

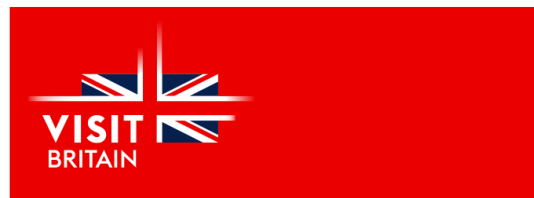


Business Events Growth Programme

Government Advocacy

Guidelines 2024-2025

www.visitbritain.org/business-events



Introduction

VisitBritain and HM Government offer Government Advocacy to support the events industry in Britain, strengthening the bidding process and helping to 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 British organisers. We make requests for support – where possible – that will aid in winning international business events to Britain or help to grow the international profile of our sector.

The initiative forms part of our Business Events Growth Programme, which champions international conferences, tradeshow, congresses and exhibitions hosted in Britain.

Soft power support

Support can take many forms including:

- Letters or videos of support from Ministerial or Senior Government figures, as well as VisitBritain CEO, to strengthen and boost Britain's winning potential for international business events.
- Welcome video from Ministerial or Senior Government figures in support of the upcoming the event, welcoming attendees to Britain.
- Keynote speech.

You will need to describe in detail 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 Britain as host destination for your future business events.
- Promote your events and welcome delegates in Britain.

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 for us to provide the best support.
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 submit the application form to EventSupport@visitbritain.org, with the following reference in the subject line:
Advocacy/Event name.

This support is offered **all year round** and applications are welcome 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.

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 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.*
- For international events that are in a competitive bid process, we will support cities if they are the sole British bidder for the event.
- The event attracts an international visitor audience or has the potential to further internationalise and grow its international attendance and profile.
- The event has large UK trade and investment potential; both during the event (international delegates attending) and the potential for future trade and investment post-event.

- The event aligns with one of the following Government priority sectors for UK industry:
 - Aerospace
 - Automotive
 - Creative & digital industries
 - Education
 - Energy
 - Engineering & manufacturing
 - Environment
 - Financial & professional services
 - Food & drink
 - Healthcare & life sciences
 - Maritime
 - Real estate
 - Retail
 - Smart cities / Infrastructure
 - Sports economy
 - Technology
 - Transport

If you are in doubt as to whether your application meets the Business Events Growth Programme criteria, please do not hesitate to contact us for further assistance.

Find out more!

For more information on Government Advocacy and the Government Advocacy, please visit [VisitBritain Business Events Growth Programme](#)

For enquiries about the programme, please email EventSupport@visitbritain.org