

## **News Release**

1<sup>st</sup> April 2010

### **Events Industry Employers Missing Out on Training Opportunities**

Events industry employers are missing out on great opportunities to upskill their staff through lack of knowledge of training, qualifications and public funding, a new report by People 1st has revealed.

The *Labour Market Review of the Events Industry*, which looked at the industry's contribution to the UK economy, and skills recruitment and retention issues associated with its workforce, will form the basis for a strategy to address the skills and labour needs of the events industry.

The sector provides an important revenue stream for the UK. In 2007, business visits and events were worth over £22 billion to Britain's economy\*.

While there is an array of qualifications available to support work-based training, such as foundation degrees in events management and temporary structures, many employers are not aware of them and, as such, training is largely in-house and informal. While 73 percent of businesses interviewed gave staff the opportunity to take a nationally recognised qualification, there is currently no continuing professional development (CPD) programme that leads to a qualification specifically for the events industry.

The report also found that there is a lack of understanding among jobseekers and learners on the realities of working in the events industry and what it entails.

People 1st has worked with the University of Derby to develop a draft skills and labour market strategy for the events industry, to create a coordinated, industry-wide approach enabling the sector to tap into the high number of events undergraduates. It focuses on the need for a strong CPD culture and taking a fresh look at qualifications at

an undergraduate level. It also looks at how information, advice and guidance can be offered to the industry through [www.uksp.co.uk](http://www.uksp.co.uk).

The proposed strategy provided a platform for discussion at the Event Skills Seminar at Confex on 22 February, where People 1st and the University of Derby presented the proposals to key players from the events industry.

Martin-Christian Kent, research and policy director for People 1st, commented: "Given their central importance, it is critical for the ongoing professionalism and growth of the events industry that organisers have the necessary skills and expertise to meet and exceed their clients' expectations.

"The workshop at Confex has enabled employers, educators and other partners to come together to start making this a reality. If we get this right, it will provide a route to recognise the broader skills of our workforce and highlight the professionalism of the events industry."

The Labour Market Review of the Events Industry is available on the People 1st website, at [www.people1st.co.uk/research/reports](http://www.people1st.co.uk/research/reports)

*\* Business Visits and Events Partnership, March 2007*

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### **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**
- **Events Industry Alliance**
- **Events Industry Forum**
- **Hotel Booking Agents Association**
- **International Congress & Convention Association**
- **International Special Events Society**
- **Meet England**
- **Meetings Industry Association**
- **Meeting 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)

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