



## Media Statement

16 December 2009

### **Business Visits & Events Partnership to Review Industry Role as it Celebrates 10 Years of Campaigning**

2010 will continue to present challenges for the industry says Chairman

The Business Visits & Events Partnership (BVEP), the umbrella organisation for the UK business tourism and events industry, is to embark on a review of its industry role as it begins to mark 10 years since its foundation in 2000.

Chairman of the BVEP, Michael Hirst OBE, comments; "As the UK events industry continues to establish itself as a major economic and social driver, we as a supporting body need to position ourselves to encourage and champion the industry in a way that is relevant to today's market."

The BVEP forecasts that 2010 will continue to be a challenging one, with an even greater need for the industry to demonstrate its value in every aspect of business and community life. "We have to get better at promoting what we as a sector do, both in economic, social and cultural terms, and be more robust in dealing with many of the issues that we face", continues Michael.

The BVEP is set to consult more widely with its member base and the wider market to identify ways in which it can further support and strengthen the UK meetings and events industry. As well as its pivotal role in lobbying government, the independent organisation will also commence a communications drive, designed to boost its message to the largest possible audience. It has also appointed former BACD Chief Executive Tony Rogers to compile an industry wide report covering all sectors of the UK events industry.

---ends---

## **About the Business Visits & Events Partnership**

The Business Visits and Events Partnership's aim is to lead the way in supporting a competitive, high quality and more profitable business visits and events sector in Britain. The Partnership seeks to provide a cohesive industry voice and works with VisitBritain and other government departments and agencies to influence and develop policies and practices favourable to the growth of tourism, trade and creative enterprise from business visits and events and with the support of the leading trade organisations and government agencies with an interest in conferences, meetings, exhibitions, trade fairs, incentive travel, corporate hospitality, and business, sporting, cultural and festival events.

Members of the BVEP include;

- **Association of British Professional Conference Organisers**
- **Association for Conferences and Events**
- **Association for Events Management Education**
- **Conference Centres of Excellence**
- **Department for Culture, Media & Sport**
- **Eventia**
- **European Federation of Professional Conference Organisers**
- **Events Industry Alliance**
- **Events Industry Forum**
- **Hotel Booking Agents Association**
- **International Congress & Convention Association**
- **International Special Events Society**
- **Meet England**
- **Meetings Industry Association**
- **Meetings Professionals International**
- **National Outdoors Events Association**
- **Northern Ireland Tourist Board**
- **Site Global**
- **UK Inbound**
- **UK Trade & Investment**
- **VisitBritain**
- **Visit London**
- **VisitScotland**
- **Visit Wales**

[www.businessvisitsandeventspartnership.com](http://www.businessvisitsandeventspartnership.com)

For further information and interviews please contact;

Michael Hirst OBE, Chairman BVEP T: 020 8950 8071

Aimee Thompsett at Davies Tanner

T: 01892 619100 E: [aimee.thompsett@daviestanner.co.uk](mailto:aimee.thompsett@daviestanner.co.uk)