



SUPPORTING SUSTAINABLE GROWTH
FOR THE UK EVENTS INDUSTRY

STRATEGIC PLAN OF WORK

2022 - 2023



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OVERVIEW

The Business Visits & Events Partnership (BVEP) is the recognised voice of the UK events industry, acting as an umbrella organisation which represents all of the leading trade and professional organisations, government agencies, destinations and other significant influencers in the business visits and events sector.

It's single mission is to support sustainable growth for the UK Events Industry, which comprises a number of diverse industry sectors covering, meetings, conferences, exhibitions, trade shows, incentive travel, event hospitality, ceremonies, sporting, cultural and festivals as well as other services provided to business travellers and attendees to events. The BVEP and its Partners achieve this through advocacy, networking, collaboration, research and by having a single collective voice.

By being a true partnership of 23 leading industry organisations, each with their own specific roles, objectives and challenges, we bring together those individual

voices to form a powerful, action orientated body which speaks directly to Government, Parliament, Policy Makers and Influencers.

As an independent not for profit organisation, managed by its partners, we are committed to creating a culture that is inclusive and open to all, welcoming groups from all parts of the UK events economy. We foster an open culture, welcoming other groups and bodies to stimulate discussion and contribute to work plans and outputs. Our sector specific Working Groups are here to listen to and represent every part of this diverse and dynamic industry, ensuring that shared challenges are addressed and opportunities maximised.

This document sets out the primary Strategic Plan of Work for the Partnership over the coming year.



SECTOR & POLICY WORKING GROUPS

The BVEP have established a number of sector and policy specific working groups that focus on key areas that we believe have a major impact and influence on the UK events industry.

Each group is chaired and led by a BVEP Partner, and consists;

- Advocacy & Government Relations
- Business Events
- Outdoor Events
- Skills, Talent & Diversity
- Research & Business Intelligence

These working groups have put forward and agreed a key number of priority objectives and areas of policy where the BVEP feels, through its Strategic Plan of Work, it can add value and advance the purpose of the events industry across the whole of the UK sector.

These are set out individually on the following pages.

ADVOCACY & GOVERNMENT RELATIONS

- Continue to raise the profile of the Industry to government departments, highlighting its economic and social contribution aligned to the relevant priorities set for each department.
- Working with Partners and other allied organisations, provide the evidence to secure greater support for the Industry in terms of regulatory changes and fiscal incentives to boost growth in numbers of events and attendance.
- Prepare a strong case for a one team approach across UK government, to establish a standalone body that takes the policy lead on delivering an event strategy for the UK to enhance and increase the UK's offer and which is adequately resourced to bid for new business.
- Continue to work and co-operate with sector partners, including the All Party Parliamentary Group for Events, DCMS, the Tourism Industry Council and its Events Working Group, VisitBritain and The Business of Events on issues that advance the interests of the UK events industry.



BUSINESS EVENTS

- Continue to support the business events sector through its post pandemic recovery, working with partners to highlight specific issues and opportunities and to develop new ways of working.
- Develop a plan to quickly adopt the new sector specific SIC/SOC codes to support clearer identification of the organisations that work within business meetings and events and to improve the collection and quality of relevant data.
- Focus on the issue of sustainability and the role business events can play in supporting the UK's journey to net zero.



OUTDOOR EVENTS

- Promote the entire UK outdoor sector and to re-establish a more competitive supply chain.
- Endorse and advocate for more free movement across the labour market.
- Encourage increased training within sustainability, diversity, equity & inclusion and the promotion of sector specific apprenticeship programs.



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



RESEARCH & BUSINESS INTELLIGENCE

Be the primary resource, collector and reference point for all research, insights and market intelligence related to the UK events sector, and to specifically:

- Extend the sample audience for the Quarterly Business Barometer to achieve a more balanced market view
- Complete and publish a new version of the UK Events Industry Report (last completed in 2019 and published in 2020) in early 2023 to provide an update and comparison for the sector both pre and post pandemic
- Create annual research on the volume and value of events within the UK, potentially in collaboration with VisitBritain



ABOUT THE BVEP

The Business Visits & Events Partnership (BVEP) is an umbrella organisation representing the leading trade and professional organisations, government agencies and other significant influencers in the business visits and events sector., with a vision to support sustainable growth for the entire UK Events Sector through advocacy, networking, collaboration and a collective voice.

Its objectives are to:

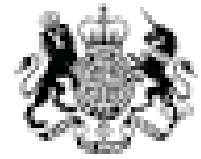
- Represent, promote and further the interests of member organisations involved in the UK Events Industry
- Advance the interests, standing, quality, sustainability and growth of the UK Events Industry
- Seek greater collaboration across the Events' Industry sectors on common issues
- Forge close links with Government departments, including devolved Governments, via representation, that can influence favourable policies towards the Industry, maintaining strong relationships with key sponsoring departments, DCMS, DIT and BEIS
- Seek a stronger link with the Creative Industries and other related sectors
- Encourage joint industry events
- Increase the focus on professionalism and skills development



BVEP PARTNERS

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

BVEP SUPPORTING ORGANISATIONS



Department for
Digital, Culture
Media & Sport



Department for
Business, Energy
& Industrial Strategy



Department for
International Trade



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business
of events



INFORMATION AND CONTACT

- ❑ For further information on the work of the BVEP, or to enquire about joining the partnership, please contact: info@businessvisitsandeventspartnership.com
- ❑ For all media enquiries or requests for interview, please contact: bvep@daviestanner.com