Business Events Growth Programme

Government Advocacy
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Introduction

VisitBritain and HM Government offer Government Advocacy support to the UK events industry as they bid for future business events and 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 UK organisations, strengthening, boosting and adding value to their bids or future international business events. We make requests to the relevant Government departments (where feasible) that could aid the winning of international business events to the UK, or to grow the international profile of existing UK business events.

Support available

Support can take many forms including;

- Letters or videos of support from Ministerial or Senior Government figures to strengthen and boost the UK winning potential for international business events
- Welcome video from Ministerial or Senior Government figures in support of the upcoming event, welcoming attendees to the UK
- Live or virtual attendance at an international event bid by a Government Minister or influencer (e.g. meeting a bid committee)
- 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.
**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 the UK as host destination for your future business events
- Promote your events and welcome delegates in the UK

**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. 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. 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

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

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 an ‘international 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
  - Airports
  - Automotive
  - Construction
  - Creative industries
  - Education
  - Engineering and manufacturing
  - FinTech
  - Financial services
  - Food and drink
  - Healthcare and life sciences
  - Legal services
  - Maritime
  - Mining
  - Nuclear energy
  - Oil and gas
  - Rail
  - Real estate
  - Renewable energy
  - Retail
  - Space
  - Sports economy
  - Technology
  - Water

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 Government Advocacy, please visit: https://www.visitbritain.org/government-advocacy

For enquiries, please email EventSupport@visitbritain.org