



W: [www.businessvisitsandeventspartnership.com](http://www.businessvisitsandeventspartnership.com)  
E: [info@businessvisitsandeventspartnership.com](mailto:info@businessvisitsandeventspartnership.com)

**To the attention of Lord Kamall**

Parliamentary Under-Secretary of State for Civil Society, Heritage, Tourism and Growth  
100 Parliament Street,  
London SW1A 2BQ  
E: [dcmslordsminister@dcms.gov.uk](mailto:dcmslordsminister@dcms.gov.uk)

10<sup>th</sup> October 2022

**Dear Minister,**

I am delighted, on behalf of the Business Visits and Events Partnership (BVEP), representing the UK Events Industry, to wholeheartedly congratulate you on your new appointment as Parliamentary Under Secretary of State at DCMS with responsibility for Tourism.

I am sure you will be fully briefed by your team of the critical importance of the Events Industry, as a main driver of the UK visitor economy, accounting as it does for over 50% of visitor spend. But it has a far greater impact in so doing. It can, if used effectively, support the implementation of the government's economic and societal priorities and policies.

You will know from your previous responsibilities as Parliamentary Under Secretary of State for Technology, Innovation and Life Sciences how important scientific and technology events are for the development of a knowledge-based society spurring its growth and innovation. The UK has a resilient, highly innovative, world-class conference and trade show industry that attracts international visitors and showcases our products and services to the world. Our cultural and festival sector entertains millions every year and by so doing enriches local communities and enhances prosperity across UK destinations.

There is strong recognition that events play a critical part in the Tourism Recovery Plan. This sets out new initiatives that will improve the already strong offer of the UK as a world destination of choice for meetings, conferences and exhibitions, so that it can retain its unrivalled position as the world's meeting place revenues to . To this end the Tourism Industry Council has established an Events Industry Board Working Group which is working on measures that will re-build business, currently estimated to be worth £50 billion in visitor spend back to pre-pandemic levels of over £70 billion. Added to these figures are conservative estimates of at least £165 billion of trade transactions at UK events. Included in such measures are a strong focus on events that can support events in the Government's target economic sectors.

The Events Industry believes there are many more opportunities to use the UK's unique talent in staging events to support the Government's core objective of growth and a more aspirational society.

We look forward to working with you and your team to deliver on your objectives.

I look forward to meeting you at the Tourism Industry Council in Bristol on the 28th of October. I also hope it will be possible to agree a separate meeting in the near future to look in more detail at the opportunities afforded by the Events sector to fulfil your remit of growth in the economy.

With kindest regards,

**Michael Hirst OBE**

*BVEP Lead – Advocacy & Government Relations*



W: [www.businessvisitsandeventspartnership.com](http://www.businessvisitsandeventspartnership.com)  
E: [info@businessvisitsandeventspartnership.com](mailto:info@businessvisitsandeventspartnership.com)

## **About the BVEP**

The Business Visits and Events Partnership's (BVEP) vision is to support sustainable growth for the UK's £70 billion UK Events Industry. BVEP's mission is to support growth across the entire sector via advocacy, networking, collaboration and a collective voice.

BVEP's objectives are to:

- Operate an umbrella organisation to represent, promote and further the interest of member organisations involved in the United Kingdom Events Industry
- Advance the interests, standing, quality, sustainability and growth of the United Kingdom Events' Industry
- Seek greater collaboration across the Events' Industry sectors on common issues
- Forge close links with Government departments, including devolved Governments where possible via representation that can influence favourable policies towards the Industry. In particular, maintain strong relationships with key sponsoring departments, DCMS, DIT and BEIS
- Seek a stronger link with the Creative Industries and other related sectors
- Encourage joint events
- Increase the focus on professionalism and skills development.

## **BVEP PARTNERS**

Association of British Professional Conference Organisers (ABPCO)  
Association for Events Management Education (AEME)  
beam (formerly HBAA)  
Business Travel Association (BTA)  
Core Cities  
Events Industry Alliance (EIA)  
Events Industry Forum (EIF)  
Event Marketing Association (EMA)  
Event & Visual Communication Association (EVCOM)  
International Congress & Convention Association (ICCA)  
London & Partners  
Meet in Ireland  
Meetings Industry Association (MIA)  
Meetings Professionals International UK & Ireland (MPI)  
National Outdoors Events Association (NOEA)  
Production Services Association (PSA)  
Professional Convention Management Association (PCMA)  
Professional Lighting and Sound Association (PLASA)  
Tourism Northern Ireland  
Unique Venues of London (UVL)  
VisitBritain/VisitEngland  
VisitScotland  
Visit Wales.

## **Supporting Government Bodies**

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