

MESSAGE FROM SAMME ALLEN, Head of Sales – Business Events, Barbican Centre

The UK Economic Impact Study (UKEIS) Update

The UK Economic Impact Study, commissioned by Meeting Professionals International (MPI) is now underway after a successful pilot phase.

The study needs **YOUR** help!

The research team from the International Centre for Research in Events, Tourism and Hospitality (ICRETH) at Leeds Metropolitan University have piloted surveys of Venues, Meeting Organisers, Destination Management Organisations (DMOs), Exhibitors and Attendees.

Postcodes of respondents will be collected so that the impact across the UK can be evaluated.

This will be a landmark study that will reach its full potential with your help. To ensure the full reach and response can be achieved, we are asking you to supply your contact database for the exclusive use of the UK Economic Impact Study. A mailing house has been contracted to check for duplications across lists supplied and to comply with data protection. This will help confirm the survey population.

Databases can be forwarded to the research team or directly to the mailing house, Pepper Communications Ltd.

Some contributors have agreed to provide their database directly to the research team, others have agreed to send out the links once their database has been de-duped and returned to them. Draft emails with links will be provided to all organisations wishing to send out the links and follow-up emails.

I would be grateful if you could advise the team whether you are able to supply your database directly to them or could send your database to Pepper Communications.

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Next Steps:

The research team contact is Emma Heslington, email - e.f.heslington@leedsmet.ac.uk, telephone - 0113 812 9161. Please note the team needs to know as soon as possible as the survey will be live in early November.

Thank you in advance for your consideration of this request. This is our study and without the industry pulling together, we will not be able to demonstrate the huge impact we have on our economy.

If you are a stakeholder already, you will have been contacted by the research team.

Warm wishes,

Samme Allen
Head of Sales - Business Events
Barbican Centre

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