

Business Visits and Events Partnership Mission Statement and Terms of Reference

Approved by partners in 2015

Mission Statement

The BVEP is the umbrella organisation representing leading trade and professional organisations, government agencies and other significant influencers in the business visits and events sector.

The BVEP exists to:

- Garner cohesive opinion of these stakeholders and to collectively influence and develop the policies, practices and strategies that support and generate growth in the sector.
- Raise sector awareness through clear communications of the social and economic benefits of the business visits and events sector.

The business events and events sector

The business visits and events sector comprises conferences, meetings, exhibitions, trade-fairs, incentive travel, corporate hospitality as well as other business, sporting, cultural and festival events. At conservative estimates this sector employs 530,000 people and is worth £36 billion annually.

Tone of voice

The BVEP Brand is professional, knowledgeable, experienced, connected and influential, and our tone of voice should be seen as being;

- Inclusive
- Confident
- Honest
- Knowledgeable
- Experienced
- Independent
- Impartial
- Ambitious
- Dependable.

About the BVEP - Terms of Reference

The BVEP:

- acts as the umbrella organisation for the leading trade and professional associations within the business visits and events sector as well as Government agencies with a vested interest in the sector.
- provides informed and representative points of view for the sector
- promotes the benefits of business and other events at all levels of Government
- encourages the sharing of best practice and encourages, disseminates and announces robust

research on the industry

- is an active supporter of the Britain for Events campaign and other initiatives that promote the sector
- encourages the development of sector quality, skills and qualifications
- support individual associations in specific campaigns where appropriate.

About the sector

The business visits and events sector is:

- a significant and growing sector for the UK economy
- a significant generator of economic growth, jobs, and both direct and indirect taxation
- recognised for its world class reputation in creativity and its highly skilled workforce
- contributing positively to the cultural development of the country
- helping exports and the UK's balance of payments

It should be noted that:

- business visitors spend significantly more than leisure visitors and they also act as sector 'champions'. They frequently return as leisure visitors.

Current communication Target Audiences

The Target audiences for communications are:

- existing partners of the BVEP
- business visits and events sector stakeholders
- the wider business community
- those involved in sector education and professional career development.
- associated tourism bodies, including the Tourism Alliance
- local authorities and local enterprise partnerships
- local government, tourism and event professionals
- central government, including specifically DCMS, UKTI, BIS and the All Party Parliamentary Group (APPG)
- Members of Parliament
- Associated media, bloggers and other influencers

Ends.

For Reference previous positioning as at January 2013

BVEP Where we are now

Mission Statement

"The aim of the BVEP is to lead the way in supporting a competitive, high quality and more profitable business visits and events sector in Britain"

The Partnership:

Represents all the leading trade and professional associations within the Business Visits and Events industry as well as Government agencies with a vested interest in the industry

- Provides the representative voice for the industry*
- Promotes the benefits of Business Visits and Events at all levels of Government*
- Uses key influencers to encourage the sharing of best practice and encourage, disseminate and announce more robust research on the industry*

Current Target Audiences

- Existing members of the BVEP*
- Industry stakeholders*
- Central Government, including specifically DCMS, UKTI and BIS*
- Local government, including tourism and event professionals*
- Event industry organisations*
- Wider business community*
- Associated tourism bodies, including Tourism Alliance*
- All Party Parliamentary Group*
- Members of Parliament*
- Government officials and influencers*
- Associated Media, bloggers and other influencers*

About the BVEP (CURRENT)

Represents all the leading trade and professional associations within the Business Visits and Events industry as well as Government agencies with a vested interest in the industry

- Provides the representative voice for the industry*
- Promotes the benefits of Business Visits and Events at all levels of Government*
- Uses key influencers to encourage the sharing of best practice and encourage, disseminate and announce more robust research on the industry*
- Provides the lead for and is an active supporter of the Britain for Events campaign*
- Supports the development of industry quality, skills and qualifications*

Tone of voice (CURRENT)

The BVEP Brand is professional, knowledgeable, experienced, connected and influential, and our tone of voice should be seen as being;

- *Inclusive*
- *Confident*
- *Honest*
- *Knowledgeable*
- *Experienced*
- *Independent*
- *Impartial*
- *Ambitious*
- *Dependable.*

About the industry (CURRENT)

- *Tourism is an increasingly important sector for the UK economy*
- *The UK events industry is a significant economic driver in terms of jobs, revenue and both direct and indirect taxation*
- *The UK has a world class events sector with a reputation for creativity and a highly skilled workforce*
- *The events industry contributes positively to the cultural development of the country*
- *Events help exports and the UK's balance of payments*
- *Business visitors spend significantly more than leisure visitors*
- *Business visitors act as sector 'champions' and invariably return as leisure visitors*

The Website Text (CURRENT)

*The **Business Visits & Events Partnership**'s aim is to lead the way in supporting a competitive, high quality and more profitable business visits and events sector in Britain.*

The Partnership seeks to provide a cohesive industry voice and works with government departments and agencies to influence and develop policies and practices favourable to the growth of tourism, trade and creative enterprise from business visits and events. It has the support of the leading trade and professional organisations and government agencies with an interest in conferences, meetings, exhibitions, trade fairs, incentive travel, corporate hospitality, and business, sporting, cultural and festival events.