

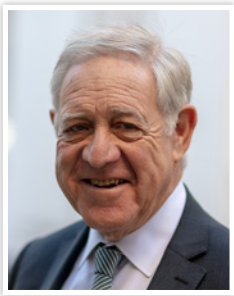
THE UK EVENTS REPORT

How Events Deliver the
UK's Industrial Strategy

EXECUTIVE SUMMARY



SUPPORTING SUSTAINABLE GROWTH
FOR THE UK EVENTS INDUSTRY



FOREWORD

A Big Role for Britain's Events Industry

Michael Hirst, OBE - Chairman, Business Visits and Events Partnership

The preparation of this report, which chronicles the enormous scope and potential of the UK's Events Industry, was started a year ago, but what now seems like a lifetime!

2019 was a landmark year for the Industry reporting direct spend of £70 billion, accounting for over 50% of spend in the UK visitor economy, providing over 700,000 jobs and generating in excess of £165 billion in trade facilitated at business events.

The occurrence of COVID-19 in the first quarter of 2020 has put all of that achievement on hold as the Events Industry has gone into lockdown and the precise timing of its re-emergence as a potent economic generator is yet to be fully understood.

The compilation of information in this report shows how far the Industry has come in terms of its enormous breadth, global competitiveness, expertise and how critical it is as part of the government's industrial strategy to kick-start the economy after the coronavirus pandemic. This will be an unparalleled opportunity to use both business and leisure events to showcase the country's abilities and resources and bring communities together and raise the nation's pride in so doing.

The last "Events are GREAT" report was published in 2014 in the wake

of the enormous success of the 2012 Olympic Games held in London. The boost that was given to Britain's position in the world as a leading destination for hosting global events and its ability to organise and market significant cultural, sporting and business occasions, with professionalism, creativity and flair, lives on to this day.

Now, in 2020, the UK confronts not only the impact of a pandemic but also, as it leaves the European Union, a need to realign its commercial footprint, drive UK businesses back to their peak and forge a new position on the global stage. Yet again events held in the UK will play a critical role in achieving this and projecting the UK's place in the world and its strengths as a nation of stature, with strong economic and cultural traditions.

This time the very essence of why events are critical to the national agenda will be demonstrated to the full. Events facilitate trade, attract inward investment and drive exports. Scientific and medical events disseminate knowledge and share research. Events drive the visitor economy. They showcase innovation, bringing cultural, social and commercial benefits to local communities and businesses.

And nowhere better can the UK's place in the world and its impressive soft power be seen than by hosting

major international business and governmental events. Already the country has been home to major industrial, political, commercial, medical, scientific, educational conferences and trade fairs as well as leading edge motivational, cultural, and sporting, music events and festivals.

The UK possesses an unrivalled network of high quality and richly varied purpose-built event venues and historic buildings. These provide an unequalled array of facilities in which to hold events. The UK's service suppliers and event organising professionals offer comprehensive provision of the most up-to-date technology and equipment for staging events. Their talent for first class creative production, marketing and logistical organisation is envied world-wide.

There is no doubt events in the UK embrace every part of the economy and enhance the country's natural assets. That's why this report complements the government's Industrial Strategy in which events are seen as very much part of the Tourism Sector Deal, improving productivity, reducing seasonality and filling spare capacity.

The government's International Business Events Action Plan further endorses the unique role events play. The UK government is committed to helping create new events to align with its key industry sector priorities,

to using events in order to promote UK businesses and their products and services, to attracting more international events and growing already successful events.

This report follows the outlines of the government's modern Industrial Strategy. It explores ideas, people, infrastructure, business environment and places. The Events Industry responds to all these elements. Time and time again it has been said that "events tick all the boxes" of a pre-eminent economic sector that can deliver major opportunities for the UK.

So, having built on past and present experiences, the chance for the United Kingdom to utilise the vitality, excitement and business

and social benefits created by events will once again come to the fore as it demonstrates that it remains a welcoming and open environment in a new political and trading framework, within a fast-changing global environment dealing with the fallout from a once-in-a-generation pandemic.

This report is prepared by the Business Visits and Events Partnership. BVEP's vision is to support sustainable growth for the UK's Events Industry across its diverse industry sectors. These cover meetings, conferences, exhibitions, trade shows, incentive travel, event hospitality, ceremonies, sporting and cultural events and festivals as well as other services provided to

travellers and attendees to events. BVEP's mission is to support growth across the entire sector via advocacy, networking, collaboration and a collective voice.

The report was compiled in what seems another age, but it will serve to provide testament to the power of events to create change and transform experiences, key requirements in facing and achieving the UK's future aspirations. So, just as the UK's Events industry had a winning role in the 2012 Olympics, it is poised to do so again, as the country re-adjusts to its economic and community challenges. It's a big role which the Industry is ready and eager to take on and win decisively for the United Kingdom.

EXECUTIVE SUMMARY

This report follows the outlines of the government's modern Industrial Strategy. It explores ideas, people, infrastructure, business environment and places. The events industry responds to all these elements. Time and time again it has been said that "events tick all the boxes" of a pre-eminent economic sector that can deliver major opportunities for the UK.

Events have so much to offer UK plc. They support the industrial strategy of the UK by positioning Britain as a centre of commerce, attracting companies and industries to do business in our country. They are also an ever-increasing export opportunity as they grow into new territories, creating inward investment opportunities, selling UK skills, expertise and products abroad.

Events shape a destination's identity, engender creative enterprise and stimulate innovation, cause positive social impact, strengthening community cohesion and heightening Britain's soft power.

Britain already plays host to an impressive number of high profile world events from major political, commercial, medical, scientific and educational conferences, trade and consumer exhibitions to leading cultural, sporting and music festivals every year. Now there is a growing appreciation by government and the wider business community of the value and the broader economic, social and cultural benefits of the events industry to the UK.

Business events, whether meetings, association events or trade exhibitions, underpin sectoral growth in the economy, attract foreign direct investment, and promote expertise and knowledge transfer opportunities. Festivals,

consumer shows, sporting events, and other cultural and music events all help to animate a destination which, in turn, drives more tourism, more business visitors and investors, and students wishing to come to the UK to study – whether that be in the area of event management or in other disciplines.

Events also stimulate thought leadership through the sharing of knowledge, research and intelligence that progresses scientific and technological understanding and innovation. They also bring communities together, whether they are united by a common geography, interest, cause or belief. Finally, events attract international audiences to the UK, who buy our products and services and, in many cases, return with their families, boosting and complementing the UK tourism industry.

The Economic Dimensions of the UK's Events Sector

The UK's events industry is estimated to be worth £70 billion in direct spend, accounting for over 50% of the UK visitor economy

In total, the UK's events industry is estimated to be worth £70 billion in direct spend, accounting for over 50% of the UK visitor economy. Over £31 billion of this total is comprised of business events, principally meetings, conferences, and exhibitions, while almost £39 billion is contributed by leisure events, including arts and cultural events, music events and festivals, and sporting and recreational events, as detailed below:

Business Events

- Conferences and meetings - £18.3 billion*
- Exhibitions and trade fairs - £11 billion**
- Incentive travel and

performance improvement - £1.2 billion***

- Corporate outdoor events - £0.7 billion****
- Total - £31.2 billion

Leisure Events

- Arts and cultural events - £5.6 billion****
- Festivals, fairs and shows - £6.0 billion****
- Music events - £17.6 billion****
- Sporting events - £9.6 billion****
- Total - 38.8 billion

*Source: UK Conference and Meeting Survey 2019

**Source: Economic Impact of Exhibitions in the United Kingdom, 2019

***Source: Events Are GREAT Britain Report

****Source: Value of Outdoor Events 2018 (UK)

In 2018 inbound business visits to the UK represented 22% of all visits, contributing 8.4 million visits and £4.5 billion in spend. Inbound business events attendees are valuable visitors, spending 30% more on average than leisure visitors.

There are over 5 million inbound visits to the UK annually to attend a business event, generating a spend of £3.5 billion.

In 2018 there were almost 5.3 million trips to the UK to attend a business event, generating almost 20 million overnight stays and a spend of £3.5 billion. 2017 research found that delegates from outside Europe spent £1,748 on average, compared to £990 by delegates from within Europe, and £329 for UK delegates. Crucially, delegates who extend their trip for leisure spend twice as much as those who do not.

However, it would be a mistake to focus only on the economic benefits that events can bring to the countries and cities of the UK, and to smaller towns and local communities. Events play a vital role in professional development, team building and performance improvement, community enrichment, charitable donations, celebrations, personal enjoyment and fulfilment, and a wide range of other benefits for individuals, communities and businesses.

Events can play a major role in asserting Britain's international trading strength, highlighting components of its emerging industrial strategy, its creativity and commercial inventiveness and bringing the country together to present its intrinsic values.

Wider Benefits and Legacies of Events

As well as the economic impacts of both business and leisure events, there is now much wider recognition of the many other benefits to accrue from hosting and staging conferences and other business events: research sharing, knowledge transfer, professional development, networking and relationship building, and the attraction of inward investment opportunities are among such benefits.

By attracting events from around the world, their delegates not only bring that economic benefit that is so vital to our economy, spending on everything from hotels to transport, restaurants to attractions. They bring their own global leaders and thinkers to discuss, debate, learn and share. And, by doing so, they engage with our own leaders and institutions in their particular fields: medicine, science, technology, aerospace, communications, finance and many others - leaving that invaluable legacy of knowledge and making connections

that will last for decades and influence our communities for generations.

Volume and Value of the UK Conference Market

Conferences and meetings attract 95.3 million delegates generating £18.3 billion of direct expenditure.

In 2018, there were an estimated 1.48 million conferences and meetings in the UK. These events were attended by 95.3 million delegates accounting for approximately 152.8 million delegate days. There was an average of 428 conferences and meetings per venue in 2018 – this was up on 2017 (373 events) and 2016 (419 events). The average event duration was 1.6 days.

The UK is 5th in the latest global ICCA rankings for staging international association congresses. However, in similar rankings published by the UIA, the UK is in 9th place, suggesting that, while the country is doing well, it could do even better.

Exhibitions Generate £11 billion for the UK Economy

In 2018 exhibitions in the UK generated £11 billion in spending and contributed £5.4 billion in value-added to the UK economy. This activity supported 114,000 jobs in the UK

UK exhibitions attracted over 9.1 million visitors in 2018 to almost 1,100 major events across a range of sectors for both trade and consumer audiences. Over 178,000 exhibiting companies participated in events. Just 23 UK-based AEO members organised over 1000 events outside of the UK in 2018-19, creating £2.17 billion of turnover for these UK businesses. Eighty-four per cent of those UK organisers operating

overseas expected their overseas exhibition turnover to increase over the next twelve months.

Two UK companies, Reed and Informa, top the global rankings of exhibition organising companies, with significantly higher turnover than any of their competitors.

Festivalisation has become a growing trend and buzzword around the exhibitions and business events sector in recent years. It derives from event attendees now demanding an experience and not just an event – an experience that engages, entertains and connects emotionally. It suggests that trade show attendees and visitors want to have fun and they want to experience an event that is not just informative or educational but is sociable, interactive and feels personal.

Incentive Travel

Incentive travel programmes are now back on companies' radar, with a deeper appreciation of their effectiveness for motivating and rewarding staff and dealers. The clear connection between incentive travel programmes and corporate revenues is proven and companies have re-committed to such events.

Companies are realising that incentive travel programmes have an effectiveness BEYOND sales. They are seeing that the growth in annual revenues that can be attributed to a well-executed incentive travel programme is only the tip of the iceberg in terms of real and lasting impact and now appreciate the benefits of setting 'soft' objectives for their programmes.

Outdoor Events

In 2018, there were 141.5 million visits to outdoor events in the UK, with a total on-site and off-site spend of £39.5 billion. The Gross Value Added (GVA) contribution was £30.4 billion, with a full-time equivalent employment of just under 600,000 people

Outdoor music events and festivals provide the greatest economic contribution, with the highest spend per event visit, GVA contribution and employment. Music and recreational events predominantly encourage overnight stays, supporting accommodation providers (including retailing of mobile accommodation) as well as food, drink, travel, durable goods and merchandise suppliers.

Attendance figures for events are not only important for those generating an income through ticket sales or secondary spend but also as an indicator of how relevant such events are to a person's lifestyle and quality of life.

The total number of attendances at outdoor events in 2018 was 141.5 million

Music Events

The area of the live music industry defined as 'music tourism' generated £4.5 billion in spend in 2018, rising 13% from £4 billion in 2017

The music industry's rich and varied programme of concerts and festivals continues to attract an increasing number of fans. In 2018, 29.8 million people attended live music events in the UK, a rise of 2% from 29.1 million in 2017. Total concert attendance in 2018 remained level at 24.9 million, but again the biggest growth was festivals, where the total

audience rose by 23% to 4.9 million – up from 4 million in 2017.

A total of 11.2 million music tourists enjoyed events in the UK in 2018 – up 3% from 10.9 million in 2017 (and compared with 6.5 million in 2012). Overseas visitors (music tourists) increased by 10% from 810,000 in 2017 to 888,000 in 2018, while domestic tourists accounted for 10.3 million of the total figure (of 11.2 million), a rise of 2% from 10 million in 2017.

The average spend by overseas music tourists was £851 in 2018 – a rise of 13% on the £750 of 2017. The figure was more than four times higher than the £196 average spend by domestic music tourists in 2018 – up by 5% on the £186 of 2017.

Sporting Events

Sports tourism has been central to the growth in global travel and tourism during the new millennium. Sport also has a role to play in helping to address wider social issues: it can help to address gender inequality and assists with the development of life skills such as leadership, decision making, organisational and management skills. Sport can also act as an effective medium for conveying educational messages relating to health issues such as HIV/AIDS awareness and malaria.

Major events can deliver directly, or act as catalysts for, wider social impacts or environmental impacts. The social impact of an event concerns its effect on the people and communities around which it takes place and includes, amongst other things, the development of skills and volunteering, inspiring participation and delivering satisfaction.

In 2015, there were 2.57 million domestic overnight trips in England which involved watching live sport, 3% of the total, with spending of nearly £631 million



How events deliver on the UK's Industrial Strategy

In 2017 the government published its Industrial Strategy. In introducing the strategy, the government said that, while the UK has significant economic strengths which can be built upon, more needs to be done to increase productivity and make the most of the untapped potential right across the country. It undertook to boost productivity and earning power across the country by focusing on the five foundations of productivity.

1. Ideas – Events to be the world's most innovative sector

The UK has been at the forefront of technology innovation and adoption for many years. This includes the events industry. It is an area that has seen rapid growth in the innovation of new technology types and adoption of both home-grown and imported technologies.

The report describes a number of key ways in which the events industry supports and delivers the government's objectives of increasing creativity and innovation across the UK economy. It also shows the UK's leading edge position in the

development and application of technology for the management of events.

Creating events is very much part of the creative industries. Event creative includes the development of new concepts and ideas, driven by strategic insight, designed to bring a brand to life in a fresh way. From advertising agencies to architecture to broadcast media to event agencies, the IP (intellectual property) is in creative thinkers dreaming up ideas and concepts that can then be produced.

Event services tend to fall into two buckets: strategy and creative-led event planning, and production-led event delivery. Today's larger event agencies often offer robust services in each bucket, whilst smaller agencies are closely aligned to other 'creative industry' companies. Event creative includes the development of new concepts and ideas, driven by strategic insight, designed to bring a brand to life in a fresh way.

The global growth trend and the UK's contribution to this have been aided by three factors: first, by the cultural trend of increased technology adoption rates for events; second, the trend of an increase in UK-based innovations; and, finally, through the expanding trend of London as a global technology hub.

2. People - The UK is renowned for the skills and experience of its events people

As an industry, events lead to the employment of over 700,000 people from apprenticeship level upwards.

The events industry could not exist without human capital. Despite advances in technology, events rely on people for their existence, such as the creativity and the human empathy that they provide.

Human capital is the stock of skills, knowledge and experience that a person or workforce possesses. A major part of event management is the leadership and management of human resources. As an industry it is important to understand the nature of this human capital, its advancement and flows.

Recognition of the importance of people to the events industry was demonstrated by the setting up of a Talent Taskforce by the Events Industry Board. The purpose of this was to assess the skills, talent and human resource processes across the events industry in order to produce an evidence-based report for ministers that would provide key recommendations to government, and the industry, to remain competitive on a global scale. The aim is to help the events industry develop a sustainable, competitive, highly skilled workforce, aligning with the Department for International Trade's "Attract, Create and Grow" vision for events and trade fairs in the UK.

The Events Industry Board Talent Taskforce survey (EIB TTF) identified a shortage in event-specific skills within the workforce. There were five consistent areas where these shortages existed: sales and business development, project management, creatives, technical and client handling. Fifty-four per cent of respondents believed that the majority of the absence of these skills sits at mid-level within their businesses.

3. Infrastructure - The ongoing need for investment

Competitor countries are investing in new space, both in well-established event destinations and newly emerging destinations.

While the UK undoubtedly has a good record for investing in the

physical infrastructure required for a 21st century events industry, there will continue to be a need for ongoing investment, whether this is to increase capacity through new or refurbished venues, to adjust existing facilities to meet the changing demands of today's and tomorrow's events, or to improve the transport links into the UK from overseas, within the UK between destinations, or, at a local level, for transportation of event delegates and attendees within and across individual cities.

However, an Events Industry Board working group identified that the UK only has two venues 'of scale' which, during prime time, are almost completely booked. The consensus was that this limits the opportunity for the UK to win and expand its international base of exhibitions and congresses at peak times. This is replicated amongst hotel room availability.

In terms of transport and rail infrastructure, all significant projects as well as new government strategy documents should take into account event venues in their feasibility studies/workflows.

4. Business environment - Great growth opportunities

Events can play a major role in asserting Britain's international trading strength, highlighting components of its emerging industrial strategy, its creativity and commercial inventiveness and bringing the country together to present its intrinsic values.

A report drafted by the BVEP in 2016 suggests that there is an opportunity for the events industry to 'position itself as an integral part of the broader trading nation that needs to re-define itself with the European Union and forge new trade agreements with other international

markets. In other words, the future success of the UK events industry is also inexorably linked to the longer term impacts on the key industrial sectors it serves.'

In June 2019 the government published its 'International Business Events Action Plan 2019-2025'

The UK government's vision is for the UK to maintain its position as a leading European country for hosting business events, conferences and congresses. To do this, the government wants to help **create** new international business events, **attract** more existing events to the UK, **grow** our already successful events and **retain** those that might be thinking about leaving.

To meet these objectives, the Action Plan outlines the provision of six different types of support to the business events sector: 1. Government Advocacy; 2. Financial Support; 3. Destination Marketing; 4. Arrivals and Welcome; 5. Capacity and Connectivity; 6. Government Coordination.

VisitBritain's Business Events Growth Programme forms part of the government's commitment to build the business events sector, supporting the attraction of international business events which align with the government's priority industry sectors, and growing the international profile of business events in the UK

The Business Events Growth Programme offers three types of support:

- Bid Enhancement & Support for the winning of new international business events for the UK
 - International Delegate Growth to support the growth of existing business events in the UK
 - Government Advocacy to support the UK's business events industry. VisitBritain and the Department for Digital, Culture, Media and Sport (DCMS) can provide Government Advocacy (soft power) to support the UK's business events sector, by working with cross-government partners.
- Further support could also involve the global **GREAT Britain campaign**, through branding and marketing support. This campaign showcases the best of what the UK has to offer to inspire the world and encourages people to visit, do business, invest and study in the UK.
- The global GREAT Britain campaign is the government's most ambitious international promotional campaign ever, uniting the efforts of the public and private sectors to generate jobs and growth for Britain.
- ## 5. Places
- Events help make prosperous communities across the UK*
- VisitBritain, the tourism marketing agencies of the devolved administrations and destination marketing organisations are working to attract and stage successful events so that communities can benefit from such activity.
- VisitBritain** is focussed on raising awareness with buyers and organisers to consider the UK for business events. Together with **VisitEngland**, its strategy is designed to increase business wins to the UK and support the key pillars of the British Tourist Authority's corporate strategy:
- **Growing value** – by targeting the high spend segment afforded by business events. Just a single business event win can have a large, concentrated economic impact
 - **Improving productivity** – business events are year-round, but with high peaks of activity in spring and autumn. Capacity mapping can help the events industry to fill gaps in occupancy more effectively
 - **Enabling dispersal** – business events activity is very concentrated in London. English regional destinations need support to be more competitive and to access international markets
 - **Being the expert body** – business events are a major priority for the UK government. They can also act as an enabler for the government's industrial strategy and a catalyst for trade and investment in priority sectors.
- The Meetings, Incentives, Conferences and Events / Exhibitions sector is a significant contributor to the economy of Northern Ireland. **Tourism Northern Ireland's (Tourism NI)** brand proposition demonstrates what is offered to event buyers when choosing to meet in Northern Ireland:
- VisitScotland's Events Directorate** is responsible for supporting and developing Scotland's events industry and its wide and diverse events portfolio. It focuses on three main areas:
1. Building on its previous work and the legacy of 2014 to attract, sustain and develop major events, festivals and business events and maximise their impact
 2. Leading and advising the events industry, providing information and training, sharing best practice and

working with the industry to focus on quality delivery

- Using events to maintain and enhance Scotland's international reputation, influencing partners to develop Scotland's infrastructure.

Located within the Welsh Government, the **Visit Wales Business Events** team promotes Wales as a destination for meetings, incentives, team building, events and conferences. It provides impartial and free advice on products and venues across Wales that cover city, countryside and coastal locations in a mix of modern, historical and purpose-built facilities, supported by spectacular landscapes, incentives and accommodation options.

Destination marketing organisations (DMOs), often trading as convention and visitor bureaux (CVBs), bring the destination to the marketplace, offering a 'one-stop-shop' enquiry point to the conference and event organiser. However, many organisations have now also begun to redefine their purpose, joining with other public bodies to create economic development organisations whose remit covers not only tourism, but also investment, export and the attraction of students and talent.

Identifying the Trends that Make a Difference

- Destination Sector Alignment in Conference Bidding**
 One of the important trends in recent years is the strategy being adopted by many UK cities (along with many overseas destinations) to align their bidding for events with the strengths of their particular local economy. This is not just local industry and commerce (ie. manufacturing and service sector businesses) but also the local 'knowledge economy', encompassing universities, research centres and institutes, and teaching hospitals.
- Work/Life Balance**
 Wellness is huge with professional meeting planners today. Diet and healthy menu planning remain an active focus in negotiations. But wellness today is much more than a proper diet – it's about work/life balance. Planners believe a healthy mind and body helps enable productive participants. So yoga, meditation and breathing classes for meeting breaks are in growing demand, as is spiritual exploration.
- Orchestrated Serendipity**
 Engineering and embracing the unexpected for meaningful moments. Meetings and events provide a unique opportunity to act as an escape from everyday, over-scheduled lives. Event strategists should embrace and even engineer the unexpected, turning away from agendas to create meaningful moments, content, and interactions that participants will value and remember. Event strategists will need to plan flexibly and curate serendipity.

- Bigger than Oneself – acting on a meaningful message**
 An event must completely embody the message that it stands for, and the most meaningful, successful events will be impactful ones. Event strategists should embrace the message of an event and identify the right moments for the message to come to life. Consistency is key, and event strategists will need to ensure that every detail is aligned with an event's message, and that participants hear the message throughout.
- Clear Sense of Place – leveraging geography for deeper enrichment**
 With so much available online, consumers are putting additional value on the experiences that cannot be achieved on a computer or at home. Event strategists should think about events that allow for exploring surroundings, decreasing the emphasis on content to allow for adventure and outdoor exploration.

Business Visits & Events Partnership

The Business Visits & Events Partnership (BVEP) is an umbrella organisation representing leading trade and professional organisations, government departments/agencies and other significant influencers in the business visits and events sector. BVEP and its partners and supporting organisations have a shared interest in the economic benefit and growth of conferences, meetings, exhibitions, trade fairs, incentive travel, corporate hospitality, ceremonies, as well as other business, sporting, cultural and festival events, and including a range of additional services provided to travellers and attendees at events.

Vision

BVEP's vision is to support sustainable growth for the United Kingdom's Events Industry.

Mission

BVEP's mission is to support growth across the entire sector via advocacy, networking, collaboration and a collective voice.

Objectives

BVEP's objectives are to:

- a. Operate an umbrella organisation to represent, promote and further the interest of member organisations involved in the United Kingdom Events Industry
- b. Advance the interests, standing, quality, sustainability and growth of the United Kingdom Events Industry
- c. Seek greater collaboration across the Events Industry sectors on common issues
- d. Forge close links with government departments, including devolved governments where possible, via representation that can

influence favourable policies towards the Industry. In particular, to maintain strong relationships with key sponsoring departments: DCMS, DIT and BEIS

- e. Seek a stronger link with the Creative Industries and other related sectors
- f. Encourage joint events
- g. Increase the focus on professionalism and skills development.

Full membership of the BVEP is open to all organisations or representative bodies in the private, public or voluntary sectors whose primary activities are in the field of Events in the United Kingdom. Membership also applies to international organisations with divisions or arrangements which represent the interests of their members in the United Kingdom.

The BVEP Partners at the end of 2019 were:

- Association of British Professional Conference Organisers (ABPCO)
- Association for Events Management Education (AEME)
- Business Travel Association (BTA)
- Core Cities
- Events Industry Alliance (EIA), representing three bodies: Association of Event Organisers (AEO), Association of Event Venues (AEV), and the Event Supplier and Services Association (ESSA)
- Events Industry Forum (EIF)
- Event Marketing Association (EMA)
- Event and Visual Communication Association (EVCOM)

- HBAA
- International Congress and Convention Association (ICCA)
- London & Partners
- Meet in Ireland
- National Outdoor Events Association (NOEA)
- Professional Convention Management Association (PCMA)
- Production Services Association (PSA)
- Tourism Northern Ireland
- Visit Wales
- VisitBritain
- VisitEngland
- VisitScotland

Supporting government departments and agencies include:

- Department for Digital, Culture, Media and Sport (DCMS)
- Department for International Trade (DIT)

Access to full information on BVEP and its partner organisations is via the website: www.businessvisitsand-eventspartnership.com

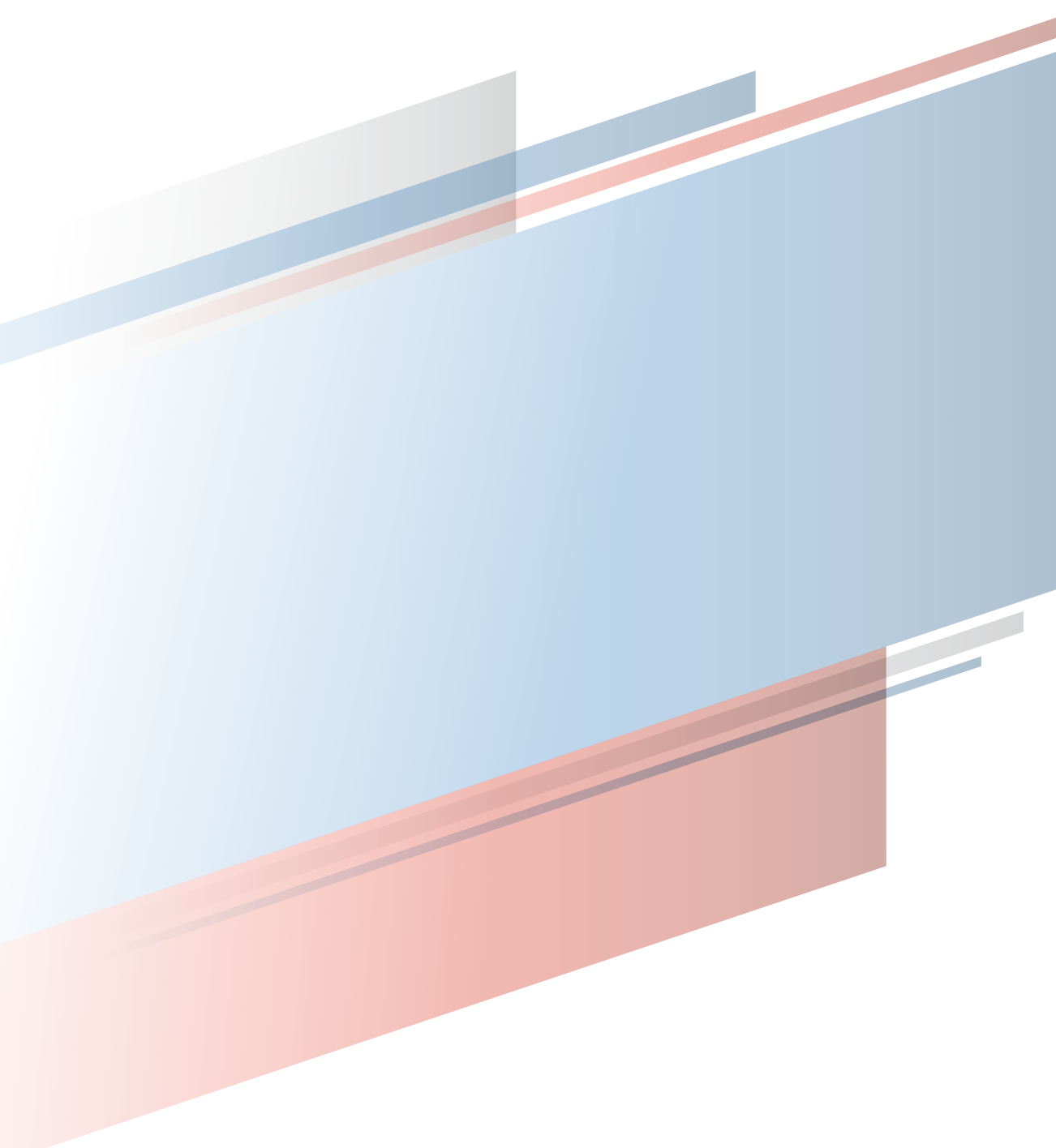


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