics and its agents feel, they have a deep connection and investment within their communities. We care about what we do.

It was a fantastic event and we were delighted to present Roman Kemp with his award for Radio Personality. Roll on next year!