

Business Visits & Events Partnership

April Newsletter

Vote for Britain's Event Industry



DCMS Announces New Strategy for Business Visits and Events

The Department for Culture, Media and Sport has unveiled a cross government strategy for the UK events industry, following widespread engagement with leading industry bodies, government departments and agencies.

The Strategy includes a series of initiatives set to add long term value to the industry.

Leading figures from the events industry will be invited to sit on a new Business Visits & Events Board to represent the sector within government. The Board, will be tasked with identifying business opportunities and to win more events for the UK.

It is proposed that the Business Visits & Events Board will report to the Ministerial GREAT Programme Board and will comprise membership from the business visits and events industry, relevant government departments, VisitBritain, UK trade & Investment (UKTI), VisitScotland, Visit Wales, Tourism Northern Ireland and VisitEngland.

The board will identify a priority list of business visits and events, along with appropriate actions for bidding, and will assess requests for ministerial support from the UK regions. The Home Office will discuss special arrangements at ports of entry, and produce UK visa 'mythbusting' advice,

Secretary of State Sajid Javid said: "There is already a significant amount of work to support the business visits and events industry: UKTI, Foreign and Commonwealth Office, the devolved administrations and others support specific events. However, there has never been an overarching strategic approach business events before. This strategy sets out how we will build on existing work by taking a more co-ordinated and targeted approach to the support we provide".

Michael Hirst, chairman of the British Visits and Events Partnership, said: "This is a solid blueprint for action whatever party is in power post the General Election in May. "What is essential is that the industry endorses the support that is now being expressed and works to ensure this momentum is maintained after the election."

"It's an amazing achievement for the events industry to be finally getting the attention it so richly deserves," Hirst added. "We need to support the strategy, and see it through for the good of the industry."

[A copy of the report can be downloaded here](#)



"Through this new approach we will showcase our industrial strengths, bolster exports, stimulate inward investment and boost tourism."

Sajid Javid, Secretary of State



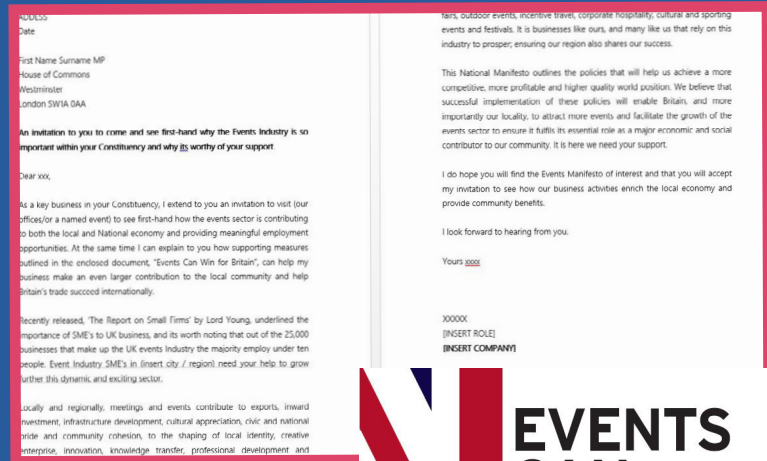
Members of Government Invited to Visit Events and Businesses

The BVEP is encouraging industry professionals and businesses to engage their local members of parliament parliamentary candidates in the run up to the general election and beyond.

Following the launch of the partnership's manifesto - Events Can Win for Britain - earlier this year the BVEP has now developed a standard letter that can be amended and sent by anyone looking to influence local and national government on the multiple economic benefits of the UK.

"As a key business in your constituency, I extend an invitation to you to visit our (offices/named event), to see first hand how the events sector is contributing to the local economy"

To view the BVEP Invitation letter template, please [download it here](#)



To view the 'Event's Can Win for Britain' manifesto, please [download it here](#).



Tourism Alliance Highlights Ways to Boost Growth and Employment



The Tourism Alliance has published its tourism briefing 2015, highlighting six ways to boost growth and employment.



The UK tourism industry is made up of a vibrant mix of 250,000 inbound, out-bound and domestic travel and tourism businesses that are integrally linked to one another, often utilising the same infrastructure, consumer base and regulatory framework.



Together, these businesses make the tourism industry the UK's third largest employer, providing jobs for 3.1m people (over 9.6% of the UK workforce) and contributing £127bn to the UK economy (9% of GDP).



The Government identified tourism as one of six key industries that could provide much needed employment and growth to reshape and rebalance the UK economy.



1. Increasing Government revenues
2. Enhancing business competitiveness
3. Boosting export earnings
4. Driving regional growth
5. Supporting the rural economy
6. Rebuilding seaside destinations

To view the Tourism Alliance briefing, please [download it here](#)



Visit Britain to take up Business Event Promotion



As part of the recommendations emerging from the Government's Triennial Review of VisitBritain and VisitEngland; VisitBritain, the agency which has responsibility for international tourism promotion, has been told it should undertake international business events promotion for England, and at Britain level alongside other GREAT partners and, where appropriate, the national tourist boards.

VisitBritain ceased activities in business event promotion in 2010, following government cutbacks in its budget allocation. At that time it closed its business tourism unit and handed over the role of international representation for business events to VisitEngland, with the other national agencies in Scotland, Northern Ireland and Wales maintaining their own business event units.

VisitEngland will hand over the tactical delivery of international marketing of England to VisitBritain, but still play an important coordination role with those of its stakeholders with international aspirations.

There will also be a Challenge Fund, administered by VisitEngland, which will be used to further enhance England's tourism product to ensure that England is able to offer world class visitor experiences for both business and leisure visitors. The Review recommends that DCMS should have further discussions with BIS and UKTI on how tourism's contribution to the 2020 export strategy could be enhanced and developed.

To find out more information about the Challenge Fund, please visit their website [here](#)



Britain for Events Announce Return of National Events Month

Following the success of last year's National Events Month October (#NEMO) Britain for Events are proud to announce the return of the annual campaign's promotional month, #NEMO.

Following the same structure as last year, National Events Month October will dedicate four consecutive weeks in October that celebrate sectors of the events industry; 'Conferences and Meetings', 'Exhibitions and Experiential', 'Outdoor, Music, Sporting and Cultural' and 'Corporate Hospitality'.

Since the success of last year's #NEMO, the campaign has gained a host of new supporters, including Cvent, venuefinder.com, International Confex, IMEX, and many more. #NEMO has also returned in 2015 with a new brand image and more ambitious plans for the campaign.

If you would like to a part of Britain for Events or support #NEMO 2015, please visit ['Britain for Events'](#) for more info on how to become an official sponsor or get involved.

