

## **Business Visits and Events Partnership to Co-ordinate Annual 'Britain for Events' Campaign**

International Confex to become lead campaign sponsor

24 May: 'Britain for Events' the events industry's annual promotional campaign, will now be co-ordinated by the Business Visits & Events Partnership (BVEP) it was announced today. The industry's collective body will take the initiative from VisitBritain which has managed the campaign for the last three years.

The campaign will also benefit from a newly formed advisory group, consisting of a number of key industry associations and partners including: the Meetings Industry Association (MIA), the International Congress & Convention Association (ICCA UK & Ireland), Hotel Booking Agents Association (HBAA) and Visit England.

In further support of the campaign, International Confex has taken on the funding shortfall for the next three years, as a result of VisitBritain's withdrawal from business tourism. The remainder of the campaign funds will continue to be raised from industry partners and supporters, along with the commercial and corporate sector.

To provide a greater focus on activities, and to avoid other industry events taking place during the year, the campaign moves to a June launch with a focus period of September 2011 – March 2012 and International Confex a key event in the campaign's calendar. It will continue to run on during the summer of 2012 to take advantage of the staging of the London Olympics as a focus for promoting Britain as a global destination for world events.

"With VisitBritain's strategic move away from business tourism we are delighted that this important campaign has a secure future," comments Michael Hirst, chair of BVEP. "There is a natural fit between the partnership and the campaign and we have a board of experienced personnel from across the industry who can aid in ensuring it continues to have a tangible and positive effect on the industry."

Hirst adds: "It fits our key objectives to promote the benefits of business visits and events at all levels of government and to make Britain the natural destination choice and an international hub for all sectors of the events industry."

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