



ALL PARTY PARLIAMENTARY GROUP UK Events industry

INVITATION TO SUBMIT WRITTEN EVIDENCE FOR THE APPG INQUIRY **'To what extent is the UK events industry internationally competitive?'**

The UK events industry is currently worth £36bn, with aspirations to grow to £48.4bn by 2020*.

The UK's reputation in the creation, staging, and production of events*, be they business (brand activations, conferences, conventions, large meetings, exhibitions), or cultural and music festivals, sporting events and other indoor and outdoor public events and fairs is unparalleled.

Even before 2012, with both the Olympic and Paralympic Games, the Cultural Olympiad and the Queen's Diamond Jubilee Celebrations, projecting the UK's event expertise to the forefront of global event excellence; the UK event industry had already been recognised as one of the most creative, diverse, and professional in a global market place.

The industry's reputation is built around; the quality of our creative industries; the diversity of our venues; our alignment with industry – financial, medical, environmental, sporting or digital; and the global expansion of our events and exhibition industry.

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. As an industry events lead to the employment of over 570,000 people from apprenticeship level upwards. They 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 complimenting the UK tourism industry.

Most importantly the industry's aspiration to expand by £12bn by 2020 supports the growth agenda for the UK.

This inquiry has been established to explore and understand how competitive the UK is internationally and to provide recommendations to government on the steps it can take to increase its share of the global events industry.

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You are invited to answer the following questions, please feel free to use personal experience, research and opinion in forming your statements:

- How would you define the events industry?
- In your opinion, where does the UK rank in global events excellence and in which territories and market sectors does it have most success?
- In which markets and sectors is the UK behind its competitors and why?
- What are the barriers to growth for your business/organisation and the wider UK events industry? (UK organisations only)
- What inspiration can the UK market learn from your experience with international competitor markets? (For companies and organisations operating abroad).
- What inspiration can the UK market take from your own organisation / industry's success? (international organisations only)
- How important is subvention and destination/ venue support in increasing competitiveness?
- How can the industry better support education, employment, apprenticeships and training?
- How well does the UK event industry embrace sustainability issues, and is this a factor in its international competitiveness?
- How can the UK events industry become more internationally competitive and what can we learn from our competition?
- Where can government play a part to assist in this process?
- What more can the industry do to help itself?

* Source: Britain for Events Report

* The word event is representative of any event, including but not limited to: meetings, exhibitions, conferences, corporate hospitality, sporting, festivals, live events, experiential, product launches both indoor and outdoor etc.

Timescale and schedule for the enquiry

We would appreciate receiving your written evidence (which should be no more than four double sided sheets of A4 by 19th April 2013: please send your evidence to the secretariat of the enquiry, Britain for Events, appg@britainforevents.co.uk

Please indicate here if you would be unable to submit evidence in person or through video conferencing

Please indicate here if you do not want your written evidence available for public view
(A list of all names of Organisations who submitted evidence will however be published.)