



One Industry One Voice Action Group

Update w/e 20th November 2020

General Industry News Digest

- New guidance around transportation- Department of Transport reviewing this again

One Industry One Voice

- Finally had clarification on education and training events now allowed – guidance set out here: <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy>
- Ramp up of PR (PHA) engagement- collating assets and ready for deployment
- EVCOM awards – RS & SH interview broadcast mid awards ceremony 19.11 with Martin Fullard
- Harvey Goldsmith article out 20.11 in Daily Express and SM channels
- Good representation of charities now doing pieces to cameras- recently on board Rotary Club, NSPCC, Macmillan Cancer Support etc
- 7th December B2B WCE national media launch
- WCE B2C campaign likely to be mid Jan, once we have clearer visibility and give us time to get ready for this
- Adding potential venues across the country to feature this + bring to life broadcast impact
- Key issues we are focusing on seem to be common issues that are shared across the industry e.g. insurance, relationship with local authorities + how we can support them/less risk adverse, association of public health directors (+ sub groups set up on all)
- Positive engagement around rapid testing- 31 companies- looking at costings/how this works etc- vital in getting the industry going again + showing how this actively works/credibility
- Coordinating government lobbying to DCMS, BEIS, Treasury, No.10 as well as Public Health England and Local authorities – increasing engagement across various depts
- IOIV Taskforce peeps including Rick, Simon and others have been featured across Talk Radio, HR Magazine, Marketing Gazette, C4 – with main national/regional broadcast and print media planned from 7th December for B2B #WeCreateExperiences campaign launch
- Engagement with industry includes the following up and coming opportunities:
 - Major Events Summit headline support and opening session:
 - 2nd December – Oliver Dowden joins the party:
 - <https://conference-news.co.uk/news/oliver-dowden-open-major-events-virtual-summit-one-industry-one-voice-centre-stage>
 - Mash Media Confex webinar session - 3rd December
 - https://us02web.zoom.us/webinar/register/9016058819096/WN_bB6y2sj-RsWDYpETGCUvYg

Salon Prive case study showcase by CI Group of Liber app:

The fight against Coronavirus has been given a major boost with a new vaccine becoming available. However, many events scheduled for early 2021 remain at risk. As an industry we need to continue exploring measures that will allow us to open and operate with safety of all those attending a priority.

In 2020, Salon Privé at Blenheim Palace was very fortunate to be one of few events in the world to open its doors. With it we saw a range of safety measures across the event and the use of a bespoke test, track & trace app called Liber, developed by CI Group. Their Liber application formed an essential part of the event safety protocols, giving confidence to guests and exhibitors alike that business could take place in a covid-secure environment.

In the interest of sharing best practice and as a further opportunity to thank some of those involved in keeping our industry alive and kicking, we are pleased to share this Case Study film from CI Group, themselves founding supporters of the One Industry One Voice campaign.

As a Technology Partner to Salon Privé and Blenheim Palace the Liber application, and others like it coming to market, is paving the way for many safe events to follow in these challenging next few months.

"The pandemic has forced us all to re-evaluate how we operate in such adverse conditions. Salon Privé and Liber proved it can be done." David Bagley, Salon Privé.

Video Highlights: - <https://vimeo.com/463756774>

We Create Experiences

- B2B launch corporate client survey- mid 50's/60's in terms of responses- general response has been very poor. Need everyone to send through names of clients to PHA. Need a good sample- at least over 100 - PLEASE DO THIS IF YOU HAVENT YET – ITS TAKES 2 MINS - LET US KNOW IF YOU NEED RESENDING THE INFO - THANK YOU
- Big push dependent on us being able to make that noise internally, before we get going for the 7th December
- Social drive coming ahead of first #wecreateexperiences activation planned for 7th December - teaser social media posts, articles & Celeb video teasers from OIOV channels – ensure you are following & sharing when they come through:

#wecreateexperiences - One Day One Message engagement – 7th December B2B launch day

We need to remind decision makers who book events of the importance of live event experiences and the value they bring to their businesses, encouraging them to look ahead to 2021 and commit budget to events. What better way to do that than through impactful, memorable imagery and video?

What we need from you for #wecreateexperiences One Day One Message engagement:

- *Find an image or a short video clip (max 60 seconds & landscape sized) of your favourite and proudest experiences that you've helped to create. Please ensure you have the rights to share this content on your own social media accounts or your credit the relevant source.*
- *It can be from an awards ceremony, a product launch or activation, a trade show, conference, exhibition, or charity fundraiser - anything at all that has created a memorable experience for a client. If you've made an event happen in 2020, even better!*
- *Create a post that includes your image and/or video, as well as the #WeCreateExperiences hashtag and a tag to the relevant OIOV channel linked below.*
- *On the 7th December, please share your posts on any or all of your social media channels - LinkedIn, Twitter, Facebook and Instagram. Do get your friends, family, colleagues and clients to engage and reshare your posts once they're live!*
- Your efforts will make a difference and will help to restore confidence in other industry professionals and decision makers. Please get sharing, tagging, reassuring and inspiring!

Our channels

<https://www.facebook.com/OneIndustryOneVoice>

<https://twitter.com/1IndustryVoice>

<https://www.linkedin.com/company/one-industry-one-voice>

<https://www.instagram.com/oneindustryonevoice/>

If you need help uploading your social media posts, just let us know [@wcesocial@thephagroup.com](mailto:wcesocial@thephagroup.com)

PLEASE ALSO SEND THIS AROUND YOUR TEAMS AND WIDER NETWORKS ASAP – THANK YOU

Industry Resources/Reports

- Short notice! – Tom Rees + Andy heading up OIOV cross industry survey - Collating responses from a range of representatives across the coalition, based on historic questions relating to business impact to build a structure of a survey and share with all industries (business agency focused/freelancer focused/health/wellbeing etc)- snapshot. 27th November will close this and start reviewing the data.

OIOV Cross Industry Survey

- ...The state of our Industry survey, for the whole events and experiences ecosystem. **An urgent request.**
- The One Industry One Voice survey will help industry trade associations and campaigns gather and share consistent evidence of the impact of Covid-19 on the UK events industry, the impact of Government support and where further support is needed.
- **The evidence that is generated will establish a cornerstone for all industry campaign efforts, do not underestimate the value of your time helping to distribute this and encouraging participation.**
- Please encourage your members to respond to this survey by the 27th of November - Link is <https://www.surveymonkey.co.uk/r/VYNPD3J>
-

Other bits!

- Insurance research- DCMS are having a meeting 19.11 to discuss this because of our activity around this – small success
- Future of aviation enquiry into economic impact of no international business travel
- DCMS enquiry into festivals and how to support them moving forward

Actions

- **Are we missing any “big stars” of our world that have cut through/credibility to add to our WCE ambassadors list?** Everyone to think and flag.... Ian Dale (Martin Fullard). Dragons den? Tech entrepreneurs? Peter Jones? Other regional mayors? PLEASE LET US KNOW
- **If you have not done so already, send through names of clients to PHA for the WCE B2B survey or ask for info to be resent**
- **Ensure you, your teams and wider networks are following & sharing the SM channels for when the content teasers come through in coming days in build up to 7th Dec, including for the #wecreateexperiences ‘One Day One Message engagement piece:**
 -
 - <https://www.facebook.com/OneIndustryOneVoice>
 - <https://twitter.com/1IndustryVoice>
 - <https://www.linkedin.com/company/one-industry-one-voice>
 - <https://www.instagram.com/oneindustryonevoice/>
- **Please fill and distribute the OIOV cross sector industry survey**

THANK YOU – WE CANT DO IT WITHOUT YOUR SUPPORT!