

BVEP Newsletter - July issue

This edition of the newsletter takes a look at some of the recent work, successes and announcements from the Partners of the BVEP. Partners are encouraged to submit new initiatives and examples of best practice for inclusion in future editions.

The announcement from VisitBritain on their market plans for business tourism as part of their three year strategy to grow inbound tourism to Britain is warmly welcomed. At the launch it was acknowledged that business tourism is a significant component of international tourism to the UK and is performing strongly. The report figures showed that events boost Britain's image overseas and business travellers are a ready audience for activity that promotes an extension of their stay in Britain for leisure activity.

The publication of the UK Economic Impact Study provides a true value of the economic contribution meetings and events make to the economy and job creation and cover a number of other key measurements. The results will heighten the profile of the industry and help immensely in providing detailed evidence to advance the industry's advocacy.

Michael Hirst, Chair of the Business Visits & Events Partnership

In the news - APPG Events Inquiry

Following a healthy response for evidence, this month Nick de Bois MP, Chair of the APPG on Events along with Britain for Events held two successful witness sessions at the Houses of Parliament (5 & 17 June). Witnesses included representatives from the BVEP, TUI Travel, London & Partners, VisitBritain, ISES UK, Congrex UK, Eventia, MCI and Sustainable Events provided verbal evidence to Nick de Bois and a host of MPs as the topic of how to make the UK events industry more internationally competitive picks up pace.



With the inquiry stage complete, Britain for Events as secretariat along with Nick de Bois will begin to compile their report outlining a series of recommendations and action plans to push through change. These will be passed onto Ministers throughout government before being presented to the industry and media at a special summer launch event.

Keep up to date with news on the inquiry [here](#)

Partner News - ABPCO free Wi-Fi research

The Association of British Professional Conference Organisers (ABPCO) has joined forces with event Communications Company Max Wi-Fi to create a white paper entitled "What events must ask their venues about Wi-Fi". The paper, initially available to ABPCO members, follows the PCO (Professional Conference Organiser) Wi-Fi check list created by ABPCO in February this year as part of ABPCO's Conference Cloud Campaign calling for free Wi-Fi for conference delegates.



The report, written by Max Wi-Fi Technical Director Richard Hughes, is designed to provide insight into typical issues that might arise and help PCOs and event planners ask the right questions to ensure that venues are providing appropriate Wi-Fi support for their event.

View the full article [here](#)

Research - Events Industry Forum Purple Guide

The Events Industry Forum (EIF) has now launched the Purple Guide online via its [website](#). The comprehensive guide to all aspects of event management is still available for comment and suggestions before it is signed off by the end of the year.



The draft document comes in time for the summer season of outdoor events and music and cultural festivals.

For further information contact EIF Secretary Jim Winship – jim@tesa.org.uk

Britain for Events – 2013/14 Programme

The Britain for Events campaign launches in earnest once more this summer with the high profile support of International Confex, VisitScotland, London & Partners and Liverpool Convention Bureau as well as major event industry associations and the Business Visits & Events Partnership.



The annual campaign remains the most inclusive self-promotional campaign for the UK events industry and continues to lead the way in creating a more competitive environment for everyone.

In 2013 the campaigns objectives remain the same; to make the UK a competitive international industry. To be the official ‘flag waver’ for the industry and to underline its value to business, government and the wider event going public.

Last year, the campaign continued to make steps to benefit the industry, raising over £1m worth of positive PR across our industry, into business, national and consumer media, and including print, broadcast and online exposure.

Visit the Britain for Events [website](#)

In the news - Minister adds Support to Events Industry at IMEX

Hugh Robertson, MP Minister for Sport and Tourism has added his backing to the Declaration of Support for the meetings and events industry.



In addition to Mr Robertson’s signature, 38 politicians came together at IMEX in Frankfurt last month from destinations all over the world and signed the declaration.

Michael Hirst commented “To add Hugh Robertson’s support to that pledged by other senior politicians at the Forum is really encouraging. It demonstrates that our sponsoring Minister understands the power of meetings and events and is prepared to back our industry efforts. The continued support in promoting the importance of meetings and events on a world stage shows the leadership the UK brings to this global industry.”

The Declaration of Support highlights the characteristics of the sector as a major driver of growth and development in the world economy where it creates jobs, increases trade, attracts inward investment, spreads knowledge, enhances innovation and regeneration, nurtures community cohesion and enriches the visitor economy whilst shaping destinations.

To read the full story click [here](#)

Partner News - AIM Accreditation for Venue Quality Grows

Co-ordinated by MIA, the AIM accreditation continues to be the standard by which venues and buyers can be assured of a quality experience for their meeting or event in addition to guaranteeing that all procurement criteria is met.

Growing numbers of bookers use AIM accreditation as part of the tendering process and leading agents are using AIM to fulfil the requirements of their clients' stringent audit trail and procurement processes.

For additional information contact: janel@mia-uk.org.uk



Research - BVEP Website Launch

Dame Tessa Jowell MP launched the new Business Visits and Events Partnership website on Tuesday 9 July in Westminster.

A supporter of the BVEP, Tessa Jowell launched the first incarnation of the site, originally doing so 10 years ago in 2003. The partnership welcomes her involvement and support. The new website will continue to offer visitors and member's direct access to news and features from within the sector.

Visit the new BVEP [website](#)



Contact us

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