

The Rt. Hon Stuart Andrew, MP

Parliamentary Under Secretary of State
Department for Digital, Culture, Media and Sport
100 Parliament Street,
London SW1A 2BQ
E: ps.andrew@dcms.gov.uk

4th November 2022

Dear Minister,

I'm delighted, on behalf of the UKEVENTS, the recognised and collective voice of the UK's world-leading events Industry, to wholeheartedly congratulate you on your new appointment as Parliamentary Under Secretary of State at the Department for Digital, Culture, Media and Sport with responsibility for Tourism.

The UK Events Industry comprises many diverse sectors. These cover meetings, conferences, exhibitions, trade fairs, incentive travel, event hospitality, ceremonies, sporting, cultural, outdoor events and festivals. The Industry is a main driver of the UK visitor economy, accounting as it does for over 50% of visitor spend. However its impact is far greater, providing opportunities for economic, societal and transformational changes for businesses and communities.

The UK has a resilient, highly innovative, world-class conference and trade show industry that attracts international visitors and showcases our products and services to the world. Our cultural and festival sector entertains millions every year and by so doing enriches local communities and enhances prosperity across UK destinations.

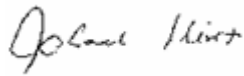
Events are a critical component of the Tourism Recovery Plan. This sets out new initiatives that will improve the already strong offer of the UK as a world destination of choice for business events, so that it can retain its unrivalled position as the world's meeting place. At the Tourism Industry Council's meeting on the 28th of October, a presentation of key priorities was made by the Events Industry Board Working Group. These centred around Ministerial advocacy and support as well as aligning key business events to the Government's target economic industry sectors. These proposals will help re-build business, currently estimated to be worth £50 billion in visitor spend, back to pre-pandemic levels of over £70 billion. Added to these figures are conservative estimates of at least £165 billion of trade and exports generated by UK events as well as substantial foreign direct investment.

The Events Industry believes there are many more opportunities to use the UK's unique talent in staging events to support the Government's core objective of growth, creativity, innovation, international trade and levelling up communities across the UK.

We have a strong working relationship with your team. We look forward to fostering a good relationship with you to ensure we can deliver on your policy objectives.

I hope it will be possible to agree a separate meeting in the near future to look in more detail at the opportunities and initiatives afforded by the UK Events Industry.

With kindest regards,



Michael Hirst OBE

Lead – Advocacy & Government Relations

UKEVENTS

About UKEVENTS

Brand position

UKEVENTS is the recognised and collective voice of our world leading events industry, which represents every part of a diverse, creative and dynamic sector across the whole of the UK and champions the economic, societal and transformational value of events.

Role and Mission

[UKEVENTS](#), formerly the Business Visits and Events Partnership's (BVEP), role is to support the work of our partners to help create a strong and growing events industry. This industry comprises many diverse and individual sectors, covering meetings, conferences, exhibitions, trade shows, incentive travel, event hospitality, ceremonies, sporting, cultural, outdoor and festivals as well as other services provided by the wider supply chain. We achieve this by:

- Providing an inclusive and open forum for events industry leaders to share thoughts, experiences and insights that enable us to communicate with one clear and collective voice
 - Establishing a series of sector specific working groups which meet regularly to discuss mutual areas of interest and advance those areas
 - Engaging with Government and policymakers to raise awareness of events to the UK economy and society and their ability to progress policy objectives
 - Continuing to advance the message of business events being a driver for international trade and exports and inward investment
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- Amplifying the work of its partner organisations and sharing best practice, research and other areas of activity
- Undertaking regular research, trends analysis and insights to help the industry make informed decisions and shape the future of the UK events sector
- Working with DCMS and other Government departments and agencies to provide regular market insights and intelligence and identify areas where business events can support their objectives and agendas
- Contributing to and supporting the work of all associated organisations, including the Tourism Industry Council, All Party Parliamentary Group for Events, VisitBritain and the devolved Nations and key UK Cities.

Partners

UKEVENTS exists to represent the interests of its partners, their members and the wider UK events industry. We are proud to represent the following organisations:

- ABPCO - Association of British Professional Conference Organisers
- AEME - Association for Events Management Education
- beam
- BTA - Business Travel Association
- Core Cities
- EIA - Events Industry Alliance (AEO, AEV, ESSA)
- EIF - Events Industry Forum
- EMA - Event Marketing Association
- EVCOM - Event & Visual Communications Association
- ICCA - International Congress & Convention Association
- London & Partners
- MIA - Meetings Industry Association
- Meet in Ireland ((including Tourism Ireland, Failte Ireland, and Northern Ireland Tourist Board)
- MPI
- NOEA - National Outdoor Events Association
- PCMA - Professional Convention Management Association
- PLASA - Professional Lighting and Sound Association
- PSA - Production Services Association
- TNI - Tourism Northern Ireland
- UVL - Unique Venues of London
- VisitBritain
- VisitScotland Business Events
- Visit Wales.