

MEMBERSHIP

- 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

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6th December 2010

The Rt. Hon David Cameron MP
The Prime Minister
10 Downing Street
London SW1A 2AA

Those working in the Events' Industry share the disappointment in not winning the right to stage the 2018 Soccer World Cup. However we applaud your personal commitment to the bid and that of Prince William and other members of England's bidding team.

Securing major international events for Britain will play a major role in the Government's strategy to rebuild the economy. The World Cup bid highlights the importance of high level support and long term planning for Events that often take place several years ahead and only last for a short period.

There is however another category of events which have a more sustainable and enduring quality. These are international conference, exhibitions and trade shows held in Britain, whose present economic benefits are estimated to be worth at least £100 billion per year and which equally serve to make Britain a destination of first choice and of international focus.

Such events highlight on the world stage, Britain's reputation for innovation, skills and research. They deliver sizable marketing opportunities to boost the Country's exports and showcase Britain's manufacturing and service industries' products and expertise. Overseas visitors to these events add immeasurably to the tourism and retail economy.

We can learn much from our understanding of the process of the Olympic and World Cup bids to win more international business events for Britain and engage the support of government ministers and leading business people.

I would respectfully suggest that you consider convening a high level group from BIS, UKTI, DCMS and VisitBritain and include leading representatives from the Conference and Exhibitions Sector to determine what additional major international events could be attracted to Britain or created by Britain's Event Organisers and held here to re-enforce and promote the Country's priority economic sectors.

Members of the Business Visits & Events Partnership are eager to ensure your Government adopts a winning strategy for the Events Sector in Britain and to align their growth objectives with your priorities and thereby make a positive contribution to Britain's social, cultural and commercial prosperity.

Sincerely

Michael Hirst OBE
CHAIRMAN

Business Visits & Events Partnership



LEADING THE WAY FOR BRITAIN'S EVENTS