



# VisitBritain/VisitEngland attend The Meetings Show

VisitBritain

VisitEngland

Press releases

July 2024

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On 28 and 29 June 2023, the VisitBritain Business Events team attended [The Meetings Show](#), joining domestic and international event buyers at the UK's largest business-to-business trade gathering.

The week started with VisitBritain sponsoring and partnering the hosted buyer pre-show conference, with panel and interactive sessions for buyers on deaf inclusion, diversity in event design and new technology.

The conference also included a dedicated VisitBritain session on 'Demystifying data and planning for impact', hosting a panel with industry body [isla](#) on measuring emissions on event planning, and [One Young World](#) on embedding social impact measurement in business events. In addition, the team hosted more than 250 buyers at Toca Social at the O2 for a welcome reception.

During the trade show, the team conducted over 21 appointments through the sponsorship of the hosted buyer lounge, which have generated two large enquiries to date: one association and one corporate. The team were asked to speak on several panels, including career development in the event industry for Next Generation, as well as meeting with all leading Convention and Visitors Bureaus to update on activities and plans.

Alongside The Meetings Show, the team attended a number of other business events across the week in London. This included joining a panel at [Memcom Conference 2023](#), a professional sector membership body, to discuss our VisitBritain Legacy and Impact work over the last year. The team also attended [Reset Connect](#), a growing trade show focusing on sustainability, which featured particular promotion on the UK's thriving start-up community to provide solutions and investment in companies leading the fight against climate change.