

## BVEP Newsletter – February 2014 issue

**ALL IN THIS TOGETHER** – As an industry body, we are stronger together. The BVEPs role as an umbrella body is to represent the leading trade and professional organisations, government agencies and other significant influencers on the business visits and events sector. Collectively we influence and develop policies, practices and strategies that support and generate growth in the sector.

With the additional support of your members' involvement we can communicate more powerfully about our sector and our respective roles in it. We all want to see a better, more highly regarded sector – the BVEP is about giving added strength through shared knowledge between partners and their members, as well as benefits of shared communication objectives. Our partners represent the sectors opinions, challenges and concerns – the more input we receive, the more we are able to share.

**Richard Foulkes, Vice-Chair of the Business Visits & Events Partnership**

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### **Industry News – All Party Parliamentary Group Inquiry**

A series of recommendations to support the UK events industry achieve its ambitions to grow from £36bn to £48.4bn by 2020 were released in December 2013 as a result of the first ever All Party Parliamentary Group (APPG) Inquiry into the international competitiveness of the UK events industry.



Following the report, seven key findings have been established for government implementation, and a further five to be considered by the industry. For these recommendations to be successfully realised across the relevant industry bodies then this year's activity is vital to achieve this. There is much still to be done but as the events industry embraces the challenges set out within the report the aim remains to make the UK events industry as internationally competitive as possible.

Read the full report and its recommendations [here](#)

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### **Partner News – Tourism Ireland join the BVEP**

We are delighted to welcome Tourism Ireland, the organisation responsible for marketing the island of Ireland overseas as a holiday and business tourism destination, as partners of the BVEP.



Part of the Meet in Ireland brand, the official MICE organisation for the island, Tourism Ireland works with the two tourist boards on the island, Fáilte Ireland and the Northern Ireland Tourist Board who are responsible for product and enterprise development and marketing to tourism consumers within the island of Ireland.

See more on Tourism Ireland [here](#)

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## Industry Research – Southport Conferences Business Extenders Research

**MAKING MORE OF BUSINESS VISITORS** - Southport Conferences, the North West based convention bureau and Davies Tanner PR, along with endorsement from the BVEP have created a research project to look closer at the behaviour and popularity of business extenders in the UK. Taking into consideration the habits of business travellers and their desire for extending business trips for leisure, the initiative aims to analyse how visitor programmes can be made more attractive for the business traveller, establish the sort of trip that would best suit an extension and look at opportunities for driving revenue in the area.

Steve Christian, Principle Marketing Officer, Southport Conferences explained; “Over the Autumn months of 2013 we embarked on a very successful ‘Stay and Play’ campaign targeting business travellers and encouraging them to extend their visits in Southport for leisure.”



The Business Extensions survey is available to participate online at [www.surveymonkey.com/s/Z8RYXTY](http://www.surveymonkey.com/s/Z8RYXTY) until 31st January 2014. The results and further discussions are due to take place at International Confex this March.

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## Partnership News – International Festival for Business

**A TIME FOR EVENTS** - Ahead of this year’s International Festival for Business (IFB) in Liverpool, the Business Visits & Events Partnership (BVEP) will be working alongside Marketing Liverpool to build an industry campaign around the IFB (June – July).

As part of the festivals ‘events week programme’ the BVEP will be launching the campaign following the Summer Eventia (30 June – 2 July) on Tuesday 1<sup>st</sup> July.



The International Festival of Business is one of the biggest international business events for the UK with major events, conferences, exhibitions and a cultural programme that will attract different industries from around the world and underline the UK and Liverpool’s capabilities to play host to business in any shape.

Read more about the International Festival for Business [here](#)

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## Partner News – Britain for Events 2014 Campaign



**JOIN THE CAMPAIGN TRAIL** - Following a successful year in 2013, the Britain for Events campaign has set itself three key areas of focus for the coming year to ensure its status as the only fully inclusive self-promotional campaign for the UK events industry.

To meet these objectives the campaign will now be divided into three focus areas and run from 1<sup>st</sup> April (after International Confex) to the end of 2014. The three areas will be:

- A three month launch campaign focussed on the events industry (post International Confex)
- An industry campaign built around the International Festival for Business and the UK 'events week programme' - working alongside the Business Visits & Events Partnership and Marketing Liverpool
- A National Events Month (October) with segmented campaign weeks for each sector of the industry e.g. business events, experiential, exhibitions etc.

More information on the campaign can be viewed [here](#)

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## Partner News – Partner Discussions at International Confex

The BVEP will be hosting two discussion sessions during this year's International Confex (12 – 13 March) at Olympia.

The first session on (12 March) will consider responses to the All Party Parliamentary Group inquiry report and how best to act upon its findings.



The following day (13 March) partners are invited to discuss and learn more about the Partnership's 2014 report on the events industry in Britain. This will look at its overall size, value, characteristics, trends, opportunities and key issues for each sector of the industry.

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## Contact us

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