

Strategic Plan of Work 2022 - 2023

UKEEVENTS

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UKEVENTS

Overview

UKEVENTS is the recognised voice of the UK events industry, acting as an umbrella body 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. UKEVENTS 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.



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Sector & Policy Working Groups

UKEVENTS 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 UKEVENTS 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 UKEVENTS 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.



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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.

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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.



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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.

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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.

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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



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About UKEVENTS

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

It's role is to support the work of its partners to help create a strong and growing events industry in the UK. The industry comprises many diverse and individual sectors, covering meetings, conferences, exhibitions, trade shows, trade shows, incentive travel, event hospitality, ceremonies, sporting, cultural, outdoor and festivals as well as other services provided by the wider supply chain.

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Objectives

- To provide 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.
- To establish a series of sector specific working groups which meet regularly to discuss mutual areas of interest and advance those areas.
- To engage with Government and policymakers to raise awareness of events to the UK economy and society and their ability to progress policy objectives.
- To advance the message of business events being a driver for international trade and exports and inward investment.
- To advance the message of sporting, cultural and festival events being a key driver of community cohesion and social wellbeing providing countless opportunities to local destinations.
- To amplify the work of its partner organisations and sharing best practice, research and other areas of activity
- To undertake regular research, trends analysis and insights to help the industry make informed decisions and shape the future of events.
- To work in partnership with Government departments and agencies, including DCMS, BEIS & DIT to provide regular market insights and intelligence and identify areas where business events can support their objectives and agendas
- To contribute to and support the work of allied organisations, including the Tourism Industry Council, All Party Parliamentary Group for Events and The Business of Events, VisitBritain, devolved Nations and key UK Cities.
- To increase the Industry's focus on professionalism, skills and talent development, diversity and inclusivity to include oversight of The Events Apprenticeship Framework (EAF).



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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



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Supporting organisations



Department for
Digital, Culture
Media & Sport



Department for
Business, Energy
& Industrial Strategy



Department for
International Trade



the
business
of events



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Contact

- For further information on the work of UKEVENTS, or to enquire about joining the partnership, please contact:
info@ukevents.org.uk
- For all media enquiries or requests for interview, please contact:
ukevents@daviestanner.com

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ukevents.org.uk

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