



Business Events Growth Programme

## Government Advocacy

Guidelines 2025-2026

## Introduction

VisitBritain and HM Government offer Government Advocacy to support the events industry in Britain, strengthening the bidding process and helping to welcome new international business events.

VisitBritain works with the Department for Digital, Culture, Media and Sport (DCMS) and other cross government partners to offer Government Advocacy to British organisers. We make requests for support – where possible – that will aid in winning international business events to Britain or help to grow the international profile of our sector.

The initiative forms part of our Business Events Growth Programme, which champions international conferences, tradeshow, congresses and exhibitions hosted in Britain.

## Soft power support

Support can take many forms, but it usually consists of **letters or videos** of support from Ministerial / Senior Government figures and VisitBritain CEO to strengthen and boost Britain's winning potential for international business events.

You will need to describe in detail what type of support is sought and outline the key milestones and dates we should be aware of.

## Why should I apply?

Add value, strengthen, and boost your bid or your event by connecting with Ministerial, Senior Government and high-profile figures. You can:

- Increase the chances of winning future business events by receiving Government support in your bids.
- Grow attendance or win an event by promoting Britain as host destination for your future business events.
- Promote your events and welcome delegates in Britain.

## How to apply

1. **Read the guidelines** to familiarise yourself prior to completing your application for support and to understand the key requirements for any event seeking support through the Business Events Growth Programme
2. **Complete the application form**, ensuring you answer all questions and including as many details as possible regarding the support requested for us to provide the best support.
3. **Take note of the time required** before receiving soft power support and ensure that fits with your application.

This support is offered **all year round** and applications are welcome on an **ongoing basis**. We recommend **applying as early as possible**, to get the best possible assistance.

Be aware that submitting a request for support, regardless of whether the eligibility criteria is satisfied, does not ensure that the support will be made available under this or any other initiative.



Please allow a minimum of **one month** after application to receive soft power support, depending on which department the request is for. Also note that the length of time needed for videos might be longer. Bear this in mind when considering your activity.

## Eligibility criteria

All applications will be assessed against the following criteria.

If the answer is 'yes' to all the questions, then the event is eligible to apply for funding but there is no guarantee that advocacy support will be received.

- **Is it a 'business event' for a professional, trade, B2B or academic audience?** This includes B2B tradeshows/exhibitions, association conferences and congresses. Consumer/B2C events, festivals, sport and other events are ineligible to apply.
- **Is the bid for a business event to be hosted in Great Britain?** This includes England, Scotland and Wales.
- **To the best of your knowledge, are you the sole Britain bidder for the event?** Applications will be considered when the applicant is the sole Britain candidate for the event. Should there be more than one British destination/venue looking to bid for this event, we must either offer funding to all bidders or refuse any applications.
- **Will the event have an international audience?** Domestic events are not eligible for this type of support.
- **Does the event have trade and investment potential?** This can be both during the event (international delegates attending) and the potential for future trade and investment post-event.
- **Does the event clearly align with one of Government priority sectors for the UK industry?** This includes aerospace, automotive, creative & digital industries, education, energy, engineering & manufacturing, environment, financial & professional services, food & drink, healthcare & life sciences, maritime, real estate, retail, smart cities, technology, transport.

## Find out more

For more information on Government Advocacy, please visit [VisitBritain Business Events Growth Programme](#)

For enquiries about the programme, please email [grants@visitbritain.org](mailto:grants@visitbritain.org)