

A photograph of four hands, two from the top and two from the bottom, positioned to form a heart shape. The hands are light-skinned and have short, manicured nails. The background is plain white.

Business Visits & Events Partnership

CONNECTING BRITAIN'S EVENTS INDUSTRY

**APPG for Events**  
**26<sup>th</sup> October 2015**

Connecting Britain's Event Industry



**The BVEP is:**

*“an umbrella organisation representing leading trade and professional organisations, government agencies and other significant influencers in the business visits and events sector.”*

Chris Skeith - AEO/AEV/ESSA - Exhibitions

Simon Hughes - EVCOM – Meetings and Events

Steve Heap - AFO - Festivals

# UK EXHIBITIONS



## Generated:

- £11bn in spending
- £5.6bn in value added to economy
- Provided 148,500 jobs
  
- In 2010 staged ~1,600 trade and consumer events
- More than 255,000 exhibitors (20% overseas)
- More than 13.1 million visitors

*(Source – EIS February 2012, Oxford Economics)*

## Trends:

Despite the recession, a 2010 – 2012 internal report indicated:

- 2.4% growth in trade attendance and 4.1% in exhibitor growth
- 5.3% growth in consumer attendance and 4.1% in exhibitor growth

*(Source – internal survey)*

# REGIONAL



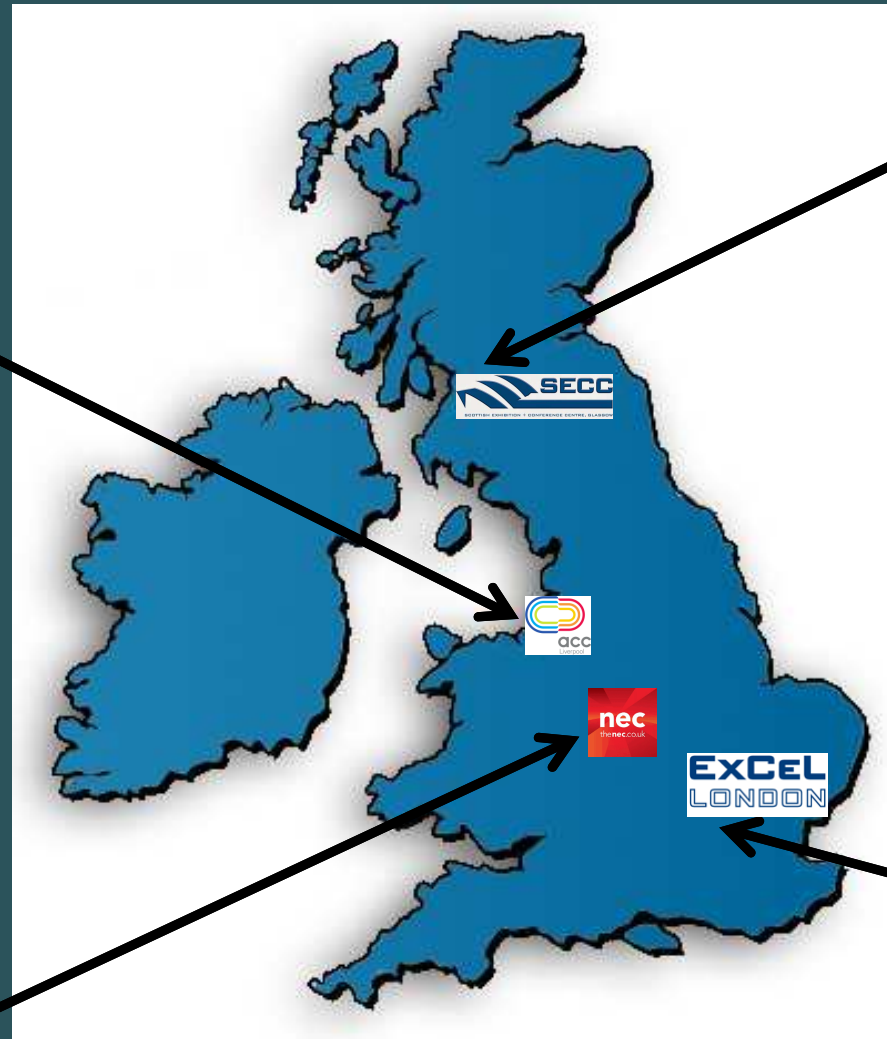
## Liverpool

£1bn  
1,600 C&Es  
505,000 visitors



## NEC 2008

£950m  
29,000 jobs  
2.3m visitors, 8% overseas



## SECC, Scotland

£105m  
10,000 exhibitors  
300,000 visitors  
SECC Group - £0.5bn



## ExCeL London 2011

£1bn  
19,500 jobs  
3m visitors, 23% overseas

# UK EXHIBITIONS



EUROPEAN  
SOCIETY OF  
CARDIOLOGY®

## European Society of Cardiology - 2015

- Record attendance from 140 countries
- £100m economic impact



## Farnborough Airshow

- Trade order commitments - £46bn
- 107,000 trade visitors
- 1,450 exhibitors
- 100,000 consumer visitors

# INTERNATIONAL



## For AEO Members in 2013:

- 62% of their exhibition turnover is generated overseas
- 1,305 exhibitions, up 23.5% on 2012
- 257k exhibitors – up 22%
- 5.2m visitors – up 44%
- 100% of members see their business growing overseas

*(Source AEO Internal survey)*

# OPPORTUNITIES & CHALLENGES

## Opportunities:

APPG and Events Industry Board

Non-financial support and profile

Recognition of the value of the sector

## Challenges:

Shortage of large venue space in West London

Talent and recruitment

Caught up in wholesale regulatory change



## UK Meetings and Events – some numbers:

£21.6bn industry sector with 10% growth year on year

1.28 million business events held last year

104 million delegates

Business visits to UK best performing sector of visitor economy +11.5%

78% UK venues have invested £100k + in last 12 months



- TYPES OF MEETINGS & EVENTS

- Incentive trips
- Road shows
- Teambuilding
- Training
- Conferences
- Launches
- Experiential
- Seminars
- Congresses
- Awards
- Sports
- Multi – sector activation

- KEY TRENDS

- Sector experiencing growth – but remains cautious
- Some evidence that future business pipeline extending
- Globalisation increasing in key markets
- More integrated communication activation linked to events
- Digital tools becoming increasingly important

- FUTURE CHALLENGES

- Regulation – TOMS and red tape
- Talent and recruitment
- Managing growth
- The sales process – lead times, pitching and procurement
- Technology
- Investment in infrastructure – venues and hotels
- Adapting to changing communications landscape