

The
Business
of **Events**
by **dt.**

Partnership Prospectus

2026/27



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Considering becoming a strategic partner of The Business of Events?

**This prospectus will tell you everything you
need to know.**

ABOUT

The Business of Events (TBOE) is an independent Think Tank for the UK events sector. Our primary role is to raise the importance and profile of business events as a driver for economic growth, and to maximise the opportunities created by having a strong business events economy.

Achieved through a combination of Content, Engagement, Advocacy and Policy we bring together senior leaders from across the business events sector to connect with government, policymakers and influencers, public sector organisations and Members of Parliament. We conduct regular research and market insights, including our annual International Planner Sentiment Report, the quarterly Event Economy Tracker and the flagship Global Destination Report, which surveys over 1,000 leading business events destinations annually.

We also hold several exclusive invitation only events each year, including several regional policy forums, our annual Westminster Dinner and our signature Policy Forum.

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As Chair of the APPG for Events, I'm proud to be working closely with a world-leading industry that contributes so much to our economy and culture. The UK events sector is a £60 billion powerhouse, supporting over 600,000 skilled jobs in communities across the country, driving exports, and enhancing our reputation on the global stage.

Martin Rhodes, MP for Glasgow North and Chair of the APPG for Events

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POLICY AGENDA

TBOE's UK business events industry policy agenda was developed following a UK-wide consultation in 2023. Seven policy initiatives were identified to stimulate growth. These initiatives are promoted and used to influence the UK Government and define the scope of work for members of the All-Party Parliamentary Group for Events (APPG).

Our Seven Policy Initiatives

1. Update **SIC codes** to ensure accurate representation and targeted support.
2. Easier visa schemes to facilitate international collaboration post-Brexit for both inbound and outbound events.
3. An event tax credit scheme to attract new events and support existing ones through financial incentives.
4. Attract more international events and provide more support to position the UK as a top destination for global events.
5. Provide support to drive the UK's competitiveness by using events as a catalyst for growth across different sectors.
6. Invest in the country's convention bureaux, empowering them to drive economic development.
7. Leverage events for policy objectives by using them to deliver and promote government policies.

For more details on each of our seven policy initiatives, download our [**Policy Agenda here.**](#)



EVENTS

TBOE hosts various events throughout the year, including our signature Policy Forum, which is attended by industry leaders, Ministers, and Members of Parliament.

We also host a series of advocacy forums and intimate Westminster Dinners, bringing partners and stakeholders together with those MPs serving on the government's APPG for Events.

A key benefit of becoming a TBOE partner is exclusive access to our events, introducing industry leaders to government representatives and helping to develop relationships with MPs and Ministers for the long-term sustainability of sector-based businesses.

As a valued partner, you will also receive event branding and recognition of your support.

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The Business of Events has been an important partnership for VisitBritain, bringing together all layers of the business events ecosystem alongside government officials to deepen advocacy for the sector. The annual Policy Forum has been a flagship event for the industry to convene, engage and elevate all our work, which is critical during this period of profound change.

Paul Black, Head of Business Events, VisitBritain and VisitEngland

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RESEARCH

TBOE's research papers are published throughout the year and can be downloaded for free from our website (thebusinessofevents.co.uk).

Our annual **International Planner Sentiment Report** shows the current thinking of event buyers. It tracks sentiment across several factors, including cost, brand, safety, accessibility and sustainability in terms of their priorities when selecting a destination or venue.

First published in 2021, **The Business of Events: Global Destination Report** is our annual survey of National Tourism Organisations and Convention & Visitor Bureaux. It is used by destinations to help shape decision-making, lobby local and national governments for support, and advocate for social and economic impact.

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The Business of Events is an important platform for bringing our sector together and making sure our voice is heard. It gives us the opportunity to show the true value of business events, not just economically, but in how we drive connection, collaboration and growth. For beam, it is about ensuring our members are represented and our sector is properly recognised.

David Tremmil, Chair, beam

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NEWS & CONTENT

Producing content to educate and inform on the value of business events is integral to our work.

Our partners are asked to contribute to articles, interviews, research and insights. We then share our exclusively created content across our digital and social channels, and with a multitude of media outlets, to ensure our messaging is targeted and widely spread.

Becoming a partner of TBOE means that your opinions are heard, your impact on the business events industry is reported on, and you have a voice on the future direction of the sector.

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Our longstanding partnership with The Business of Events (TBOE) has helped position ICC Wales at the heart of conversations that shape the future of our industry. TBOE brings together policymakers and industry leaders in a way that drives meaningful progress and informs both our own strategy and that of our clients. We continue to support TBOE as it reflects our own values—collaboration, innovation and long-term impact. Together, we're working to ensure that events leave a legacy far beyond the economic, and that the UK remains a world leader in the global events landscape.

**Julie Hammond, Group Chief Executive Officer,
The Celtic Collection and ICC Wales**

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BECOMING A PARTNER

For an annual fee of £5k, you will receive:

- One individual corporate membership to the All-Party Parliamentary Group for Events
- Priority invites for all events (including APPG for Events dinners and meetings with MPs)
- Partnership branding on all research, reports, white papers, and policy documents
- Content contributor status for News & Content activity
- Shared benefits of PR and media activities
- Shared benefits of lobbying activities
- Brand identity on the TBOE content portal and social channels
- Invitations to speak at events and join panel discussions
- Priority places and branding at the annual Policy Forum

In addition to strategic partnership status, we also offer **sponsorship** opportunities from headline partner to supporting our reports, events, and other tailored activities during the year.

TBOE also manages the **APPG for Events*** and can arrange group corporate membership for interested parties. For more information please visit: appgevents.com

TBOE does not receive direct Government or public sector funding. We can only carry out our activities thanks to the ongoing commercial support of our strategic partners and sponsors.

**In accordance with, and in compliance of, Parliamentary rules governing All-Party Parliamentary Groups, as set out by the Parliamentary Commissioner on Standards, Davies Tanner is partly funded by The Business of Events, an independent Think Tank for the events sector, to act as the group's official Secretariat and Special Advisors. In turn, The Business of Events receives additional funding from a number of individual corporate partners. Corporate partners may attend official events of the APPG, by invitation, but do not possess voting rights or have a direct say over the activities of the group.*

ADDITIONAL SPONSORSHIP OPPORTUNITIES



Sponsored by VisitScotland Business Events

- Receive your branding on an exclusive annual survey and report
- To be launched in March 2026



Sponsorship available for 2026 report

- Receive your branding on an exclusive annual survey and report
- Host a lunch or reception to launch the report around The Meetings Show 2026 and comment on the findings

All reports are issued with a Media Briefing to our global database of over **500,000** media contacts including international and national news desks, meeting and events, hospitality, destination and association outlets.

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TBOE continues to be an essential and effective advocacy network of key influencers in the UK's business events sector. Its Policy Forum is the leading annual gathering in the UK for the high-level chat that we need to move us forward collectively, and make our industry's message land once and for all.

Neil Brownlee, Head of Business Events at VisitScotland

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POLICY FORUM

The
Business
of Events
POLICY FORUM

The Policy Forum is TBOE's flagship annual gathering of industry and government, taking place on Tuesday 7 July 2026 at IET London: Savoy Place.

Recognised as one of the most influential dates in the business events calendar, it brings together over 300 senior leaders from across destinations, venues, exhibition organisers, event agencies, associations and trade bodies. They are joined by Ministers, MPs and policymakers, creating a unique platform where industry insight meets political influence.

Designed to spark meaningful dialogue and drive progress, the Forum explores the economic and political landscape shaping the sector, addressing the latest policy developments and unlocking the future potential of the global events economy.

Westminster Dinner: On the eve of the Forum, Monday 6 July 2026, invited partners and supporters attend our exclusive Westminster Dinner at Spencer House – an intimate and informal setting to connect with senior industry figures and policymakers. This pre-Forum gathering sets the tone for open conversation, collaboration and influence at the highest level.

Partnership opportunities: We offer a range of partnership packages for the Policy Forum, from Headline Sponsor to Forum Supporter. Each level provides a powerful platform for visibility and engagement, including branding, recognition, invitations and opportunities to participate directly in the conversation shaping the sector's future.

Be part of the conversation shaping the future of the business events sector. Contact us to explore partnership opportunities or to discuss a tailored collaboration.

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IET London: Savoy Place has been proud to host The Business of Events Policy Forum for the past two years - a milestone that has significantly helped raise our profile within the events industry. Although the forum had been held elsewhere previously, hosting it at our venue introduced IET London: Savoy Place to many event professionals and agencies for the first time. The impact was immediate and lasting. Even 18 months later, I still meet people at trade shows who fondly recall that first year it was held here. The partnership has not only brought valuable recognition to our venue but also created meaningful opportunities for our team to engage with a wide and influential network of industry leaders.

Jess Mooney, Business Development Manager, IET London: Savoy Place

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CURRENT PARTNERS



ABPCO
Association of
British Professional
Conference Organisers





CONTACT

For further information on The Business of Events, our work, and how you can get involved, please contact:

Sue O’Gorman

Brand Marketing Director

✉ sue.ogorman@daviestanner.com

☎ +44 (0)1892 617902

🖱 daviestanner.com

Mike Fletcher

Director of News & Content

✉ mike.fletcher@thebusinessofevents.co.uk

☎ +44 (0)7973 423386

🖱 thebusinessofevents.co.uk

 [thebusinessofevents](https://www.linkedin.com/company/thebusinessofevents)

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