

**The Rt. Hon Rishi Sunak MP**

Prime Minister  
10 Downing Street  
London  
SW1A 2AA

7<sup>th</sup> November 2022

**Dear Prime Minister,**

It is with great delight that I write on behalf of UKEVENTS, the collective voice of the UK's world leading events industry, to warmly congratulate you on your appointment as Prime Minister and to offer our utmost support in delivering your Government's objectives of economic growth and a more cohesive and prosperous society across the United Kingdom.

Your willingness to make a video presentation to welcome the One Young World Summit to Manchester earlier this year was testimony to the power that such events can bring to the UK and how they can showcase the UK on a global stage. You spoke of the importance of connections made at such events and the positive impacts of new ideas, innovation, creating a better future for all.

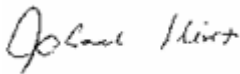
The UK Events Industry drives business activity and engenders community transformation. Business events provide a highly competitive and productive platform for UK businesses to do business. They generate trade, exports, inward investment, regeneration, knowledge exchange and scientific and technological innovation. The UK has resilient, highly innovative, world-class conference, exhibition and trade fair sectors that are estimated to generate £165 billion of trade transactions annually from both UK and international businesses. Outdoor cultural, leisure and festival events play a pivotal role in creating community cohesion. They enhance local economic activity and social opportunities, deliver community wellbeing, regional growth and strong place-making solutions.

Additionally, events are key to driving the recovery of the tourism economy, in which attendance at events in the UK accounts for over half of all visitor spend. This is currently estimated to be worth around £50 billion. However the Industry is targeting to build back to pre-pandemic levels in excess of £70 billion within the next eighteen months. The Industry's Recovery Plan sets out new initiatives that will improve the already strong offer of the UK as a world destination of choice for meetings, conferences and exhibitions, so that it can retain its unrivalled position as the world's meeting place. Indeed the quality of international events already being attracted to the UK suggests we could roll out over the next five years a "golden era of world-class GREAT business events across the UK".

The Industry strongly believes there are significant untapped opportunities which would support the Government's targets for the growth of the economy, if the Events sector was given a more strategic role in the delivery and implementation of government policies. A similar Government approach to the highly successful growth of the film and television production sector could equally be applied in the events sector. Other initiatives, already underway, include measures that will increase Ministerial advocacy and prioritise events in the Government's target economic and business sectors with a more joined up approach across Government Departments to engage with specific events that will deliver on their policy objectives.

The Industry wishes you and your Government much success in delivering a more prosperous economy and a successful United Kingdom. We will do all we can to help in this endeavour.

With kindest regards,



**Michael Hirst OBE**

*Lead – Advocacy & Government Relations*

**UKEVENTS**

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## **About UKEVENTS**

### **Brand position**

UKEVENTS is the recognised and collective voice of our world's 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](https://ukevents.org.uk/), 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
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- 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
- 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.