

Notes from UKEVENTS Business Events SUB-GROUP

12 June 2023

Attendees: Lisa Hatswell - UVL, Heather Lishman - ABPCO, Suzanne Singleton - ICCA, Rory Archibold – Visit Scotland, Rachel Parker - EIA

Apologies: Paul Black - VisitBritain, Kerrin MacPhie - MIA

This was the first meeting held in 2023, following Jamie Ades move abroad.

Jamie had circulated key subject areas for members to lead on and it was agreed that these areas should be reviewed to see if still relevant.

Brexit – PB

VisitBritain have already published the FAQ document ‘Bringing Business Events to the UK’ which HL and SS fed into.

Whilst this was added to the list to ensure business events were being covered, it was questioned if there was duplication of effort with the advocacy and government relations group.

Still concern about VAT and import of goods. Action: RP agreed to speak to MH / PB

Recruitment – HL & SS

Would like to create a portal / page on the UKEVENTS website that signposts all the different projects and schemes that individual associations and businesses are working on within the business events industry. This will crossover into the work being done by Richard/Candice on the apprenticeships and also maybe what the power of events are looking to offer.

We need to look at potential individuals and their pathways in, to help businesses eg apprenticeships etc.

Update: The Power of Events are creating a career pathway which covers much of what was discussed – RP will share more info as it comes available. In addition to this they are also creating a Schools & College engagement plan which will provide the tools for individual associations and members to use.

RA advised on a talk by Intel and how they accessed funding from gov etc. Again is this crossing over into another group. Is our priority to ensure business events are being incorporated into all the existing work that is going on?

SIC & SOC Codes - KM

KM is happy to continue to promote and educate on SIC/SOC codes. It was agreed it would be good to remind members of the codes that should be used whilst new codes are recommended/added and adopted, KM suggested we list the codes on the working group webpage. Action: KM / RP

EDI & DEI - RA

VB is creating DEI Pathway Guide working with New Intent. This is with design now so will be ready for circulation at the end of the month.

RA advised there is a huge amount of internal work needing to be done to create the ‘happy place’, paying decent wages, getting the work life balance right. There is a need to advocate better conditions for our teams to make the workplace a better environment. UK needs to be seen to be

championing EDI on the international stage to attract more events. This is all part of the work being done with VB.

It was noted **accessibility** needs to be included somewhere – either in this group or as a stand-alone topic. KM has since clarified that Ross Calladine, VisitEngland is in the process of creating a set of tools on accessibility training/ guidance which will be available via their website later this year. This can then be linked via members own websites.

Sustainability – LH & RP

Visit Britian are in process of creating a SDG framework guide for business events – this to be circulated to support with RFPs – this is part of our VB strategic work on impact and legacy + sustainability toolkits.

It was agreed that we need to pull together all the information that is on offer from accreditations to measurement tools. We also need to find out what is recognised internationally.

LH & RP are meeting next week to further discuss.

In addition it was suggested creating an appendix of acronyms and their definitions to assist members.

AOB

UKEVENTS website to be updated to reflect new members of group. Action: RP

We need to ask if BEAM are nominating another rep to help on this group. Action: RP

VB has research webinar on **Wednesday 12 July** 1500-1630 for our Cities – will feedback on key findings on deck, all members of this sub-group will be invited.

VB had meeting with DBT / DCMS to discuss business visitors including events for new legislation in Oct – waiting for update

VB Business Events Growth Programme opened for FY 2022/23 – already 10 applications pending approval

Mia Student membership will be launched at The Meetings Show. This will include a presentation from mia/ EAAB and Inntel, promoting apprenticeships and a career in the industry.