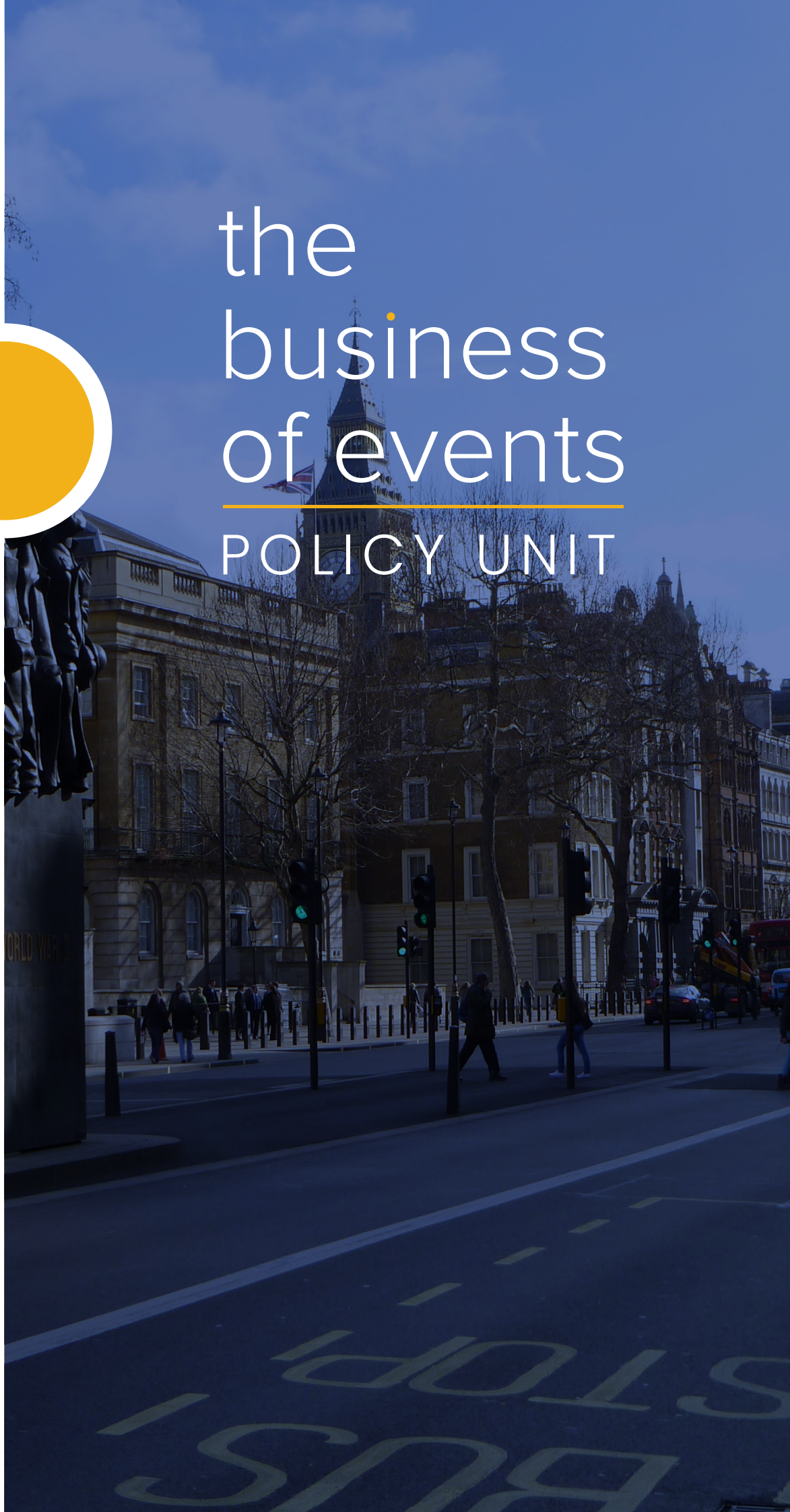




the business of events

POLICY UNIT





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Overview

The Business of Events Policy Unit was created to provide the UK events industry with a platform from which to engage with the sector to develop policy initiatives, including positioning papers, ahead of the next General Election. The Unit works closely with UKEVENTS, the All Party Parliamentary Group for Events and other key industry stakeholders to continue our primary strategy of engaging and informing politicians, policy-makers and business organisations of the strengths and opportunities that a well-supported events sector can deliver for the UK economy and society.



Strategy

While continuing to engage with the wider UK events sector to garner opinion and evidence from which to develop a Policy Agenda, the Policy Unit will also monitor and research trends across the global market to inform UK Government and its various stakeholder groups to ensure we can continue to operate effectively in what is a highly competitive environment.

As we work to develop our Policy Agenda, which must be aligned to the sector's strategic and commercial priorities, our focus will be on areas of policy that ultimately deliver growth, a rise in international visitors and an increase in international trade. Currently, we are focussing our work in the following areas of policy and practice:

- The ability of business events to increase international trade and inward investment
- The role of events in the exchange of knowledge and value creation to improve society
- The ability to support sustainable practices and Green Growth
- Supporting business and communities across the whole of the UK as part of the growth agenda
- Providing highly skilled jobs and future talent
- To ensure diversity, equity and inclusion remains a primary foundation pillar for the sector



- Emphasising the importance for a new partnership approach between Government and the UK Events Sector
- Consulting with industry leaders, partners and stakeholders on practical but ambitious policies which deliver on a mutually beneficial agenda
- Using existing and new research to continue to inform Government, policy makers and influencers on the benefits of a strong and supported events sector
- Making the argument for reducing regulation and the tax burden to increase growth and investment through a range of incentives
- Using events to showcase UK innovation and creativity on the world stage and deliver on a range of National and International policy objectives



Consultations

Over the coming months, the Policy Unit will coordinate requests for evidence from Government Departments, Select Committees, All Party Parliamentary Groups, Third Sector Organisations and Regulatory Bodies through the submission of consultation papers. Most importantly, we will develop a platform to engage strongly with the UK events sector to gather information, opinion and evidence that can be used to help shape the overall Policy Agenda.

In addition to working closely with UKEVENTS and the current UK Government, we will also talk openly with the various opposition parties, Members of Parliament and the devolved administrations to ensure we are engaging with the widest possible audience.

Should you have an issue, piece of research or data or policy idea that you feel should be included within our period of industry consultation, or if you wish to discuss our work, please contact us on:

policyunit@the-business-of-events.com

A woman with blonde hair, wearing a white blouse and a blue lanyard, is looking off to the side with a thoughtful expression. She is holding a small object near her ear. The background is blurred, showing other people in a professional setting. The entire image has a blue tint.

Stakeholder Engagement

A key part of the Policy Unit's work is reaching out nationally and building relationships with figures such as Government Ministers, Senior Officials, Select Committee Members, Shadow Ministers at Westminster and Whitehall and ensuring that the UK Events Sector is fully represented in all relevant discussions.

Working with UKEVENTS, the Policy Unit has a commitment to engage with all trade and membership bodies across the entire events sector as well as specific commercial organisations across the UK.

The Policy Unit, as part of The Business of Events, will continue to hold policy events and forums with other partners and relevant bodies to inform on progress and advance the work of policy development.



International Policy

Whereas most of the work the Policy Unit will undertake is based around UK policy initiatives, The Business of Events has a global footprint and reach, and therefore can explore and share best practice and policy initiatives from other nations, especially across those markets with a mature and competitive events sector.

As part of this work, we will continue to conduct regular research into market sentiment, trends and attitudes, particularly at a destination level, and share these with our partners across Government and the sector.

How to Contribute

We want you to play a part in developing policy by sharing your ideas and experiences and engaging with our work. It is vitally important, if we are to achieve our objective of developing policy initiatives that benefit the entire UK events sector, that we create an open and fully inclusive process.

Submit ideas, policy papers or other examples [here](#).

Apply to attend our series of events taking place throughout 2023, including our flagship UK Policy Forum, Sector Roundtables, National Forums and CEO Summit. Information on forthcoming events is updated regularly and published on our [platform](#).

You can also join the debate and keep up to date with news and progress by subscribing to our social media channels and through regular news and content published on our [policy platform](#).

You can also join some of the UK's leading event sector brands by becoming an official Partner of The Business of Events. Just [contact us](#) for further information and for a copy of our 2023 Prospectus.



Partners

The Business of Events works closely with a number of strategic partners in operating its Policy Unit, including:

UKEVENTS



Department for
Digital, Culture
Media & Sport



appg events



Department for
International Trade



About The Business of Events

The Business of Events (TBOE) is an independent Think Tank for the UK events sector; an industry that has enormous economic potential.

Our primary role is to raise the importance and profile of business events as an economic, policy, and community driver and to maximise the opportunities achieved by having a strong business events sector.

We achieve this through a combination of Policy, Advocacy, Content and Engagement, bringing together senior leaders from across the business events sector to discuss policy ideas and initiatives and to connect with government, policy makers and influencers, public sector organisations and politicians.

Established in 2018 by brand communications agency davies tanner, our shared vision is supported by several strategic partners, including the Department for Digital, Culture, Media & Sport (DCMS), the All-Party Parliamentary Group for Events, VisitBritain and UKEVENTS (formerly the Business Visits & Events Partnership), along with many of the UK's leading business events destinations, venues and trade associations.





Contact



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Policy | Advocacy | Content | Engagement

www.the-business-of-events.com