

THE POWER OF EVENTS (UK)

formerly OIOV



#wecreateexperiences

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We need to clearly define our Events Industry - its 7 core sectors across the Four Nations,

to showcase its social & economic contribution

through collaboration, diversity, inclusion and collective impact

with a comms platform that maps our breadth, impact, expertise & support organisations.

This needs to be built on an evolving depth of credible data and trend analysis

that engages and benefits all event professionals, associations and the next generation

and enables all stakeholders to understand, respect and value the power of events.

OVERVIEW PLAN

- The establishment of a dynamic, fresh, forward thinking organisation to support the UK event industry
- The Power of Events has developed this plan in partnership with circa 10 leading Event Management Faculties in universities across the Four Nations
- Provisional partnership list (but not limited to): Greenwich, Westminster, Surrey, Leeds Beckett, Bournemouth, UWS, Edinburgh Napier, Ulster, Swansea, Cardiff Met
- To create a comprehensive Comms hub alongside an Event analysis and evaluation platform



OVERVIEW PLAN

The Power of Events aims to:

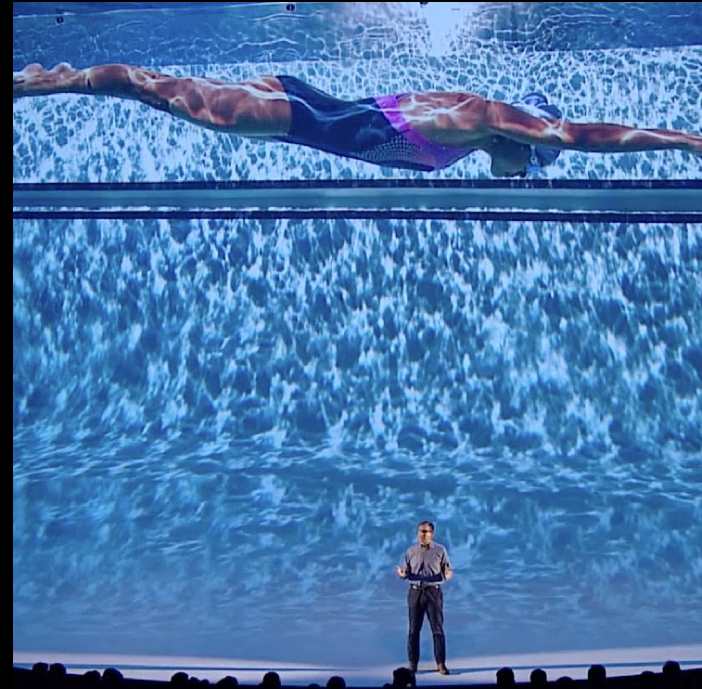
- Showcase the full scope of the Events Industry and its full range of sectors, expertise and networks
- Research and communicate social, economic and environmental impact of events across the UK
- This presents a unique opportunity to bring together the rigour of academic research delivering business critical data with the high levels of industry engagement and commitment created by The Power of Events
- This partnership is applying for funding from independents, events industry, academia and industry associated grant sources including but not limited to Innovate UK, ESRC and related research funds

WHAT'S THE NEED?

- Where's the one place you can go to learn about the UK Event Industry, its breadth, expertise and impact?
- Various cross sector associations, business leaders and event professionals have never had a single, dedicated go-to comms platform hub, which represents, engages and aligns with all sectors in the industry
- A showcase needed for the 7 cross sectors in the 4 Nations, their interconnectivity of shared suppliers, audiences, freelancers, challenges & opportunities
- A cross sector platform which can provide positive messaging, robust data and strategic content engaging all the businesses, associations and event professionals
- Accessible for all – including being the first place to go for the next generation and signpost them around the industry and develop their connections with and understanding of the relevant support organisations

IN CONTEXT

- The internal focus of these different sectors, all reporting into different teams within the DCMS, BEIS & devolved governments, is part of a decades old status quo that has been particularly highlighted by recent Covid challenges.
- Anyone interested in the events industry, including most notably new entrants, have to research and navigate numerous informal networks and on-line forums to get any consistent information/support about the full breadth of the wider industry.
- The Power of Events will engage and benefit - Business leaders, agencies, associations, promoters, organisers, venues, hotels, suppliers, major DMOs, freelance communities, academic institutions and the industry media, as well as external stakeholders.
- The Power of Events has representation from all these event industry stakeholders, across all 7 sectors & 4 Nations - more detail to come on www.thepowerofevents.org



IN CONTEXT

- Currently there are 100+ different trade associations operating across the 7 core sectors in the industry – The Power of Events has defined these as:
- Corporate/Brand Experiences
- Exhibitions/Congresses
- Outdoor Events & Festivals
- Live Music Events
- Bespoke Sports Activations
- Weddings
- Cultural/Third Sector/Government

- Umbrella groups for specific sectors have also been developed – such as the EIF for outdoor events, the BVEP for business events & LIVE representing music



A one pager draft industry map

	<u>Audiences</u>	Consumers/Public	Corporate Brands/Government	
	<u>Organisers</u>	Festival Promoters Exhibition/Music/Sports/Ents Rights Holders, Brands, Charities, Private Individuals	Corporate Brands, Charities, Gov Depts, Exhibition/Congress Rights Holders	
Industry Associations	<u>Producer Partners</u>	Festival Promoters Exhibition/Music/Sports/Ents Rights Holders, Event/Experiential/PR/Comms Agencies	Event/PR/Comms Agencies Exhibition/Congress Rights Holders	Industry Media/Forums
	<u>Delivery Partners</u>	Hotels/Venues Technical/Digital/Design/Set Companies Freelancers Network Travel/Logistical Services F&B Ents/Talent Event Infrastructure/H&S	Hotels/Venues Technical/Digital//Design/Set Companies Freelancers Network Travel/Logistical Services F&B Ents/Talent Event Infrastructure/H&S	

KEY OBJECTIVES

- To lead to a better understanding of the events industry's range of sectors, audiences, expertise, contribution to businesses, society and local communities
- Present it as a more investable industry to be taken more seriously versus 'dumbing down' commentary
- To showcase the integrated nature of the shared supply chain across the ecosystem
- To support the policies and ambitions of the industry associations, business leaders and event professionals in partnership
- Facilitating closer working relationships to achieve stronger results on shared objectives: sustainability, diversity, inclusivity, sector strategy, education, exports and innovation
- Ensure a key focus on the engagement and representation in the platform infrastructure of the future generation (graduates/new entrants) alongside a more diverse representation of cultures and backgrounds
- To promote much enhanced university, external stakeholders and international relations

SOLUTIONS

- The Comms platforms are planned as a go-to dynamic and consistently updated website alongside an engagement app
- The Power of Events is partnering with the universities spread across England, Scotland, Wales and Northern Ireland on the development of these platforms
- It would provide industry led research input into the design of the methodologies, focus areas, question sets and topics, distilling the value back to create heightened impact with big data measurement
- Critically, the comms role by The Power of Events would be designed to ensure that the platforms enable us to develop and maintain continued engagement across all levels of event professionals and external stakeholders

SOLUTIONS

- The platforms will provide tools and resources for the whole industry equally – insight and connections:

Insight:

- It will collate research and communicate big data insights – in conjunction with existing industry data sources
- This will identify trends and support impactful improvements across productivity and efficiency – addressing economic, cultural and societal challenges
- Any association and organisation can request a slice and dice level of input or output of data/insights most relevant to their members, locations, skillsets and event genres from the wider research programmes

Connections:

- It will be used to promote closer collaborations, as well as supporting trade associations by signposting to their sector specific organisations, resources and content
- It will encourage better engagement with wider communities and key stakeholders outside the core industry
- To make all of this possible, we need to create an innovative digital communication platform designed to support & engage the entire UK Events industry

OPERATIONAL MODEL

- The Power of Events founders (SH/RS) will manage the operational support team, Taskforce and Action Groups on a flexible/part-time basis.
- **The Power of Events operational model:**
 - Co-ordination/administration – responsible for daily activity and providing consistent point of contact/admin
 - Digital Management – responsible for managing social media/website/app channels
 - Content editorial – responsible for commissioning, curating and creating content
 - Programme management – responsible for managing overall programme development
 - The Power of Events Taskforce would be expanded and Action Groups developed with specific missions:
 - For example Phase 1. Digital, Content, Funding – then Phase 2. Comms, Research
- Additional services in partnership with universities/other industry organisations - IT/comms/equipment infrastructure, design, PR, accountancy, marketing, ongoing overheads etc

PLATFORMS

- The website would be linked to the app function and update to mirror activity/updates as appropriate
- The main resource in terms of ease of connections and information would be the website
- The design, development and activation funded & managed by The Power of Events
- Digital framework - The Centre, The Connections, The Core, The Collaboration
- Potential to support future industry event forums/summits/awards support as appropriate

Homepage – The Centre

- Mission
- Objectives
- Live scrolling Social Media feed
- 7 sectors/4 Nations events industry overview
- Infrastructure overview – The Power of Events team, Taskforce, Action groups etc

PLATFORM HUB

The Connections – Web users make connections they are looking for in terms of information, insights, contacts:

- Sector specific sections – overview & links to: associations, trade bodies, communities and forums
- Skills section - academic courses, training services, skills development
- International - partners & relations
- Campaigns & Support: Sustainability, DE&I, Wellbeing, Innovation
- Engagement – cross sector events diary, networking, associations dates
- Trade Press – listings for cross sector media/publications
- Media contacts – key journalists that cover event industry news in mainstream media- UK/EU/Global
- Help – FAQ section and contact details
- Comms channel overview – App download and details of social media channels
- Supporters list – illustrating the depth and strength of The Power of Events community

PLATFORM HUB

The Core – The Power of Events app

- A consolidated version of the information available on the website, this platform would provide weekly updates/notifications of info/actions etc. Additionally it would feature:
- SM channels supporting comms engagement
- Core content amplifying connections
- Services – the 2 way engagement of The Power of Events with the industry:
 - Inputs –receive inbound requests for support, contacts, pointers on sector/genre/skill specific areas
 - Outputs – push out requests for views, surveys, collation of data/trends/current insights, cross sector specific collaborations, macro or industry specific news/campaigns, new/topical supporter content
 - Links for online forums, networking, pod casts etc

SUPPORTING THE FUTURE RESILIENCE OF THE EVENTS INDUSTRY

- The industry make-up coming out of this Covid era is clearly to be very different than the past, with evolved perspectives, aspirations, expertise, skills, market structure, service offerings
- Radically different landscape now – industry (incl The Power of Events) needs to reflect this to maintain its innovative position
- Industry needing to dramatically adapt to be fit for purpose, keep nimble, including how it engages with outside world and within itself
- Capacity reduction, budgets squeezed, priorities challenged = strategic & measurement approaches essential
- Partnerships, comms strategy, measurable results, inclusivity, diversity, sustainability, innovation = resilience

ULTIMATE AIM -

**WINNING HEARTS
AND MINDS.
TO CHANGE
BEHAVIOUR.**



THANK YOU

**QUESTIONS? – PLEASE ASK US AT
HELLO@THEPOWEROFEVENTS.ORG**

www.thepowerofevents.org