

BVEP Newsletter - October issue

The **Business Visits & Events Partnership's** aim is to lead the way in supporting a competitive, high quality and more profitable business visits and events sector in Britain.

"Welcome to the first issue of the new bi-monthly newsletter from the Business Visits & Events Partnership. Through this forum we're looking forward to sharing with you news, facts and figures, research and reports, and updates from stories relevant to members of the partnership. The last few weeks have been very interesting for all involved in the events sector with a new Minister taking on responsibility for tourism and early data out on how our iconic year is affecting business visits and events. Added to this we saw an event industry briefing at the House of Commons take place through our partner initiative, Britain for Events, making the case as to why we need this level of support more than ever."

Michael Hirst, Chair of the Business Visits & Events Partnership

Britain for Events - 'Events in the Community' Briefing at the House of Commons

The briefing was addressed by Nick de Bois MP, Chairman of the All Party Parliamentary Group for Events, Michael Hirst, Chairman of the Business Visits & Events Partnership and James Berresford, CEO, VisitEngland. All spoke about the contribution both business and cultural events make to driving the economy, growing employment and trade, creating inward investment and regenerating destinations and their impact on community cohesion.

During the presentation, Nick de Bois spoke of the positive characteristics of the events sector and the need for the industry to respond positively to the Government agenda on job creation and apprenticeships. He praised the industry for its professionalism in delivering iconic events during the Olympics and Paralympics.

James Berresford said that VisitEngland had a key focus to work closely with destination management organisations to grow business tourism. "A key part of the Regional Growth Fund obtained by VisitEngland will be used to grow the business tourism market internationally" he said. Adding, "We are committed to co-ordinating a major presence at key international shows".

Hirst commented, "I am hopeful more MPs and local government leaders will recognise the importance of this message and get behind the industry."

Read full release and speeches- <http://www.britainforevents.co.uk/news.html>



In the news - Cabinet Reshuffle

Michael Hirst, Chair of the Business Visits & Events Partnership, comments on the aftermath of the cabinet reshuffle and what it means for the UK events industry

"We're obviously sorry to see John Penrose leave the Department of Culture Media and Sport as Minister for Tourism & Heritage. Having worked closely with John over the years we have seen him become a big fan of the UK events industry and a proactive advocate. John, working closely with Jeremy Hunt at the DCMS has set the bar high, however we are equally confident that the new Ministers will continue the good work that has been done to date.



"Hugh Robertson now has the dual role of Minister for Sport, Olympic Legacy and Tourism, a positive move in understanding the role tourism will play in completing the Olympic legacy, but also a massive endorsement of the role large scale events play in driving tourism and social benefit.

"Additionally the inclusion of Lord Coe for special responsibility with the GREAT programme where industry has been successful in the creation of the 'Events are GREAT Britain' creative, and the appointment of Paul Deighton, CEO of LOCOG, moving into the Treasury to oversee infrastructure projects brings two leading exponents of the event into the heart of government".

Read full release- <http://www.businesstourismpartnership.com/news.html>

Consultation - Aviation APPG Report

Through the Tourism Alliance, the BVEP has lent its support to the Aviation All Party Parliamentary Group's (APPG) report, a document recently produced on Air Passenger Duty (APD) and Aviation Capacity. This report has consequently led a debate on aviation expansion throughout the media, with the Tourism Alliance providing secretarial support for the aviation APPG in writing up the findings.



The report covers many different aspects of the issue, APD is one of a range of problems (including airport capacity and UK policy on visa availability and fees) that presents barriers to inward business and leisure travel to the UK and places the country at a competitive disadvantage to other European destinations when attracting international events.

The events sector is of vital strategic importance for the future competitiveness, economic prosperity and social cohesion of the UK. The report findings called for a cross-party, long-term policy, as recognised in many countries with whom the UK competes in the air transport sector.

Read the report - http://www.bar-uk.org/docs/topics_docs/APPG_Aviation_Report_Aug_2012.pdf

Partnership – UKTI's five year strategy - Britain open for business

Representatives of the Business Visits & Events Partnership recently met with senior directors of UKTI, with a view to gaining additional support for the UK events industry and forging a closer partnership with the organisation, which is responsible for developing trade, exports and inward investment to the UK. The BVEP delegation was led by Michael Hirst OBE, Chairman of the Partnership, accompanied by Karim Halwagi, Chief Executive Officer of the Events Industry Alliance, including AEO, AEV and ESSA, Anke Monestel, Head of International Operations, VisitEngland and Alistair Turner representing Britain for Events. Meetings were held with Sandra Rogers, Managing Director, Marketing & Communications Group, Crispin Simon, Managing Director, Trade Development Group and Christine Leaver, Head of Emerging Markets and Policy International Group. A further meeting with Ron Archibald, Tradeshow Access Programme was arranged.

After sharing a wider perspective of the events sector and the contribution it makes to trade and export development and inward investment generation together with its forecasts for growth, ways in which UKTI can support the events industry were reviewed. As part of this discussion UKTI executives briefed the Partnership representatives on the aims and objectives of their organisation and the many ways it is working internationally and in the UK to attract business and investment into the UK.



Michael Hirst commented "Having been thoroughly briefed by UKTI executives on their current business plan, if UKTI fulfils its aspirations in supporting key priority industry sectors such as advanced manufacturing, defence and security, infrastructure, healthcare and life sciences and the service sectors, including creative industries, education, professional services and retail, the associated business activity it will bring to the UK will only benefit our industry. Many of these industries will bring with them major business focused events and corporate organisations that will in turn invest in meetings, conferences and training. Indeed as a reciprocal initiative the business events sector would also benefit by focussing on these priority areas".

Meanwhile UKTI are themselves ambassadors of our industry, using events around the world – in the form of trade exhibitions, road shows and forums – to attract businesses to the UK. They have also identified key industry events held in the UK where they support UK companies, helping SMEs to exhibit and present their products more effectively and offering export advice. There is more that can be done to develop a closer working relationship which would support bidding for more major events to be held in the UK and enable greater global competitiveness.

Read further and click on the link - <http://www.ukti.gov.uk/uktihome/search.html?search=britain+open+for+business&sort=ByScore>

Britain for Events – 'Events in the Community' Motion Graphics Film

A motional graphics film was created by Britain for Events for the events industry to supplement the House of Commons briefing on 5th September. The movie outlines the success of the events industry in 2012 and sums up how essential events are to the British economy. The performances at the Olympic and Paralympic Games have helped showcase the UK's event organisational skills worldwide and this is shown throughout the film.

The film was a great success at the event and is set to have a long life span with a growing number of views on YouTube. The film provides a platform for all involved in the events industry to see the importance of supporting events whilst also showing people not involved in the industry what events bring to the economy. The film illustrated the value of hosting events in local communities, and the benefit that has on both a local and national level.



Watch the Film - <http://britainforevents.co.uk/>

Contact us

Email - bveppartnership@gmail.com Website - <http://www.businesstourismpartnership.com>
