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## Nick de Bois MP to launch Britain for Events

TOM HALL, 19 October 2011

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**Nick de Bois MP, chair of the All Party Parliamentary Group (APPG) for Events, will launch the Britain for Events campaign on 27 October 2011 alongside industry experts.**

The launch will take place at The Deck at the National Theatre, where de Bois will discuss where government and the industry can work together to increase the UK's competitiveness in attracting large scale events.

The event will mark the unveiling of this years' Britain for Events campaign and how it will support the industry in achieving this objective.

"This is a vitally important campaign in promoting the UK events industry," said de Bois, MP for Enfield North. "This is an industry that represents a huge opportunity for growth within the economy and to increase our competitiveness internationally."

Michael Hirst OBE, chair of the Business Visits & Events Partnership added: "As an industry we are right to seek a higher profile on the political agenda as we represent an area of huge growth for the economy. We're delighted that Nick de Bois and his All Party Political Parliamentary Group are taking our case to the very highest levels of government and are so supportive of the Britain For Events campaign."

De Bois [recently told C&IT about his views on sustainability](#).

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## Events industry presents government ministers with 'to-do' list

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MPs are being asked to consider trialling year-round Daylight Saving to benefit outdoor events in a new report published by Events Industry Forum and the Business Visits & Events Partnership.

It's just one of a host of suggestions made to national and local government encouraging their support of the events industry.

Ministers should offer letters of bid support, attend opening ceremonies and introduce a more welcoming visa processing system, it says.

The report also asks for a range of financial reformations such as the reinstatement of corporate hospitality allowances, establishment of national subvention packages and reintroduction of a B2B opt-out for the Tour Operators Margin Scheme (TOMS).

Nick de Bois MP, who leads the All Party Parliamentary Group for Events said: "This is not just about coming cap in hand to government, but about a collaborative effort to work together. Events in Britain represent a major opportunity for growth for UK plc and a chance to underline our place as a centre for global business."

He added that, with the right support, the industry could grow dramatically from its existing £36.1bn, to £42.2bn in 2015 and £48.4bn in 2020.

Hosting the London 2012 Olympic and Paralympic Games will aid this, with 20 per cent of benefits from the Games created by additional business visits expenditure – worth an estimated £433m.

The report will be presented at the launch of this year's Britain for Events campaign, which will take place at The Deck at London's National Theatre on the 27 October.

Pictured: Nick de Bois MP





ConferenceNews

## News

# Report to members of Parliament outlines event industry role in UK

A new report outlining ways in which the UK events industry can work together with the UK Government to increase Britain's competitiveness internationally has been circulated to members of Parliament.



The report, compiled by the Events Industry Forum (EIF) and the Business Visits and Events Partnership (BVEP), highlights opportunities for growth in the UK Events Industry and speculates that with the right support the industry could grow dramatically from its existing £36.1bn, to £42.2bn in 2015 and £48.4bn in 2020.

It suggests, with the right governmental support, the events industry could provide a healthy boost to the economy and demonstrates the major growth opportunity the UK events industry could play for UK plc, and to protect the estimated 25,000 companies that rely on it.

The report acknowledges the UK industry's 'hard earned global reputation' and the need to continue to make Britain more competitive in the face of fiercer international competition.

"This is not just about coming cap in hand to government, but about a collaborative effort to work together," said Nick de Bois, MP. "Events in Britain represent a major opportunity for growth for UK plc and a chance to underline our place as a centre for global business."

On top of the economic value of the industry, the report also focuses on the 'invisible benefits' of meetings and events, supporting UK export and positioning the UK as the centre of international business, intelligence and knowledge sharing. It also underlines the vital role events play in bringing together 'global leaders and thinkers to discuss, debate, learn and share'.

"This report comes at a crucial time for the UK economy as the government considers its growth agenda," said Chairman of the BVEP Michael Hirst. "The UK events sector is well set to play a pivotal role in facilitating economic growth and added employment by showcasing Britain as a world class destination for international conferences and trade shows, as well as staging its great sporting and cultural events and festivals".

This year's Britain for Events campaign will launch at The Deck on the 27 October.



## Nick de Bois MP to launch latest Britain for Events campaign

Chantelle Dietz, 13 October 2011, 10:24am

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**Chair of the All Party Parliamentary Group (APPG) for Events, Nick de Bois MP, will launch the 2011 Britain for Events campaign at The Deck on 27 October.**

De Bois, MP for Enfield North, will lay out where government and the industry need to work together to increase the UK's competitiveness in attracting large scale events going into 2012.

"This is a vitally important campaign in promoting the UK events industry," said de Bois. "This is an industry that represents a huge opportunity for growth within the economy and to increase our competitiveness internationally."

The event is expected to attract industry leaders and MPs on the APPG for Events, as well as members of the Culture, Media & Sports Select Committee and the Business & Enterprise Select Committee.

The campaign is supported by the Business Visits & Events Partnership (BVEP) and its member associations.

"As an industry we are right to seek a higher profile on the political agenda as we represent an area of huge growth for the economy," said chair of the BVEP Michael Hirst OBE.

"We're delighted that Nick de Bois and his All Party Political Parliamentary Group are taking our case to the very highest levels of government and are so supportive of the Britain For Events campaign."

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## New report outlines event industry role in UK economic growth

Monday, 24 October 2011 09:39

Venues & Events

### New report outlines event industry role in UK economic growth

A new report circulated amongst Members of Parliament outlines ways in which the UK events industry can work together with national and local government to increase Britain's competitiveness internationally, and provide a boost to the economy.

The report highlights opportunities for growth in the UK Events Industry and speculates that with the right support the industry could grow dramatically from its existing £36.1 billion, to £42.2 billion in 2015 and £48.4 billion in 2020.

The report, presented to the All Party Parliamentary Group for Events (APPG) and other Members of Parliament, including some Private Parliamentary Secretaries to Ministers, was compiled jointly by the Events Industry Forum and the Business Visits & Events Partnership.

The report also demonstrates the major growth opportunity the UK events industry could play for UK plc, and to protect the estimated 25,000 companies that rely on it.

Outlined within the document are several strategic aims of the UK events industry and specific roles industry, parliament, local government and national government must play in making Britain more internationally competitive. The report acknowledges the UK industry's 'hard earned global reputation' and the need to continue to make Britain more competitive in the face of fiercer international competition.

"This is not just about coming cap in hand to government, but about a collaborative effort to work together," comments Nick de Bois, MP. "Events in Britain represent a major opportunity for growth for UK plc and a chance to underline our place as a centre for global business."

On top of the economic value of the industry, the report also focuses on the 'invisible benefits' of meetings and events, supporting UK export and positioning the UK as the centre of international business, intelligence and knowledge sharing. It also underlines the vital role events play in bringing together 'global leaders and thinkers to discuss, debate, learn and share'.

Phil Mist, representing the Event Industry Forum who provide the secretariat to the APPG said, "With the countdown to the London 2012 Olympic and Paralympics Games and The Queen's Jubilee well under way, the UK events industry will undoubtedly again show the world that organising major outdoor and sporting events is one of our specialities, and because of our expertise, the UK economy as a whole will benefit accordingly". Michael Hirst, Chairman of the Business Visits & Events Partnership added, "This report comes at a crucial time for the UK economy as the government considers its growth agenda. The UK events sector is well set to play a pivotal role in facilitating economic growth and added employment by showcasing Britain as a world class destination for international conferences and trade shows, as well as staging its great sporting and cultural events and festivals".

This year's Britain for Events campaign will launch at The Deck on the 27th October, delegates are encouraged to register early to attend the event as space is limited.



**EXHIBITION  
NEWS**

## REPORT OUTLINES EVENT INDUSTRY ROLE IN UK ECONOMIC GROWTH

posted on: 24/10/2011 11:33:07



A new report outlining ways in which the UK events industry can work together with the UK Government to increase Britain's competitiveness internationally has been circulated to members of Parliament.

The report, compiled by the Events Industry Forum (EIF) and the [Business Visits and Events Partnership \(BVEP\)](#), highlights opportunities for growth in the UK Events Industry and speculates that with the right support the industry could grow dramatically from its existing £36.1bn, to £42.2bn in 2015 and £48.4bn in 2020.

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## News

### Great opportunity for Growth

24 Oct 2011

The UK events industry can help boost the nation's economy according to a report currently being circulated among MPs

Entitled 'Opportunities for Growth in the UK Events Industry', the report speculates that with the right support the industry could grow dramatically from its existing £36.1 billion, to £42.2 billion in 2015 and £48.4 billion in 2020.

The report, presented to the All Party Parliamentary Group for Events (APPG) and other Members of Parliament, including some private parliamentary secretaries to ministers, was compiled jointly by the Events Industry Forum and the Business Visits & Events Partnership.

Outlined within the document are several strategic aims of the UK events industry and specific roles industry, parliament, local government and national government must play in making Britain more internationally competitive. The report acknowledges the UK industry's 'hard earned global reputation' and the need to continue to make Britain more competitive in the face of fiercer international competition.

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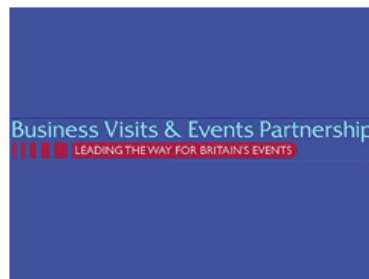
## New Report Outlines Event Industry Role In UK Economic Growth

Monday, 24 October 2011 16:56 Joern Lucht

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## **POST EVENT**

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## Britain for Events' Hirst predicts post-Olympics boom

TOM HALL, 28 October 2011

1 comment on this article.



**Britain for Events held an event at The Deck yesterday (27 October) where BVEP's Michael Hirst told C&IT that rumours of a post-Olympics lull are false.**

Britain for Events was setup to promote the events industry and represent it in Parliament. Kevin Murphy, chief executive of Excel London, told audiences that his venue would deliver £1.7bn to London in 2012 and that the government needs to lend its support to increase international competitiveness.

Nick de Bois MP added: "its an industry worth £36bn and employs around 500,000 people. I have never believed that we have had the due attention that we deserve. With the Olympics ahead we should capitalize to gain a greater share of the world market."

BVEP chairman Michael Hirst told C&IT that, whilst the industry is not immune from the economic peaks and troughs, it represents a real chance to attract other international industries to the UK.

"Britain will be seen on a world stage in the media in 2012, which will attract companies from all over in 2013 and beyond. I think there will be a boom for events after the Games. Companies that intended to run events during the time, but held off will suddenly need to run these events, whilst countries will be attracted here because of the weak pound," he added.

The Britain for Events campaign concludes at International Confex at

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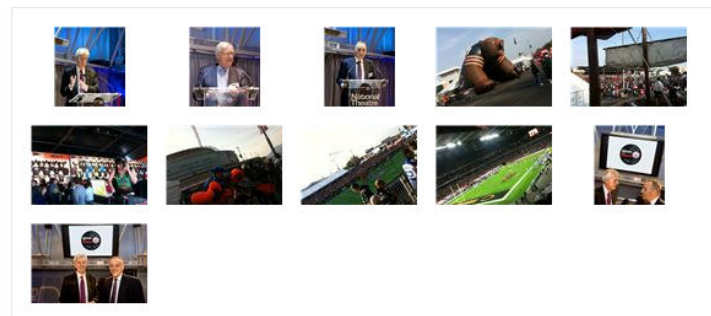
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## Event organisers 'must try harder' to engage MPs

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Organisers must ensure attendance from MPs at their events in order to get a 'serious dialogue' going with government, according to Nick de Bois MP.

Chair of the All Party Parliamentary Group for Events, de Bois, was speaking at the launch of the Britain for Events campaign which took place at The Deck, National Theatre on London's South Bank. He said that the industry had not tried hard enough to engage politicians.

"When hosting an event, invite your local MPs. Offer them a photocall, it always works, particularly if it's in their constituency," he said. "I don't think we've really tried before and we could do more."

He added that ministers in other countries offered their support to events far more frequently.

"I went to a meeting with the business minister and we discussed how government could provide active support to the industry. He was absolutely staggered when I told him that at the Paris Air Show they closed down for the prime minister to visit and discuss the business opportunities with the exhibitors there. It's time our ministers show up to help."

Previously managing director of marketing communications company, Rapiergroup, de Bois said that his election to parliament in 2010 had given him the opportunity to achieve a 'lifetime ambition' – to ensure the events industry is recognised for its success.

He said he was now pushing to have the industry put on the Government's Growth Agenda and would be using his access to the House of Parliament to meet and build relationships with ministers.

He said he was now pushing to have the industry put on the Government's Growth Agenda and would be using his access to the House of Parliament to meet and build relationships with ministers.

"The time is right to introduce investment allowances specific to the industry and to disburden ourselves of red tape," he said.

Also speaking at the event was Kevin Murphy, CEO of ExCel, London, who said the events hosted at the Docklands-based venue in 2011 would deliver an economic benefit of £1.7bn to London.

He added: "That's the equivalent of London hosting 30 Champions League finals at Wembley. Just imagine how much more we could deliver with a just a little more support. Every organisation that chooses to bring its event to the UK, delivers on average an economic impact of £15m. Just 10 more events held in this country would generate over £150m. That would pay for 7,000 more nurses, 6,000 more teachers or 5,000 more police officers every year."

The Britain for Events campaign will run until March 2012 concluding with its focal week at International Confex, 6-8 March.

Pictured: Nick de Bois and Kevin Murphy





ConferenceNews

News

### Nick de Bois, MP, gets on board Britain for Events launch at The Deck

Nick de Bois MP, Chair of the All Party Parliamentary Group for Events, and Kevin Murphy, CEO Excel London, came to outline their support for the Britain for Events campaign at its launch last night (27 October) at The Deck, National Theatre, in London.



De Bois, who worked in the events industry before entering parliament, outlined a vision of how the meetings and events industry and Government could work in partnership to grow the sector.

The MP promised to help lobby Government on issues including fiscal measures to tackle the issues connected with the Tour Operator Margin Schemes (TOMS) and the reintroduction of investment allowance. He also called on fellow ministers to aid organising committees of major events.

"The events industry matters to Government, it creates showcase opportunities for Britain and attracts visitors to these shores from around the globe," he said. "The events industry is rising up the Government agenda thanks to campaigns like Britain for Events, which give a united voice from the UK events industry."

Asked by *CN* why the All Party Parliamentary Group had taken so long to set up and why British MPs were not more prominent in supporting the industry's major events, De Bois said: "Parliament moves slowly, but we are now galvanised and the first MPs will be attending events in coming months. The whip system can sometimes make attendance difficult midweek," he said when asked why no British MPs had showed up at this year's IMEX Politicians' Forum.

Murphy said the Government could contribute much more to greater growth in the UK events market, citing a five ingredient recipe for success: increased ministerial support for major bid events, hosting visiting delegations and bid committees, offering welcome receptions in Government and state buildings for major international events, simplification of the visa process for international delegates, and public support for the Britain as the world's event destination.

"Every organisation that chooses to bring its event to the UK delivers an average economic impact of £15m for its local economy, meaning just 10 more events held in this country would generate £150m," said Murphy. "That would pay for 7,000 nurses in our hospitals, 6,000 more teachers in our schools and 5,000 more police officers on our streets."

Murphy spoke about London's ambition to become a top 10 city in the ICCA rankings within five years. Currently the capital stands at No. 14 and Murphy added: "As long as cities such as Barcelona, Paris, Berlin, Lisbon and even Buenos Aires remain ahead of us, our ambition for this industry is far from satisfied. That ambition needs to be shared by everyone. No just in London, but throughout the UK. Everyone in this country needs to know the sheer scale of the opportunity that exists, and which this industry, our industry, can deliver."

The industry had never asked for money from Government, Murphy stressed, adding that competitor destinations around the world were "not just outspending us to win business, they are making use of every resource at their disposal: Mayors, Ministers, Presidents and Royalty to win events for their country."

In return for the Government meeting the five Murphy demands, he made the following pledge on behalf of the industry: "Do these five simple things, and I promise we will deliver you a bigger, better and more robust events industry that will create jobs; an industry that will continue to be a true world leader, and an industry that can help rebalance our economy and achieve growth."

Over 100 delegates attended the Britain for Events campaign launch event at The Deck. It will run for six months until March 2012, concluding with its focal week at International Confex 6-8 March 2012. The Confex Group is the lead sponsor of the campaign.

Gallery

### Britain for Events campaign launch

Nick de Bois MP, Chair of the All Party Parliamentary Group for Events, and Kevin Murphy, CEO Excel London, came to outline their support for the Britain for Events campaign at its launch last night (27 October) at The Deck, National Theatre, in London.

De Bois, who worked in the events industry before entering parliament, outlined a vision of how the meetings and events industry and Government could work in partnership to grow the sector. [Click here to read the full story.](#)



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**Event**

## Britain for Events launches at The Deck

Rachel Bul, 28 October 2011, 10:26am

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Chair of the All Party Parliamentary Group (APPG) for Events, Nick de Bois MP, gave a rousing speech at the launch of the Britain for Events campaign at the National Theatre's rooftop venue The Deck last night (27 October).

The six-month campaign aims to promote Britain as a world-class events destination. More than 100 representatives from industry and government attended the launch, including John Penrose, minister for tourism, Visit England and Visit Scotland.

De Bois said the events industry is rising up the government's agenda. "The events industry matters to government, it creates showcase opportunities for Britain and attracts visitors to these shores from around the globe," he assured guests.

Excel London chief executive Kevin Murphy also outlined his support for the campaign. He praised the achievements of those who work in the industry, raising the position of Britain in the global league table of world event destinations from 19 in 2008, to 14 in 2011. But his message to delegates was: "we can be so much more."

"Events such as World Skills 2011 coming to London, means that Excel London will deliver economic benefit to this city of £1.7 billion during 2011," he said. "Delivered without any subsidy or public investment of any kind. Just imagine how much we could deliver, with just a little more support," he said.

The Britain for Events campaign will run until March 2012.

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## Government and industry partner to support Britain for Events

Friday, 28 October 2011 08:17

### Venues & Events



### Government and industry partner to support Britain for Events

Nick de Bois MP, Chair of the All Party Parliamentary Group for Events, and Kevin Murphy, CEO ExCeL London, outlined their collective support of the Britain for Events campaign and the opportunity the industry has to grow its impact on the UK economy. Speaking at the campaign launch last night, de Bois also underlined how industry and government could work in partnership to benefit UK events.

Murphy also outlined how more government support could contribute to greater growth in the UK events market, citing: increased ministerial support for major bid events, hosting visiting delegations and bid committees, offering welcome receptions within government and state buildings for major international events, simplification of the visa process for international delegates, and public support for the Britain as the World's event destination.

"Every organisation that chooses to bring its event to the UK delivers an average economic impact of £15 million for its local economy, meaning just 10 more events held in this country would generate £150 million," commented Murphy. "That would pay for 7,000 nurses in our hospitals, 6,000 more teachers in our schools or 5,000 more police officers on our streets."

Nick de Bois, underlined how government could work in partnership with the events industry, including fiscal measures to tackle Tour Operator Margin Schemes (TOMS) and the reintroduction of investment allowance. He also called on fellow ministers to aid organising committees of major events.

de Bois commented, "The events industry matters to government, it creates showcase opportunities for Britain and attracts visitors to these shores from around the globe. The events industry is rising up the government agenda thanks to campaigns like Britain for Events, which give a united voice from the UK events industry."

Over 100 delegates attended the much anticipated launch event at The Deck, National Theatre, including government and industry representatives. The Britain for Events campaign will run until March 2012, concluding with its focal week at International Confex 6-8th March 2012.





## EXHIBITION NEWS

### KEVIN MURPHY JOINS DE BOIS AND BVEP TO SUPPORT EVENTS CAMPAIGN

posted on: 28/10/2011 10:13:40



Excel London CEO Kevin Murphy joined Nick de Bois MP, chair of the All Party Parliamentary Group for Events to support the launch of the Britain for Events campaign in London on 27 October.

De Bois, who worked in the events industry before entering parliament, outlined a vision of how the meetings and events industry and UK Government could work in partnership to grow the sector. The MP promised to help lobby Government on issues including fiscal measures to tackle the issues connected with the Tour Operator Margin Schemes (TOMS) and the reintroduction of investment

allowance.

He also called on fellow ministers to aid organising committees of major events.

"The events industry matters to Government, it creates showcase opportunities for Britain and attracts visitors to these shores from around the globe," he said. "The events industry is rising up the Government agenda thanks to campaigns like Britain for Events, which give a united voice from the UK events industry."

Asked why the All Party Parliamentary Group had taken so long to set-up and why British MPs were not more prominent in supporting the industry's major events, De Bois said: "Parliament moves slowly, but we are now galvanised and the first MPs will be attending events in coming months. The whip system can sometimes make attendance difficult midweek," he said when asked why no British MPs had showed up at this year's IMEX Politicians' Forum.

Murphy said the Government could contribute much more to greater growth in the UK events market and cited a five-ingredient recipe for success: Increased ministerial support for major bid events, hosting visiting delegations and bid committees, offering welcome receptions in Government and state buildings for major international events, simplification of the visa process for international delegates, and public support for the Britain as the world's event destination.

"Every organisation that chooses to bring its event to the UK delivers an average economic impact of £15m for its local economy, meaning just 10 more events held in this country would generate £150m," said Murphy. "That would pay for 7,000 nurses in our hospitals, 6,000 more teachers in our schools and 5,000 more police officers on our streets."

Murphy spoke about London's ambition to become a top 10 city in the ICCA rankings within five years. Currently the capital stands at No.14.

"As long as cities such as Barcelona, Paris, Berlin, Lisbon and even Buenos Aires remain ahead of us, our ambition for this industry is far from satisfied," Murphy continued. "That ambition needs to be shared by everyone. No just in London, but throughout the UK. Everyone in this country needs to know the sheer scale of the opportunity that exists, and which this industry, our industry, can deliver."

The industry had never asked for money from government, Murphy stressed, adding that competitor destinations around the world were "not just outspending us to win business, they are making use of every resource at their disposal: Mayors, Ministers, Presidents and Royalty to win events for their country."

In return for the Government meeting the five demands, Murphy made the following pledge on behalf of the industry to deliver a stronger events sector.

"Do these five simple things, and I promise we will deliver you a bigger, better and more robust events industry that will create jobs; an industry that will continue to be a true world leader, and an industry that can help rebalance our economy and achieve growth," he said.

Over 100 delegates attended the Britain for Events campaign launch event at The Deck, National Theatre. The initiative will run for six months until March 2012, concluding with its focal week at International Confex at Excel from 6 to 8 March 2012. [Confex, which will integrate the RSVP events industry show into its programme in 2012, is the lead sponsor of the campaign.](#)

*Caption: Nick de Bois MP and Kevin Murphy.*



myvenues.co.uk

## Government and Industry partner to support Britain for Events

28 October



Nick de Bois MP, Chair of the All Party Parliamentary Group for Events, and Kevin Murphy, CEO ExCel London, outlined their collective support for the Britain for Events campaign and the opportunity the industry has to grow its impact on the UK economy. Speaking at the launch last night, de Bois also outlined how industry and government could work in partnership to benefit UK events.

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**EVENTS** our industry

## News

### Britain for Events launched last night

28 Oct 2011

Over 100 high profile industry figures attended the Britain For Events launch last night at The Deck at the National Theatre

Nick de Bois MP, chair of the All Party Parliamentary Group for Events, and Kevin Murphy, CEO of Excel London, outlined their support for the campaign and the opportunity the industry has to grow its impact on the UK economy.

Murphy looked at how more government support could contribute to greater growth in the UK events market, citing increased ministerial support for major bid events, hosting visiting delegations and bid committees, offering welcome receptions within government and state buildings for major international events, simplification of the visa process for international delegates, and public support for the Britain as the World's event destination.

"Every organisation that chooses to bring its event to the UK delivers an average economic impact of £15 million for its local economy, meaning just 10 more events held in this country would generate £150 million," he said. "That would pay for 7,000 nurses in our hospitals, 6,000 more teachers in our schools or 5,000 more police officers on our streets."

Nick de Bois, examined how government could work in partnership with the events industry, including fiscal measures to tackle Tour Operator Margin Schemes and the reintroduction of investment allowance. He also called on fellow ministers to aid organising committees of major events.

"The events industry matters to government," he said, "it creates showcase opportunities for Britain and attracts visitors to these shores from around the globe. The events industry is rising up the government agenda thanks to campaigns like Britain for Events which give a united voice from the UK events industry."

The Britain for Events campaign will run until March 2012 concluding with its focal week at International Confex 6-8th March 2012.



## Government Supports Britain For Events

Friday, 28 October 2011 13:03 Joern Lucht

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Nick de Bois MP, Chair of the All Party Parliamentary Group for Events, and [Kevin Murphy](#), CEO [ExCeL London](#), outlined their collective support of the Britain for Events campaign and the opportunity the industry has to grow its impact on the UK economy.

Speaking at the campaign launch last night, de Bois also underlined how industry and government could work in partnership to benefit UK events.

Murphy also outlined how more government support could contribute to greater growth in the UK events market, citing: increased ministerial support for major bid events, hosting visiting delegations and bid committees, offering welcome receptions within government and state buildings for major international events, simplification of the visa process for international delegates, and public support for the Britain as the World's event destination.

"Every organisation that chooses to bring its event to the UK delivers an average economic impact of £15 million for its local economy, meaning just 10 more events held in this country would generate £150 million," commented Murphy.

"That would pay for 7,000 nurses in our hospitals, 6,000 more teachers in our schools or 5,000 more police officers on our streets."



**PRIME MINISTER SUPPORT**

[www.britainforevents.co.uk](http://www.britainforevents.co.uk)

[info@britainforevents.co.uk](mailto:info@britainforevents.co.uk)



## Prime Minister 'applauds' Britain for Events campaign

→ What's your view on this? Post your comments here:

Prime Minister David Cameron has 'applauded' Britain for Events, the annual marketing campaign promoting Britain as a world class destination for events, suggesting tourism has the potential to be one of the UK's fastest growing sectors in future.

In a letter from 10 Downing Street to chair of the All-Parliamentary Group for Events, Nick de Bois, Cameron said: "As you quite rightly state, ensuring that Britain is an attractive place to visit is vital to our tourism industry, and the economy as a whole. The GREAT campaign which you mentioned will promote the UK as one of the very best places to visit, study, work, invest and do business."

Cameron mentioned the economic legacy that will be delivered to the UK as a whole from the London 2012 Olympic and Paralympic Games. "Hosting the Games is obviously a tremendous opportunity for UK tourism, which already contributes massively to the economy – and we believe that it has the potential to be one of our fastest growing sectors in the years ahead.

"As a country, we are among the world leaders in the creative and entertainment industries, and a place where technological innovation can thrive, which – together with our unique heritage – reinforces the fact that Great Britain is where the best of everything can take place.

"I applaud you and the Parliamentary Group for Events for all your efforts."

The Britain for Events campaign will run until March 2012 concluding with its focal week at International Confex, 6-8 March.





## EXHIBITION NEWS

### DAVID CAMERON RESPONDS TO BRITAIN FOR EVENTS CAMPAIGN LETTER

posted on: 7/11/2011 11:55:14



The UK Prime Minister David Cameron has written a letter to the Chair of the All Party Parliamentary Group for Events, Nick de Bois MP, following his correspondence over the [launch of the Britain for Events marketing campaign](#).

De Bois, who worked in the events industry before entering parliament, outlined a vision of how the meetings and events industry and Government could work in partnership to grow the sector.

The MP promised to help lobby Government on issues including fiscal measures to tackle the issues connected with the Tour Operator Margin Schemes (TOMS) and the reintroduction of investment allowance. He also called on fellow ministers to aid organising committees of major events.

In the letter, see below, Cameron applauds de Bois and the Parliamentary Group for Events for their efforts and says: "Ensuring that Britain is an attractive place to visit is vital to our tourism industry, and the economy as a whole.

"The GREAT (sic) campaign which you mentioned will promote the UK as one of the very best places to visit, study, work, invest and do business. It aims to deliver a lasting economic legacy for the whole country from the unprecedented level of interest generated by the London 2012 Olympic and Paralympic Games."

[Click here to see the letter in whole.](#)

Caption: *Nick de Bois MP and Excel London's CEO Kevin Murphy.*



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[Home](#) : Prime Minister "applauds" Britain for Events campaign

## Prime Minister "applauds" Britain for Events campaign

Chantelle Dietz, 07 November 2011, 11:22am

[1](#) comment on this article



**David Cameron has given his support of the Britain for Events campaign in a letter to chair of the All Party Parliamentary Group (APPG) for Events, Nick de Bois MP.**

De Bois wrote to Cameron last month to notify him of the launch of the campaign, which aims to promote the UK events industry and increase the UK's competitiveness in attracting large scale events going into 2012.

In the letter, Cameron refers to the campaign as "great" noting that "as a country, we are among the world leaders in the creative and entertainment industries".

### RELATED MEDIA

[Promotional campaign Britain for Events to be run by the BVEP](#)

[Parliament endorses Britain for Events](#)





## Events a growth sector, says prime minister

TOM HALL, 07 November 2011

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**Prime minister David Cameron has lent his support to Britain for Events in a letter to Nick de Bois MP.**



The letter, sent following [Britain For Events' event at The Deck, London](#), was received this morning by de Bois. It stresses the importance of the Olympic Games in boosting the events industry.

"The Great campaign which you [Nick de Bois] mentioned will promote the UK as one of the very best places to visit, study, work, invest and do business. It aims to deliver a lasting economic legacy for the whole country from the unprecedented level of interest generated by the London 2012 and Paralympic Games," it reads.

Cameron's letter comes on the same day that culture Jeremy Hunt announced a further £27m funding for Visit Britain over the next four years – part of the Great campaign launched by Cameron in September.

The funding will be used by the national tourism agency to capitalise on the global attention the UK will receive in 2012 because of events such as the Olympics and the Queen's Diamond Jubilee. It is in addition to the £100m marketing campaign run by Visit Britain and comes just over a year after the organisation [learned its budget would be cut 34%](#) by 2014/15, taking it from £28.8m to £21.2m.

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## News

# PM David Cameron responds to Britain for Events campaign letter

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**EVENTS** our industry

## News

### Prime minister supports Britain For Events

07 Nov 2011

The prime minister has written a letter to Nick de Bois MP in which he voices his support for the Britain For Events campaign.

In his letter David Cameron underlines his understanding that 'ensuring Britain is an attractive place to visit is vital to our tourism industry and the economy as a whole. The GREAT (sic) campaign which you mentioned will promote the UK as one of the very best places to visit, study, work, invest and do business'.

The prime minister goes on to acknowledge the fact that as a nation the UK is 'among the world leaders in the creative and entertainment industries' and that when this is combined with our tradition of thriving technology and unique heritage 'reinforces the fact that Great Britain is where the best of everything can take place'.

Mr Cameron closes by paying tribute to the Parliamentary Group for Events and its work.



## CONTACT US

For more information on the Britain for Events campaign or to get involved, please do not hesitate to contact:



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