

Supported by



NEWS RELEASE

Senior leaders to gather at the inaugural Business of Events Leadership Forum

September 06 2017, LONDON: Leaders in the business events sector will come together to discuss future market opportunities and challenges at a conference, supported by the Business Visits & Events Partnership (BVEP) and VisitBritain.

The Business of Events, held on the 3 November 2017 in London, will engage, inform and inspire senior leaders from across the industry. They will hear from government and industry representatives about future plans to support the sector, and learn more about VisitBritain's strategy to attract more international business events.

Delegates will also be given the opportunity to discuss ways in which future market challenges can be overcome, and opportunities for growth maximised.

Michael Hirst OBE, Chair of the BVEP said: "Through an industry engagement group, the Business Visits and Events Partnership is delighted to support this important gathering of industry leaders and those who can influence policies that will enhance the success of the business events sector. There has never been a more important time than now for the industry to demonstrate it can showcase Britain's trading opportunities through attracting world-class conferences and exhibitions".



VisitBritain Director Robin Johnson said: “We welcome this opportunity to engage with leaders of the UK’s business events sector and key stakeholders on how we can position Britain as the most desirable business events destination, and maintain our international competitiveness.

“This sector plays a crucial role in the UK economy and we are continually working to grow the industry’s value to Britain.”

In addition to the conference, a parliamentary reception and dinner will take place on 2 November, attended by industry leaders, senior members of parliament and government officials.

The conference will be held at QE2 Conference Centre in Westminster. VisitScotland, London & Partners, ibtm events and Cvent are also supporting the event.

----ends----

For further information and media invites to the conference, please contact;

Ken Kelling
Associate Director
ken.kelling@daviestanner.co.uk
01892 617906

Hollie Luxford
Account Executive
hollie.luxford@daviestanner.co.uk
01892 617904