



play

BRITAIN FOR EVENTS

UPDATE
OCTOBER 215

A stylized graphic of the Union Jack flag, featuring red, white, and blue geometric shapes that form the cross and saltire. The graphic is positioned on the left side of the page, with the rest of the page being a solid dark grey color.

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INTRODUCTION

MICHAEL HIRST OBE



31 SHADES OF AUTUMN GOLD!

October is normally the month associated with falling leaves, darker nights and time to put the clocks back.

But in the events business time marches on to the beat of the month that showcases the very best of Britain in displaying superior events in a myriad of unique venues staged by some of the most creative and highly professional event organisers anywhere in the world..

For this is the month when Britain For Events culminates in National Events Month. Thirty one days when conferences and meetings, exhibitions and trade fairs, outdoor events, motivational travel programmes, cultural, sporting and festival occasions are highlighted

to show just how much events of all descriptions drive the business, visitor and regional economies.

The month provides big opportunities to impress buyers, event attendees, suppliers, local and national and politicians just how important are commercial and community gatherings to boost trade, exports, inward investment, regeneration, social well-being and destination growth. There are a whole host of signature events at which the industry can reflect with great satisfaction on the value it creates and the success which it projects internationally and domestically.

This is truly the season to celebrate that Britain is the world's gold standard event destination and the 31 days of October are for the events industry autumn gold indeed.

INSIGHT

SIMON HUGHES VICE CHAIR BVEP



The Event Management Trailblazer group that have been leading the development of the Apprenticeship Standard have been invited to the next BVEP meeting on Monday 19th October to give partners an update on the progress made with gaining approval for this innovative, employer led scheme.

It has been a busy summer for the team, supported by the active involvement of the standard development board and Industry Advisory Board drawn from people across the event industry. Over 75 organisations provided feedback on the draft standard, which was submitted for approval on Thursday 24th September.

In early October the team will be meeting with assessment and training providers to start developing the assessment criteria and delivery options for the apprenticeship. Once developed, the

Trailblazer team will again consult with the industry to ensure that it is fit for purpose for the breadth of employers. This will then be subject to government approval and the aspiration is that full approval of the apprenticeship standard will be early in 2016 when employers can then start recruiting apprentices.

Key features in the draft standard include the way that different options can be chosen by employers to ensure it is fit for purpose and aligned with their business needs, as well as giving employers the ability to negotiate price and delivery options with their own chosen training provider in order to encourage take up across a wide range of companies, organisations and associations.

Feedback on the submission should be available in the next three weeks, so the partners at the BVEP meeting will be getting the very latest update on this exciting programme.

The Event Management Apprenticeship is creating a new route into the event industry for the young talent of the future we need to maintain our world leading position for both innovation and creative excellence in event management and production.

EVENTBRITE



A CLEAR PATH TO EVENT SUCCESS

If you've ever contemplated running your own event, I'm sure you'll have had the same kinds of thoughts I used to.

When should my event page go live? What should I charge for the tickets? Should I create the budget before or after I've found a venue? How do I find the right suppliers? How do I promote it so it's a success?

There's a large number of things to think about when running an event, and if you're considering launching one for the first time, you'll also need to consider things like audience research and creating a coherent event strategy, as well as the logistical details.

To help cut out the confusion and provide you with a clear path to event success, Eventbrite has partnered with over a dozen experienced event professionals, creating a free month-long online course on how to successfully launch a new event.

We'll be releasing a new lesson every weekday during National Events Month, so you – and anyone you know – can easily follow the steps towards creating your own event.

Join us at www.eventbrite.co.uk/blog, and starting from October 1 you'll have all your questions answered.

Happy organising!

#NEMO CELEBRATION EVENT

This year's annual celebration of the events industry will be hosted by The Mermaid at their conference and events centre, in the heart of the City of London.

The reception, organised by Britain for Events, will see senior figures from the UK event industry being joined by members of parliament, government officials, campaign supporters and members of the Business Visits & Events Partnership (BVEP).

Michael Hirst OBE, Chair of the BVEP, says; "This annual event provides the entire events sector with the perfect opportunity to meet and celebrate the significant contribution they make to the UK economy each year in front of MP's and various government officials. We are grateful to The Mermaid for their support in hosting this event."

Held during National Events Month, the reception will take place on Monday 19th October 2015 from 6pm - 9pm within the recently renovated Upper River Room overlooking the river Thames.

For further information:
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RESEARCH ON RESEARCH

BVEP ANNOUNCE SIGNIFICANT INDUSTRY RESEARCH PROJECT AS PART OF NATIONAL EVENTS MONTH

The Business Visits & Events Partnership (BVEP) have announced the first 'research on research' project, designed to provide a central, online, searchable and freely accessible point of reference for anyone looking to find existing research and information on the UK events sector.

The aim of the project is to catalogue, on behalf of the BVEP and for the benefit of the entire UK events sector, both industry-generated and academic research that has been produced since 2000. The online directory will include a brief reference on each item of research with appropriate links and details of how to access the data.

Michael Hirst OBE, Chair of the BVEP says; "This is a highly significant piece of research, commissioned by the BVEP and announced during National Events Month, which we believe will be of benefit to the entire sector. We judge this project to be unique and the first attempt of its kind globally to produce a comprehensive register of published events industry research."

While the primary focus will be on UK research, studies undertaken in other countries, which are felt to be relevant, will also be referenced. The project will also assist the BVEP Research Group to identify key gaps in existing market intelligence so that future activity can focus on how best to fill such gaps.

The research will be undertaken jointly by Tony Rogers, of Tony Rogers Conference and Event Services, and Glenn Bowdin, Head of the UK Centre for Events Management at Leeds Beckett University. Both Tony and Glenn serve on the BVEP Research Group and both have been involved in a variety of industry research projects over many years.

The project commences in October 2015 and the objective is to have the first stage completed by March 2016



EVENTS IN OCTOBER

Events are taking place across the entire events industry to celebrate National Events Month. Here are just a few of the highlights.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				1	2	3	
4	5	6	-Venues & Destinations Summit -The Sport Business Summit	-The Sport Business Summit	8	10	
11	12	13	14	-LIVE UK summit	-ABPCO Living Wage debate	17	
18	-AEO Exhibitor Masterclass, Liverpool -Cocktail Reception at The Mermaid	19	20	-The Showman's Show	-The Showman's Show -Chief Strategy Officer Summit	-Chief Strategy Officer Summit	24
25	-APPG AGM	26	- Parliamentary Dinner at The Conrad, Westminster	27	28	-ISES UK annual Halloween networking event	29
					30	31	

VENUEFINDER



VENUE & EVENT SECURITY IN THE UK

As the most popular digital venue finding service, venuefinder.com is a proud supporter of Britain for Events. We feel passionately about the UK events industry and promoting the UK (both venues and people working within the industry) to the World. To help venues and event organisers alike in these days of increased security risks from international terrorism, we have published a free timely [white paper](#) about event and venue security.

The paper covers a wide array of venue and event security issues with advice from ExCeL's Chief Operating Officer Brian Cole, Showsec Director Simon Battersby, Tactical Support Group, Director Dave Boswell and the National Counter Terrorism Security Office (NACTSO).

The topics covered include:

- Three Simple Steps to Securing your Venue
- Talking Venue Security with ExCeL, Chief Operating Officer, Brian Cole
- Outdoor Event Safety & Security, a case study: Pickering Traction Engine Rally
- Talking Event Security with Showsec Director Simon Battersby
- A case study: Camp Bestival
- Opinion: Are you in control of your accreditation security? By Peder Berg, Managing Director of Event Advantage Solutions (EAS)

We hope that the paper will be of practical interest and will help maintain the reputation of the UK as not just the most creative events location in the World but one of the most secure too.

www.venuefinder.com/venue-event-security.aspx

PARLIAMENTARY DINNER AT THE CONRAD

Following the success of the Britain for Events dinner hosted by The Conrad St.James, Westminster in October 2014; we are delighted to announce the return of the event for National Events Month October 2015.

With The Conrad being in close proximity to the House of Commons, it is the natural home for our annual parliamentary dinner. The event will see a guest list of senior event industry professionals, members of parliament and government officials coming together to discuss and debate important issues affecting the UK events industry and to celebrate another successful year for the British events industry.



PARTNERS AND SUPPORTERS

This important annual campaign would not be possible without the generous and vital support of our official Partners & Supporters.



For further information about the Britain for Events campaign, please contact;

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#NEMO

