

APPG For Events - AGM, Portcullis House, 26th October 2015

Presentation by Michael Hirst, Chairman, Business Visits and Events Partnership

1. **The Business Visits and Events Partnership** is the umbrella body for the Industry. It comprises 21 trade and professional organisations and agencies and has the support of DCMS, UKTI and Visit Britain.
2. The industry covers **conferences, exhibitions, trade fairs, incentive travel programmes, corporate hospitality, ceremonies, out-door, sporting, cultural and festival events.**
3. **Events are worth £42.3bn to the visitor economy. That's around 35%.** They generate trade, exports, inward investment, regeneration, knowledge exchange, scientific research, creativity, social cohesion, civic pride and destination place-making, right across Britain.
4. Conferences are worth over £21.6bn; exhibitions £11bn and cultural events nearly £2bn and this year the Rugby World Cup is estimated to be worth just under £1bn. So business, educational, recreational and social opportunities for all.
5. In the eight months to August, business visits have been the best performing sector of the visitor economy **up 10.0**
6. Last April, the coalition government published its first ever **strategy for sector.** This is aimed at attracting more international events to Britain and growing existing events in line with targeted priority economic sectors. As well as encouraging local authorities to recognise how events can benefit their areas.
7. In July the Prime Minister announced, as part of the new government's five point plan for tourism, that an **Events Industry Board** would be established to implement the Strategy.
8. The Board's structure is to be announced after the comprehensive spending review.
9. The previous **APPG for Events**, led by Nick De Bois, latterly MP for Enfield North, published a report on Opportunities for Growth forecasting the industry growing to £48.4bn by 2020 and carried out an **Inquiry into the International Competitiveness of the UK Events Industry.** Members were given regular briefings and communicated to Ministers and colleagues on behalf of the Industry.
10. We are delighted that Members of Parliament have responded to the call from **James Heapey** to re-institute the Group. We believe that alongside the collective efforts of the industry and a government endorsed Industry Board, the Events Industry has all of the ingredients to move forward with optimism and enthusiasm.
11. **Industry colleagues** will now give you an insight into aspects of the events Industry, highlighting opportunities and challenges.
 - **Simon Hughes**, Vice Chair of the BVEP and Director of EVCOM (The Event & Visual Communications Association) – Conferences & meetings.
 - **Chris Skeith**, Vice Chair of the BVEP and Chief Executive of the Association of Event Organisers – Exhibitions and Trade Fairs.
 - **Steve Heap**, Chairman of the Event Industry Forum and General Secretary of Association of Festival Organisers – Festivals and Outdoor Events.