

BVEP – Terms of Reference

The Partnership:

- Represents all the leading trade and professional associations within the Business Visits and Events sector as well as Government agencies with a vested interest in the industry.
- Provides one representative voice for the industry;
- Promotes the benefits of Business Visits and Events to Government at a National and Local level.
- Seeks to influence policies and strategy that supports and drives the sector.
- Uses key influencers to engage and deliver a compelling message and act as ambassadors for the sector

Key Actions

- Ensure DCMS give higher priority to BV&E within their Tourism and Creative Industries agenda. This will be done through continued bi-lateral meetings with DCMS Officials and Ministers.
- Ensure BIS recognise the value and role of events in developing trade, exports research and development and employment. Arrange Meetings with Enterprise and University Ministers.
- Engage with UKTI to create a strategy for business events in common with UKTI priorities for furthering overseas trade and inward investment, Invite UKTI to re-join Partnership.
- Communicate with the LEPs, DMOs and DMCs to ensure the importance of events within a cohesive framework at local level is understood and promoted. A working group set up and driven by the national partners. (England, Scotland, Wales and N.Ireland)
- Commission a paper on Subvention and Incentives to encourage more international events and overseas visitors to attend business and leisure events.
- Develop 3 year strategy and Communications plan to ensure activities of Partnership are heightened within the Events Industry and update website
- Contribute to an Industry Leaders Forum to use for advice input and as advocacy ambassadors on behalf of the BVEP. Leaders become sector spokesmen to add credence. Lead by VB