

UKEVENTS Skills & Talent Group
Meeting 23 January 2024 15:00-16:00

1. Welcome & Apologies

Attendance: Glenn Bowdin (AEME/UKEVENTS), Claire Fennelow (EVCOM), Jenny Flinn (AEME), Richard Waddington (Event Apprenticeships)

Apologies: Alden Arden (AEV), Bella Bride (NOEA), Candice Kass (Event Apprenticeships/IEM), Kerrin MacPhie (MIA), John McEvoy (PSA), Lauren Petchell (AEO), Juliet Price (beam), Mark Sandamas (NOEA), Alysha Sargen (NOEA)

2. Matters from the last meetings (all)

Noted that the meeting held in August 2023 provided updates, including on apprenticeships, precarious careers research and Hospitality & Tourism Skills Board. Progress is being made but it is taking time. One point raised at the meeting was whether to split the DEI group from Skills & Talent to allow increased focus. While the feeling of that meeting was to remain together, subsequent discussions led to the two groups being formed.

3. Change of S&TG Chair

Glenn Bowdin has taken over as Chair of Skills & Talent Group. The group had thanked Priya Nairn for her work over the past year.

4. Confirmation of terms of reference

Glenn Bowdin explained the decision to separate the previous skills, talent and diversity group into two, with this one focused specifically on skills and talent. The purpose is sharing best practices and amplifying partner efforts, rather than taking on major new projects. However, this does not prevent the group from identifying projects that they would like to work on jointly. The remit can be reviewed again as the year progresses.

The discussion explored whether UKEVENTS Skills & Talent Group should expand beyond a networking role to actively drive industry-wide initiatives around skills and talent, and whether UKEVENTS itself should have a more active remit, comparing to groups like UK Hospitality. Constraints include funding and resources, and it was suggested the remit could be discussed at the partners meeting.

Updated from UKEVENTS (<https://ukevents.org.uk/working-groups/skills-talent-diversity>):

- Continued and further professionalisation for all of those who work within the events industry.
- Strengthening of the entry to and pipeline of those working in events and improved progression and cross-fertilisation throughout the industry.

- Ensure the further development of diversity and inclusion policies and practices that promote equity in the events industry are integrated into skills and talent practice.

The meeting noted that the DEI Group will agree their terms but will be leading on:

- Coordinate the further development of diversity and inclusion policies and practices that promote equity in the events industry

However, the UKEVENTS Skills & Talent Group will need to ensure that DEI is considered in our activities and liaise/work together as appropriate, and therefore third objective has been amended to align with this.

5. Areas Discussed

The UKEVENTS Skills & Talent Group discussed the group's purpose, focus areas, and key initiatives around skills development and attracting talent to the events industry. The meeting covered the split from the Diversity working group, events apprenticeships progress, internships guidelines, promoting the industry in schools, possible duplication across different industry groups, and collaborating on shared goals.

The group discussed various industry initiatives aimed at schools, colleges and online platforms to spotlight events industry jobs and career paths. Challenges noted included budget constraints, fragmented efforts, outdated outreach methods, and lack of events representation across guidance resources. In addition to attracting new talent, the need to develop mid-career mentoring and continuous professional development was raised as an area to address. There are gaps in career development support for mid-career professionals.

The use of unpaid internships was briefly discussed as an area of concern, with some organizations seemingly taking advantage by offering full-time roles labelled as internships without pay. Clear guidelines are needed to ensure equity and access.

Multiple initiatives are underway to promote events industry careers in schools and colleges, including The Power of Events testing a schools programme and developing a careers hub. It was suggested that this work could be supplemented by Partners utilizing youth-targeted online platforms rather than in-person visits.

6. Events Apprenticeships (RW)

Richard Waddington provided an update on the Events Apprenticeships initiative progress and funding needs. Key points included website development, lack of central tracking data, focusing on educating employers/trainers/apprentices, and surface-level versus in-depth engagement. Activity includes monthly webinars for employers, engaging influencers like careers advisors, and mapping relevant options across different sectors that feed the events industry. The events apprenticeship scheme needs sustainable funding and resources to continue.

7. Actions

1. Research models and activities in UK Hospitality, UK Music etc. to compare with UKEVENTS -
2. Share and map out all existing developmental initiatives across partner associations to identify collaboration opportunities - All
3. Explore and share use of online platforms and other existing approaches for promoting events industry careers/entry into the industry to younger demographic and wider talent pool – All inc. CF to share EVCOM approach
4. Explore where Partners have closer coordination with The Power of Events on schools programme, careers hub, etc. and draw together through UKEVENTS – All/GB
5. Set up and circulate a UKEVENTS Skills & Talent communication list for the group members - GB
6. Share Skills & Talent related news items from members/wider industry through UKEVENTS including LinkedIn – All/GB to post
7. Identify and think about how to better collaborate with other events industry initiatives as appropriate - All
8. Research guidelines and definitions for internships, placements etc to address concerns over unpaid full-time roles and also how to provide opportunities
9. Develop understanding of existing mentoring initiatives for possible links or shared promotion –
10. Share updates on Event Apprenticeships - RW
11. Seek and circulate update on precarious careers research - GB
12. Confirm and schedule dates for future quarterly meetings - GB

8. Dates of Next Meetings

Suggested pattern based on Exec/Partner meetings for 2024:

S&T Group	UKEVENTS Exec	UKEVENTS Partners
23 rd January 2024	29 th January 2024	28 th February 2024 – International Confex
w/c 13 th May 2024	20 th May 2024	21 st June 2024 – Zoom
w/c 9 th September 2024	24 th September 2024	23 rd or 24 th October 2024 - The Showman's Show
w/c 4 th November 2024	12 th November 2024	12 th December 2024 – Zoom