



The Events Industry Alliance works to ensure the interests of business events in the UK are effectively represented, understood and communicated to Government across the three pillars of Growth, Becoming the World's Meeting Place and Developing Skills and People to unlock the industry's full potential as one of the biggest engines for growth in the economy.

Our industry fuels travel, tourism and hospitality. It also ignites business in the markets served by the events it creates, which has a knock-on effect on their supply chains across the UK and the world.

ENSURE THE UK BECOMES THE **WORLD'S MEETING PLACE**

- The number one ask is for business events to be recognised as a sector that provides value to the economy and contributes to our nation's trading ambitions as it drives £70bn of trade into UK businesses annually.
- We need the Government to organise for success - create 'Business Events UK' as a delivery body which takes a strategic approach to the sector that explicitly links business events to the nation's trading and industrial ambitions.
- Ensure the world knows that the UK is open for business. The impact of Brexit has led to a perception problem which can be fixed by providing clarity to overseas exhibitors and organisers. We need to ensure there is a smooth path to trade to and from the UK.
- Drive awareness of the importance of the industry through an upweighted ministerial advocacy programme throughout the UK.
- We need the government to deliver on building the infrastructure necessary to ensure our venues stay world class.
- The Government should be a global champion for sustainable business events in the UK. Innovation within the industry should be encouraged through seed funding and tax breaks to incentivise growth of existing events and attract new events.

OUR KEY ASKS

GROWTH

- Develop an international trade strategy that recognises, leverages and supports the UK Business Events sector to drive growth for a global Britain
- We need a strategic unit for events across Government with a dedicated representative within each department with responsibility for the attendance and representation of that department.
- Attract, grow and incentivise business events to facilitate sustainable economic growth across the nations and regions within the UK.
- The Chancellor should make events a key growth area of focus. This would encourage inbound investment and outbound trade through upweighted grants and other measures.
- Tax reliefs when required in recognition of the economic benefit and attraction to foreign tourism that the industry facilitates, similar to what the film and TV sector have received in the past.

SKILLS & PEOPLE

- Promote careers in the industry and encourage an inclusive, diverse and dynamic workforce.
- Establish SIC and SOC codes to enable analysis of the industry's dynamic workforce and substantial economic impact.
- The Government should focus on improving skills for those entering the labour force, including increasing take-up of higher-level non-university adult skills qualifications to achieve the government's levelling up skills mission.
- The Minister for Apprenticeships and Skills should help fund the event training and apprenticeship schemes which have been put in place by industry.
- Industry should work closely with the Department for Work and Pensions to promote the jobs and careers in the sector, with Government ministers talking up the sector at every opportunity.