



Bookingline Ltd

Application Form 2021/2022

# Business Events Growth Programme International Delegate Growth

Supporting recurring business events in the UK to grow their international attendance and profile

For more information, please visit: [www.visitbritain.org/business-events](http://www.visitbritain.org/business-events).

Please email [EventSupport@visitbritain.org](mailto:EventSupport@visitbritain.org) if you need any assistance completing this form.

Once completed, please email this application and all the supporting documents to [EventSupport@visitbritain.org](mailto:EventSupport@visitbritain.org), with the following reference in the subject line: **IDG/Event name**.

# Contents

Please complete the application in the order stated below. To ensure you meet the key qualification criteria, we advise that you first review Section Two, before continuing on with the remainder of the application.

- 01 About your organisation
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- 05 Conditions and Declaration

# 1. About your organisation

This section will be used by VisitBritain to contact you about your application.  
Your contact details will not be shared with any third parties.

Q1

## Main contact details

First name

Surname

Telephone

Position

Email

Q2

## Company Information

Organisation name

Trading as

Address line 1

Address line 2

Address line 3

City

Postcode

Country

Company registration number

Registered office (if different from address above)

VAT registration number

Type of organization (e.g local authority, commercial)

Q3

### Does your organisation employ fewer than 250 people, and have a turnover of less than or equal to 50 million?

Preference will be given to grant applications from SMEs (small and medium sized enterprises), those organisations who have less ability to access financing to support such growth activities, or events which have potential for high economic impact and increase in delegates. Government and the European Commission's definition of a SME is an entity engaged in economic activity that employs fewer than 250 people, and has a turnover less than or equal to 50 million, or has a balance sheet total of less than or equal to 43 million.

Yes

No

If NO, please specify the number of people your organisation employs, turnover, and the reason why grant funding is needed.

Q4

### How did you hear about the Business Events Growth Programme?

Q5

### Have you previously applied for funding through the Business Events Growth Programme?

Yes

No

If YES, please specify: type of support applied for (Bid Support or International Delegate Growth), the year(s) applied in, value, and if your application was successful or not.

## 2. Qualification criteria

All applications will be assessed against the following criteria on a competitive basis. If the answer is 'yes' to all of the questions, then the event is eligible to apply for funding but there is no guarantee that all events or activity suggested will be deemed appropriate or offered grant funding. However, the event may still benefit from the advocacy of HM Government if the following criteria are met.

### Q6 Will all the proposed grant funded activities occur in the financial year 2021/22?

All items of expenditure must be concluded and claimed in arrears within the financial year ending on 31 March 2022. No pre-payments for activities being delivered in future financial years are permitted, but the event can take place a future financial year.

Yes                  No

### Q7 Is it a 'business event' for a professional, trade, B2B or academic audience?

This includes tradeshows/exhibitions and conferences/congresses. Consumer/ B2C events, festivals, sport and other events are ineligible to apply.

Yes                  No

### Q8 Will the proposed business event be live or hybrid?

Virtual events are ineligible to apply.

Yes                  No

### Q9 Will the proposed business event only be held in the United Kingdom?

Yes                  No

### Q10 Is the event recurring?

Only recurring events qualify. This could also be a new event, recurring in the future. Funding will be considered if the event is being held in the UK, but held outside of the UK on other years (e.g. UK won International Congress & Convention Association (ICCA) event).

Yes                  No

- Q11** Do more than 250 delegates currently attend the event?
- VisitBritain will consider events of a smaller size if the event is clearly for a very senior audience, i.e. CEO-level or equivalent.
- Yes                  No
- Q12** Does the funding proposal seek to grow the international profile and attendance of your domestic event?
- To be eligible for support an increase of 20% delegate attendance should be achieved from an international audience (VisitBritain considers an 'international' event as one where at least 50% of total delegates/visitors are international (non-UK) visitors). Events that currently do not meet this benchmark must demonstrate how they intend to reach it through activity supported by the funds. Events that already meet this benchmark must indicate how this can be exceeded, and to what extent.
- Yes                  No
- Q13** Does the event have the potential to further internationalise its profile and grow the number of international delegates attending the event through targeted activity?
- Yes                  No
- Q14** Does the proposal seek to grow international visitor/ delegate and/or press audiences?
- This includes visitors/trade visitors, international buyer delegations / 'hosted' buyers, conference delegates and international press. Proposals that seek to grow exhibitors or sponsors will not be considered.
- Yes                  No
- Q15** Does the event have large UK trade and investment potential; both during the event (international delegates attending) and also the potential for future trade and investment post-event?
- Yes                  No

Q16

### Does this funding application support new, additional activities to grow international delegates at your event?

The following expenditure items do not qualify for support from the fund, including activity already confirmed to take place, 'business as usual' costs, such as, but not limited to rent and business overheads, salaries for existing or new positions within your organisation and capital expenditure/replacing equipment or in retrospect of expenditure already made.

Yes

No

Q17

### If successful, will event marketing activity incorporate approved GREAT Britain Campaign branding?

Any marketing activity funded by this programme will require the inclusion of approved GREAT Britain Campaign branding. GREAT showcases the best of what the country has to offer, to inspire the world and encourage people to visit, do business, invest and study in the UK. It is HM Government's most ambitious international promotional campaign ever, uniting the efforts of the public and private sector to generate jobs and growth for Britain. You will be given access to the brand guidelines assets and contacts to approve the brand's use. Any activities that could bring GREAT into disrepute do not qualify for support from the Programme.

Yes

No

Q18

### Has your organisation received less than 325,000 Special Drawing Rights (approximately £335,00 at the time of writing) over any period of three fiscal years?

If your answer is NO to this question, we regret that you cannot proceed with an application. The Grant is awarded as in accordance with Article 3.2.4 of the Trade and Cooperation Agreement which enables the Grant Recipient to receive up to a maximum level of subsidy without engaging Chapter 3 of the Trade and Cooperation Agreement (a "Small Amount of Financial Assistance"). The current threshold is 325,000 Special Drawing Rights to a single economic actor over any period of three fiscal years.

Yes

No

# 3. About the event

This section is to provide information about the event.  
Please complete all questions in this section.

**Q19** Event name

**Q20** Event website

**Q21** Event type

- Trade show/exhibition
- Other (please specify)
- Conference
- Congress

**Q22** If the event is peripatetic, give the past three host cities/venues and the known future cities/venues:

Year	Past host cities/venues

Year	Future host cities/venues

**Q23** Is the event ICCA (International Congress and Convention Association) rated?

- Yes
- No

If YES, please specify ICCA reference number.

Q24

For the proposed funding year, confirm the host city and venue.  
The Event must be held within Great Britain and Northern Ireland to qualify.

Host city

Host venue

Q25

Date of the proposed event edition for this application

Q26

Date of the most recent event edition

Note that the event must be annual, biannual or biennial to qualify.

Q27

Event length in days

Q28

Any known change to the event length

Yes

No

(if YES, please specify)

Q29

Event Sector. Please select all sectors that are applicable

Aerospace

FinTech

Oil and gas

Agricultural technology

Financial services

Rail

Airports

Food and drink

Real estate

Automotive

Healthcare and  
life sciences

Renewable energy

Construction

Legal services

Retail

Creative industries

Maritime

Space

Cyber security

Mining

Sports economy

Education

Nuclear energy

Technology

Engineering and  
manufacturing

Water

Q30

### Event Synopsis, including brief history of previous editions.

#### Please ensure to include:

- Event description/proposition.
- Target segments for the various attendee types (delegates, visitors, exhibitors, or specify other)
- Current size and past growth - using your key event metrics (e.g. total delegates or visitors). Must include the total number and percentage of total international attendees (delegates/visitors/press). Provide historic data (3-5 years) where available.
- Pre/Post-event plans and activities

Q31

### Existing Delegate/Visitor Origin

Note – the event must be more than 250 total attendees and have a current existing international audience of at least 30%.

	Total Number	% of total
UK/domestic		
Europe		
North America		
Rest of World		
Total		100%

Q32

### Delegate profile

For example, corporate professionals, decision-makers, scientists, etc.

Q33

### Estimated current economic value of hosting this event in the UK (in £/GBP)

Include detail on how this figure was reached. For the latest delegate spend estimates, please refer to and use the [latest VisitBritain research](#).

Q34

### Economic benefit to the host destination and wider trade & investments opportunities to the UK

# 4. Funding proposal

This section will be used for assessment relating to minimum requirements for funding. Information relating to why we are asking these questions is supplied and also gives details of some requirements if the application is successful. Please complete all questions in this section.

Q35

**Total amount of support required from the fund in £/GBP (including VAT)**

Please note that grants of up to £20,000 (incl. VAT) will be awarded.

£

Q36

**Describe, in detail, the support you are seeking including activity/activities.**

For each activity, outline the expected benefits, key timelines/milestones and risks.

Q37

**Estimated breakdown of costs for each activity specified.**

To a maximum total of the amount noted in question 35 (incl. VAT).

Q38

**Note any other information you consider it is important for us to know, especially any pre-event milestones/deadlines in which support will be used.**

Q39

**When do you propose to deliver the funded activities?  
i.e. in which months/estimated timeline?**

All funded activities must occur within this financial year – before 31 March 2022.

Q40

**How do you propose to evaluate the outputs and outcomes of each activity?  
This needs to include an estimate on the incremental return on investment (ROI)  
for this grant. Please include KPIs and proposed methodology to evaluate  
performance.**

A full evaluation plan is required at the point a conditional offer for a grant is made.

**Outcome expected as a result of this support must include:**

Uplift of international visitors/delegates from x% to y%, as a result of activity XX Estimated additional economic impact as a result of this growth of international visitors/delegates. Include how this figure was reached.

Q41

**Anticipated increase in delegates/visitors, as a result of the activity.**

Please provide estimates of the expected additional international attendees as a result of the proposed funded activity. Do not include domestic/UK delegates.

	Total additional delegates/visitors	% growth of previous edition
Europe		
North America		
Rest of World		
Total		100%

Q42

**Do you need Soft Power / Government Advocacy from VisitBritain or HM Government to help internationalize the event?**

This could include, but is not limited to, invitation letters from Ministerial or Senior Government officials, keynote speech, or release of relevant research/white paper.

Yes                  No

Please find the form [here](#) and return it to [EventSupport@visitbritain.org](mailto:EventSupport@visitbritain.org)

Q43

**Is there any further information considered relevant for this application?**

Q44

Please let us know if future funding or government advocacy beyond this financial year may be required for this event.

We cannot guarantee support beyond end March 2022, however, this information will be of use for support requirements in the future.

Q45

Are you working with your local Destination Management Organisation (DMO) or Convention and Visitors Bureau (CVB) in regards to this event?

Yes

No

(if YES please specify)

# 5. Conditions and Declaration

This section outlines preliminary conditions that must be satisfied, if a conditional offer is made.

## Subsidy Control

This grant funding opportunity is being operated by VisitBritain as a ‘Small Amount of Financial Assistance’. The Grant is awarded as in accordance with Article 3.2.4 of the Trade and Cooperation Agreement which enables the Grant Recipient to receive up to a maximum level of subsidy without engaging Chapter 3 of the Trade and Cooperation Agreement (a “Small Amount of Financial Assistance”). The current threshold is 325,000 Special Drawing Rights to a single economic actor over any period of three fiscal years.

## GREAT Britain Campaign

Any activities that could bring the [GREAT Britain Campaign](#) into disrepute, do not qualify for support from this programme.

## Data Protection

The data contained in this application form is a mandatory requirement to enable your information to be considered for a grant under the Business Events Growth Programme.

VisitBritain is the ‘data controller’ for any personal data in relation to applications to the Business Events Growth Programme and controls and processes personal data (including sensitive special data) under the lawful bases of Article 6 (1) (e) and Article 9 (2) (b) GDPR and all applicable laws and regulations relating to processing of personal data and privacy, including, where necessary, the guidance and codes of practice issued by the Information Commissioner and any other relevant data protection regulations.

By proceeding to complete and submit this form, you consent that we may process the personal data (including sensitive personal data) that we collect from you, and use the information you provide to us, in accordance with our Privacy Policy

## Declaration

By emailing this application, I confirm on behalf of my organisation that this event fulfils all criteria required for this application to be considered. I confirm that all information provided is true, complete and accurate.

Name

Position

Organisation

Date

/ /

Once you have completed your application, please complete the declaration above and email this application and all supporting documents to [EventSupport@visitbritain.org](mailto:EventSupport@visitbritain.org), with the following reference in the subject line: IDG/Event name.