

BVEP Newsletter – September 2014 issue

PROMOTE YOUR INDUSTRY – The Britain for Events campaign is one of a few totally inclusive event industry initiatives, and one that concerns itself solely with the promotion of the UK events industry. The campaign team, working closely with the industry and the BVEP, decided to make this October the first event National Events Month, and the response from the rest of the industry has been great.

In a world of social media the NEMO hashtag has been widely accepted by event organisers around the world and events around the country will be badged, hosted or used to celebrate our great industry.

Maybe its because our industry, when it pulls itself together is so strong, that we continue to see a tidal shift in interest from government and the wider business community. There is no doubt more and more people are paying attention to what our industry does.

So, this October, make sure your doing your bit to promote your industry.

Michael Hirst, Chair of the Business Visits & Events Partnership

#followNEMO

Industry News – National Events Month October (NEMO)

BVEP SUPPORTS NATIONAL EVENTS MONTH

The Business Visits & Events Partnership is once again supporting the Britain for Events campaign, which this year is launching National Events Month in October 2014.

The BVEP is encouraging its partner organisations to support the many initiatives happening around National Events Month and to hold events of their own during October.

Organisers of National Events Month are looking for existing and new events to carry the Britain for Events branding and to use the NEMO hashtag across all pre promotional marketing

During the month there will be a number of 'host' events focusing on four key sectors of the industry; Conferences and Large Meetings, Exhibition and Experiential, Outdoor, Cultural, Music and Sporting events, and Corporate Hospitality & Incentive Travel.

As a further sign of support the BVEP will be holding its partners meeting during National Events Month.





BUSINESS VISITS CONTINUE GROWTH IN JUNE

Results from the VisitBritain International Passenger Survey (IPS) have reported a record month in June 2014 for business visits, the area that tracks the contribution of international event visitors to the UK.

The latest research, which captures data on travelling passengers in and out of UK transport hubs, shows that business visits continued to show growth and in June 2014 were up 6% on 2013, setting a new June record.

The business visits sector has consistently grown throughout 2014 and has been a key contributor to the visitor economy. The report also showed that business visits are continuing to show signs of long-term recovery, up 6% in June 2014, compared to June 2013. Over the rolling 12 months to June 2014 there has been a 5% lift in business visits, reaching just short of pre 2008 levels.

Read the full story [here](#)

Industry News – Government

GOVERNMENT INTEREST GROWS IN UK EVENTS MARKET

The Business Visits & Events Partnership has welcomed a new ‘tidal shift’ in engagement from government towards the UK events industry. This follows a series of meetings over the last few weeks, initiated by government departments, with key representatives of the industry.

Following a visit earlier this year to CeBit, the Prime Minister, David Cameron, has been convinced that Britain should do much more to host major events that can boost trade for the UK. As a result officials from the No 10 Policy Unit held a meeting with senior representatives from the Exhibitions sector, led by members of the Association of Event Organisers, to discuss opportunities for increasing the number of international trade fairs held in Britain.

The Prime Minister has already actively endorsed the Britain For Events campaign by pledging his support for the work of the industry in contributing to the growth of the economy.

This also coincided with an increased engagement with DCMS and UKTI to see events not only used as part of its strategy to encourage exports and inward investment, but also to see events included in the government creative strategy and within UKTI’s Experience Economy programme, acknowledging that Britain is home to some of the world’s best creative talents when it comes to staging international events.



Industry News – All Party Parliamentary Group



INDUSTRY RESPONDS TO APPG INQUIRY

Industry Response to the All Party Parliamentary Group Inquiry into the international competitiveness of the UK events industry has now been collated and is available to view on the [BVEP](#) and [Britain for Events](#) websites.

The results of the APPGI were presented in December 2013 and industry was given the opportunity to submit responses and commentary on the findings of the report at Confex earlier this year.

In the interim all other commentary from representatives across the UK events industry has been collated into a central document that will be presented to the APPG as part of National Events Month.

Industry News – Party Conferences

BVEP TARGETS PARTY CONFERENCES

The BVEP is writing to the organisers, venues and destination hosts of the key political parties to showcase the events industry and the Events are GREAT Report in front of attending delegates.

The party political conferences will be taking place in; Labour, Manchester Central, Manchester, 21st – 24th September; Conservative, The ICC Birmingham, Birmingham, 28 September – 1st October 2014; and Liberal Democrats, Scottish Exhibition + Conference Centre, Glasgow, 4th - 8th October.



The BVEP is also to launch its Manifesto for the Events Industry ahead of the 2015 General Election. Comprising all the main policies, the industry it is seeking from the party political parties to help boost events in Britain. Various aspects of the new Manifesto will be launched both at the Party Political Conferences and during National Events Month.

Partnership News – BVEP Goes Social

BVEP LAUNCHES SOCIAL MEDIA CHANNELS

The BVEP has launched a Twitter handle and Linked In Group this month. The new formats have been set up to enable the partnership to continue to share news and information from across the events industry with the professionals that work within it.



The new formats have been newly set up so we're encouraging partners of the BVEP and their members to join, like or follow us on [@bvep_uk](#) and find us on Linked In.

Next time – Focus On ...

NEW MARKETS AND BEST PRACTICES

The BVEP is launching two new initiatives as part of this Newsletter. In each issue the BVEP will share knowledge of an emerging market or trend with the industry and cover an industry best practice. Taking from comment, opinion and research garnered from the Partnership, this section will look at how these trends and practices affect the UK events industry.

If you are interested in contributing your experience about a particular trend or sharing a best practice, be it a territory such as China or India, or a trend, from emerging technology, to longer lead times or greater sustainability or productivity in staging events, please contact us on the details below. We're keen to include your opinions and contributions ...



Contact us

Email - bveppartnership@gmail.com Website - www.businessvisitsandeventspartnership.com

Twitter - @bvep_uk