



Oh Me Oh My

Application Form 2024/2025

Business Events Growth Programme International Delegate Growth

Supporting business events in Great Britain to grow their international attendance and profile

For more information, please visit: www.visitbritain.org/business-events.

Please email 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, 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.

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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 organisation (e.g. CVB, DMO, Association)

Q3

How did you hear about the Business Events Growth Programme?

Q4

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.

Q5

Have you read the Programme guidelines?

Yes

No

This is a reminder that financial support is available up to the value of £20,000 gross per event. Funds could be used to support the following, indicative activities:

- Content creation to increase interest and awareness in your event
- Communications and digital activity, including support towards website, film, podcast, webinar, e-newsletters
- International delegate marketing campaign through digital or trade media channels
- PR activity, digital / editorial coverage, international media buy
- Activations in markets to drive conversion or attract more delegates
- Targeted international delegates acquisition
- Booth enhancement

These serve as examples and VisitBritain welcomes suggestions from applicants on further ideas to attract international delegates.

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 2024/25?

All items of expenditure must be concluded and claimed in arrears within the financial year ending on 31 March 2025. 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 Great Britain?

This includes England, Scotland and Wales.

Yes No

Q10 Do more than 250 delegates 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

Q11 Will the event include any sustainability initiatives and/or legacy projects?

Events that do not have any intellectual, social, financial or environmental impact will not be supported.

Yes No

Q12

Does the funding proposal seek to grow the international profile and attendance of your business event?

To be eligible for support an increase of delegate attendance should be achieved from an international audience (VisitBritain considers an 'international' event as one where at least 30% of total delegates/visitors are international).

Yes No

Q13

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

Q14

Does the event have large trade and investment potential; both during the event (international delegates attending) and also the potential for future trade and investment post-event?

Yes No

Q15

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

There are 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 venue cost, deposits, business overheads, salaries for existing or new positions within your organisation and capital expenditure/replacing equipment or in retrospect of expenditure already made. If the activity suggested is not new and does not aim to grow delegates, the application will not be accepted.

Yes No

Q16

If successful, will event marketing activity incorporate approved VisitBritain branding?

Any marketing activity funded by this programme will require the inclusion of approved VisitBritain branding, showcasing 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 Great Britain. Any activities that could bring VisitBritain into disrepute do not qualify for support from the Programme.

Yes No

Q17

Has your organisation received less than £315,000 of Minimal Financial Assistance (MFA) 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 the Subsidy Control Act 2022 which enables the Grant Recipient to receive up to a maximum level of subsidy. The current threshold is £315,000 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.

Q18 **Event name**

Q19 **Event website**

Q20 **Event type**

- Association Conference
- B2B Event
- Trade Show / Exhibition
- Other (please specify)

Q21 **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 |
|------|---------------------------|
| | |
| | |
| | |

Q22 For the proposed funding year, confirm the host city and venue

Host city

Host venue

Q23 Date of the proposed event edition for this application

Q24 Event length in days

Q25 Any known change to the event length since last edition 'if applicable'

Yes No

(if **YES**, please specify)

Q26 Event Sector

Aerospace

Environment

Science

Automotive

Financial & professional services

Smart cities

Creative & digital industries

Food & drink

Technology & Innovation

Education

Healthcare & life sciences

Transport

Energy

Engineering & manufacturing

Real estate

Other (please specify)

Q27

Event Synopsis, including brief history of previous editions.

Please ensure to include if applicable:

- Event description/proposition.
- Target segments for the various attendee types (delegates, visitors, exhibitors, or specify other)
- Current size and past growth 'if applicable' (e.g. total delegates or visitors; percentage of total international attendees - delegates/visitors/press).
- Pre/Post-event plans and activities.

Q28

Existing Delegate/Visitor Origin

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

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

Q29

Delegate profile

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

Q30

Estimated economic value (in £/GBP), economic benefit to the host destination and wider trade & investments opportunities to the country

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

Q31

Event environmental sustainability initiatives

Detail the environmental policies for your event (e.g. environmental objectives; measurement tools to calculate emissions; plant-based menus; public transport mandate; usage of local materials; carbon emissions offset).

Q32

Impact and legacy of the event

Describe the positive outcomes of your event (natural, cultural, intellectual, social, human, political, built and financial), using VisitBritain **graph** as support.

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.

Q33

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. The amount of approved funding will take into consideration the size of the event, plus specific details on the proposed activities and associated costs in generating an uplift in delegate numbers.

£

Q34

Will this grant support new, additional activities to grow international delegates at your event?

The grant cannot support activity already confirmed to take place or in retrospect of expenditure already made. Please read the guidelines for a list of eligible and ineligible activities.

Yes

No

Q35

Describe, in detail, the support you are seeking including activity/activities and the estimated breakdown of costs for each activity specified

For each activity, please include (1) Description; (2) Cost; (3) Benefits/Risks; (4) Timeline.

**Q36 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 2025.

Q37 How do you propose to evaluate the outputs and outcomes of each activity?

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.

Q38 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% |

Q39 Is there any further information considered relevant for this application?

Q40 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 2025, however, this information will be of use for support requirements in the future.

Q41 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.

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, with the following reference in the subject line: **IDG/Event name**.

Document Submission

Before submitting your application, please ensure you have all the required supporting documentation:

One (1) electronic copy of the completed application form, signed and dated

Completed Annex B: Subsidy Control Declaration

Completed New Supplier Form (only if have never received a grant payment from VisitBritain/VisitEngland)