Business Events Growth Programme

Government Advocacy

Guidelines 2020/21

12 May 2020
Introduction

VisitBritain and the Department for Digital, Culture, Media and Sport (DCMS) can provide Government Advocacy (soft power) to support the UK’s Business Events sector, by working with our cross-government partners.

The Government Advocacy strand of the programme provides soft power support that could aid the winning of business events to the UK, or to grow the profile of existing UK business events.

Support can take many forms including;

- Letters and videos of support from Ministerial or Senior Government figures
- Attendance at an international event bid by a Government Minister or influencer (e.g. meeting a bid committee)
- Hosting a reception for event organisers in the UK to promote the UK offer
- Keynote speech

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

These guidelines outline how to apply and provide the applicant with Minimum Eligibility Criteria.

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
3. Take note of the time required before receiving soft power support and ensure that fits with your application
4. During the assessment process, VisitBritain may require additional information and will communicate directly with applicants to obtain details as required
5. Be aware that submitting a request for support, regardless of whether the minimum criteria is satisfied, does not ensure that the support will be made available under this or any other initiative
6. If your event fulfils the minimum criteria outlined, please continue and complete your application and return it to EventSupport@visitbritain.org, with the following reference in the subject line: Advocacy/Event name.

Applications can be received on an ongoing basis. We recommend applying as early as possible, to get the best possible assistance.

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.
Minimum Eligibility Criteria

All submissions to the Business Events Growth Programme will be assessed against the following criteria. Before submitting your application, please ensure you have reviewed and addressed the following:

- The event is 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 not eligible to apply)
- The event attracts a wide visitor audience, or has the potential to further grow its attendance and profile
- The event has large UK trade and investment potential; both during the event (delegates attending) and also the potential for future trade and investment post-event
- The event clearly aligns with one of the following Government priority sectors for UK industry:
  - Aerospace
  - Agricultural technology
  - Automotive
  - Creative industries
  - Cyber security
  - Education
  - Engineering and manufacturing
  - Financial services
  - Food and drink
  - Healthcare and life sciences
  - Legal services
  - Maritime
  - Nuclear energy
  - Oil and gas
  - Real estate
  - Renewable energy
  - Retail
  - Space
  - Sports economy
  - Technology

- For international events that are in a competitive bid process, we will support cities if they are the sole UK bidder for the event

If you are in doubt as to whether your application meets the Business Events Growth Programme criteria, please do not hesitate to contact VisitBritain at EventSupport@visitbritain.org for further assistance.

Find out more

For more information on Government Advocacy and the Business Events Growth Programme, please visit: www.visitbritain.org/business-events

For enquiries, please email EventSupport@visitbritain.org