



VisitBritain/Andrew Pickett

Application Form 2024/2025

Business Events Growth Programme Government Advocacy

Government Advocacy to support the UK's business events industry

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: **Advocacy/Event name**.



Contents

Please complete the application in the order stated below.

- 01 About your organisation
- 02 Events details & support required
- 03 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 organisation (e.g. CVB, DMO, Association)

Q3

How did you hear about the Business Events Growth Programme?

2. Events details & support required

This section is to provide information about the event and details of the government advocacy that is sought. Prior to completing the full application, please ensure your bid meets the minimum criteria to be eligible for advocacy support, which can be found on our website.

Q4 This event fulfils all criteria required for this application to be considered

Yes No

Q5 Event name

Q6 Event website

Q7 Event type

Association Conference

Other (please specify)

B2B Event

Trade Show / Exhibition

Q8 Date(s) of event

Q9 Duration of event

Q10 Host / Candidate city

Q11 Host venue 'if known'

Q12

Who is the UK competing against in the bid process? 'if relevant / known'

Q13

Is the applicant a Convention Bureau (CVB) / Destination Management Organization (DMO)? If not, has the CVB/DMO been informed?

Venues who are partnering with CVBs/DMOs are eligible to apply.

Yes

No

If **NO**, please specify why:

Q14

Event Sector. Please select all sectors that are applicable

Aerospace

Environment

Real estate

Automotive

Financial & professional services

Retail

Creative & digital industries

Smart cities / Infrastructure

Education

Food & drink

Sports economy

Energy

Healthcare & life sciences

Technology

Engineering & manufacturing

Maritime

Transport

Q15

Event Synopsis, including brief history of previous years and future plans

Q16 Estimated Visitor Origin

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

Q17 Estimated economic value of bringing this event to 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](#).

Q18 Sustainability initiatives, legacy projects and positive outcomes of hosting the event

e.g. natural, cultural, intellectual, social, human, political, built and financial positive outcomes of events as outlined in VisitBritain [graph](#).

Q19 Type of support requested

e.g. Letter of support; keynote speech; video message etc.

Q20

Which Government department(s) do you believe can help?

e.g. Department for Culture, Media and Sport; Department for Health and Social Care, Department for Business & Trade.

Q21

Which level of support is preferred and why?

i.e Secretary of State, Minister, Government Advisor, Other (please state).

Q22

What government initiatives/ priorities does this event link to?

Q23

What is the timeline for bid submission/ confirmation and any key milestones to event execution?

Please note any Government Advocacy request will take a minimum of 3 weeks, if approved.

Q24

Who is the letter to be addressed to?

Give as much background information as possible to strengthen the letter content.

3. Declaration

In submitting this request to VisitBritain, your application will be kept in the strictest confidence. However, by sending this request the applicant agrees once the event is confirmed they will advise VisitBritain when information can be used for publicising and reporting purposes.

We recommend applying as far in advance as possible to get the best possible assistance. However, Advocacy Support cannot be guaranteed.

Data Protection

The data contained in this application form is a mandatory requirement to enable your information to be considered for government advocacy 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 to EventSupport@visitbritain.org, with the following reference in the subject line: **Advocacy/Event name**.