



Meet Leicester & Leicestershire

Jamie Ades, Senior Destination Manager - Global Business Events

5 November 2020

MeetLeicester



Our Focus

How Business Events supports strategy

The UK Government's vision is for the UK to become **the leading European country for business events by 2025**

Business Events £31.2bn

Conferences £18.3bn

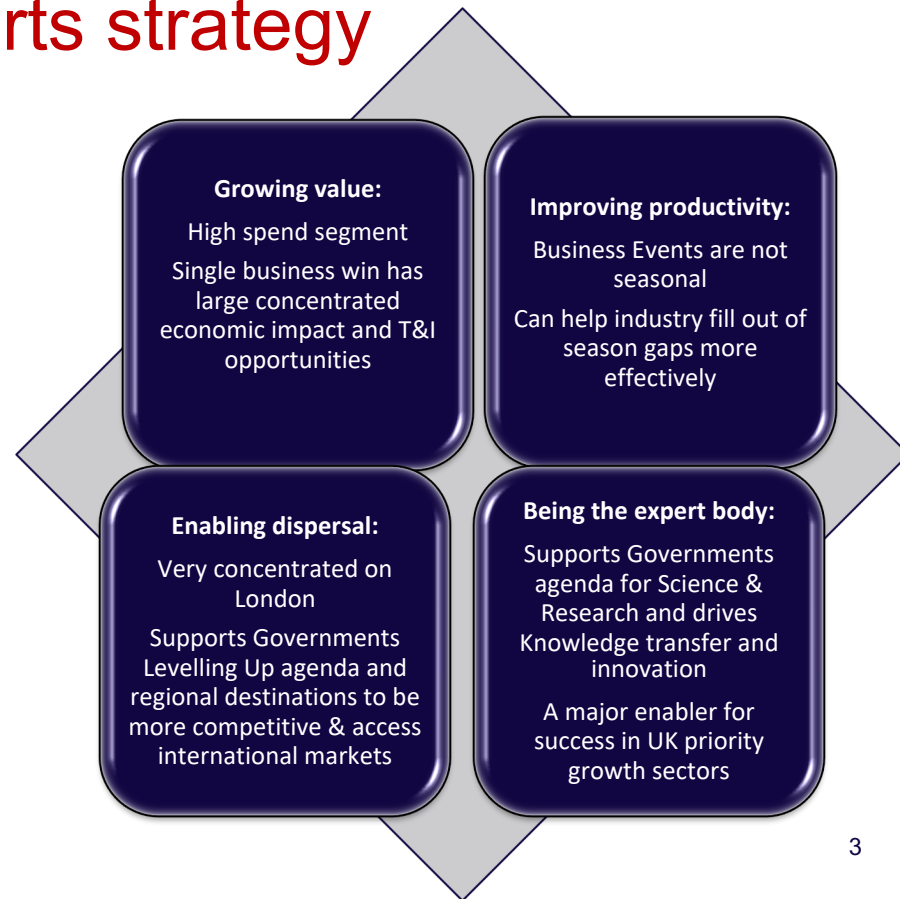
Exhibitions £11bn

Incentive travel £1.2bn

Outdoor Corporate £0.7bn

Trade transacted £165bn

Leisure Events £38.2bn



MICE Target segments: meetings | incentives | conferences | exhibitions



ASSOCIATION

- International association congresses, who rotate locations. Use formal bid processes, with voting committees.
- Local experts, key opinion leaders, ambassadors play important role in the bid process
- **Ave delegate spend £1,021**



CORPORATE

- Internal staff conferences, meetings, commercial events and product launches
- Select locations where staff and customers are located
- Corporate image important
- **Ave delegate spend £856**



INCENTIVES

- Companies reward high performing staff with all-expenses paid trip and to motivate workforce
- Includes team building, staff development, training and conferences
- **Ave delegate spend £1,893**



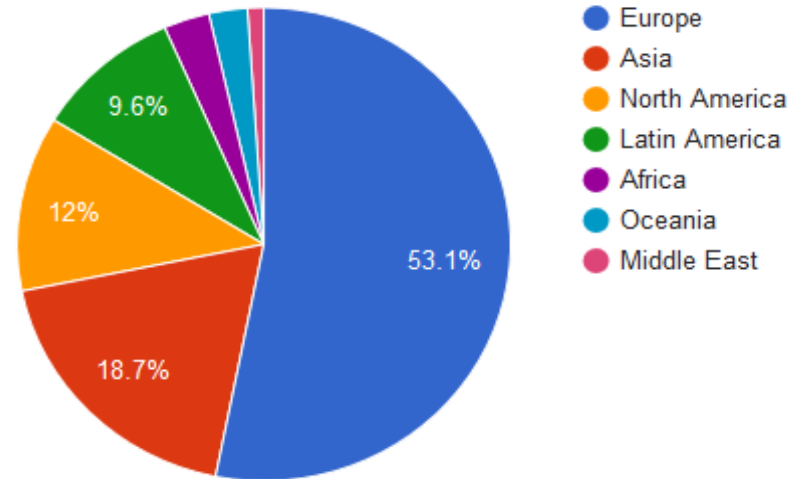
EXHIBITIONS

- Not peripatetic
- One major show with potential regional spin offs (London Tech week)
- Smaller exhibitions are tied to conferences 'CONFEX'

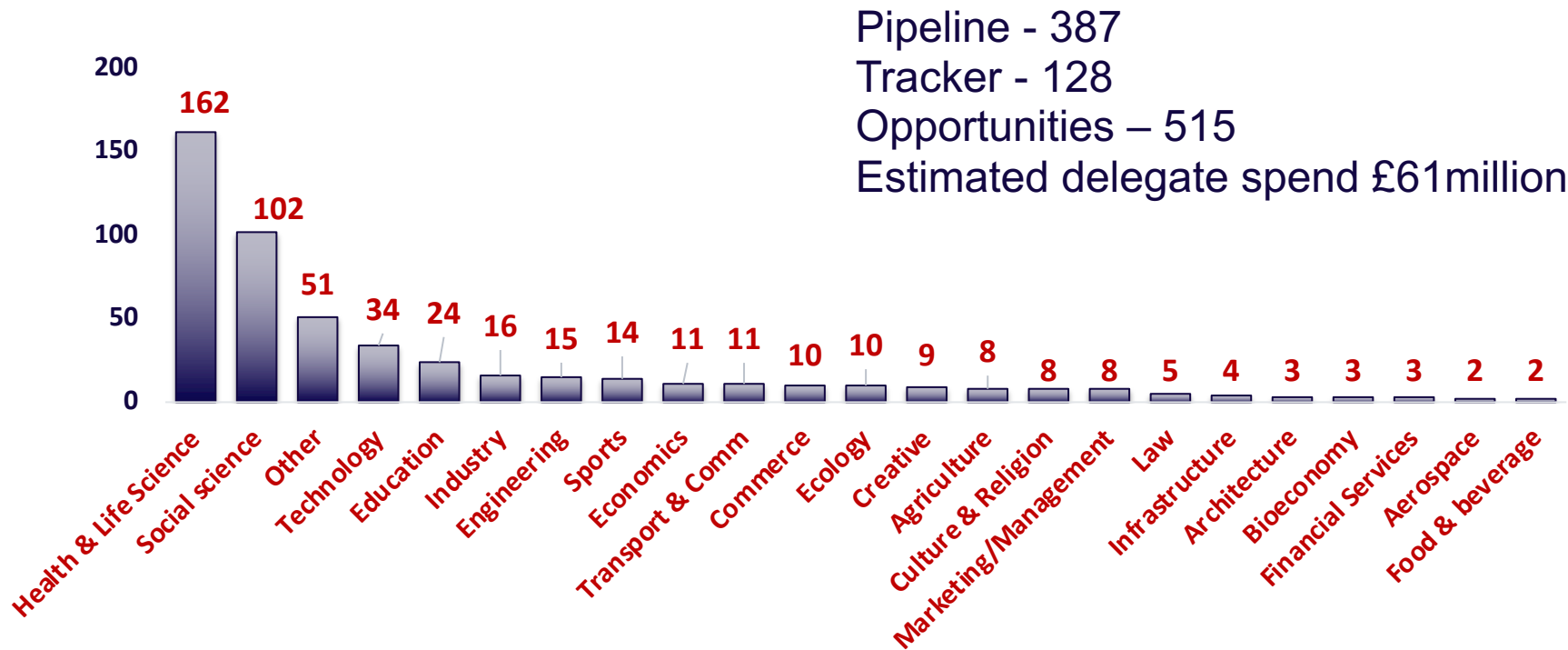
International delegates spend 2.3 times more than international visitors

Association meetings are the UK's #1 opportunity

- Association are a key meetings growth segment
- Currently universe of around **10,500** meetings the UK could target
- Almost every 'specialty' has an association which holds one or more meetings
- 24,000 association meetings take place annually, with more than 50% hosted in Europe
- Meetings have a long lead-time; 3 years or more with decision-making through a competitive official bid process



Pipeline – sector split





Brand

Business Event Brands



BUSINESS EVENTS

GREAT

BRITAIN & NORTHERN IRELAND



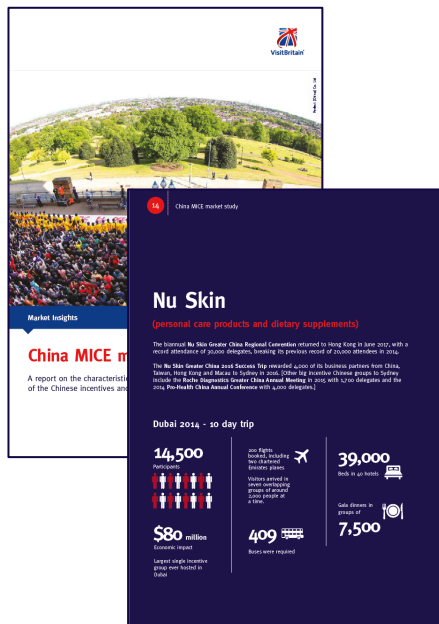
MeetEngland™



Capacity Building & Support

Research & Intelligence

China MICE Study



Nu Skin
(personal care products and dietary supplements)

The International Nu Skin Greater China Regional Convention returned to Hong Kong in June 2015, with a record attendance of 20,000 delegates, breaking its previous record of 19,000 attendees in 2014.

The Nu Skin Greater China 2015 Success Trip revealed a lot of business partners from China, Taiwan, Hong Kong and Korea to Sydney to assist Nu Skin business Chinese groups to Sydney. Nu Skin will be holding Regional Greater China Annual Meeting in 2016 with 12,000 delegates and the 2016 Pro-Health China Annual Conference with 20,000 delegates.

Dubai 2014 - 10 day trip

14,500 Participants

39,000 Beds in 10 hotels

\$80 million Economic Impact

409 Jobs created

7,500 Sales driven in 10 days

Delegate Expenditure



4. Delegate Spend – Incentive Trips

4.1 In this Section we discuss the average spend per delegate on incentive trips to Britain. This is based on data provided by DCA and incentive agencies covering 38 trips and 3,252 delegates. The delegates have travelled from the USA, 118 from Europe (81 from one other country in Europe, Asia and elsewhere).

4.2 The average spend data discussed below does not include anything that the delegates might spend personally, as, although it might be used to top up expenses in any case, this should not significantly affect the results. Therefore, agencies may find personal spend of that type of trip is likely to be fairly insignificant compared to that spent by the organiser.

4.3 All spend excludes travel to and from Britain, e.g. air fares.

Average spend by origin of delegates

| Origin of delegates | Average spend per delegate | Average spend per night |
|---------------------|----------------------------|-------------------------|
| North America | £2,311 | £472 |
| Rest of the world | £1,869 | £215 |
| Europe | £1,195 | £464 |
| Overall | £1,883 | £472 |

Incentive trips have high average spend per delegate

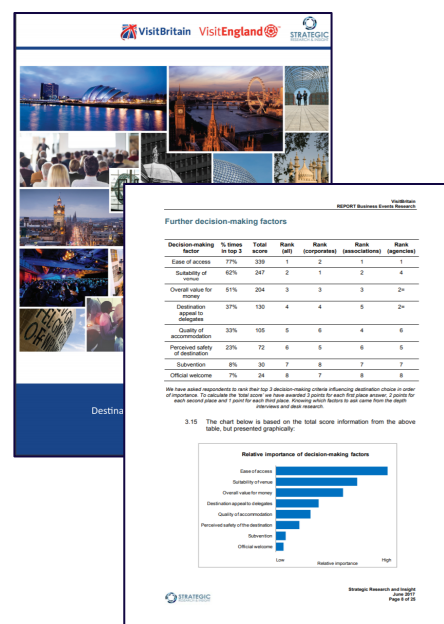
4.4 The average spend per delegate on incentive trips to Britain is £1,883. This is far higher than any other type of event covered in the research. Spend does vary considerably by type of client, but 30 of the 38 trips covered have an average spend per delegate of more than £1,000.

4.5 Long haul trips have higher average spend than those coming from within Europe. High-spenders from North America have an average of £2,311 per delegate.

4.6 These spend differences correlate with average length of stay:

- North America: 4.5 nights
- Rest of world: 3.5 nights
- Europe: 2.8 nights

Motivations & Barriers

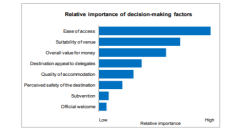


Further decision-making factors

| Decision-making factor | % times in top 3 | Total score | Rank (all) | Rank (corporate) | Rank (non-corporate) | Rank (incentive) |
|---------------------------------|------------------|-------------|------------|------------------|----------------------|------------------|
| Ease of access | 77% | 339 | 1 | 2 | 1 | 1 |
| Subsidiary | 62% | 247 | 2 | 1 | 2 | 4 |
| Overall value for money | 51% | 204 | 3 | 3 | 3 | 2+ |
| Destination appeal to delegates | 37% | 130 | 4 | 4 | 5 | 2+ |
| Quality of accommodation | 33% | 105 | 5 | 6 | 4 | 6 |
| Personal safety of destination | 22% | 72 | 6 | 5 | 6 | 5 |
| Subsidiary | 8% | 30 | 7 | 8 | 7 | 7 |
| Official welcome | 7% | 24 | 8 | 7 | 8 | 8 |

We have asked respondents to rate their top 3 decision-making criteria influencing destination choice in order of importance. To calculate the total score, we have awarded 3 points for each top choice, 2 points for each second choice and 1 point for each third choice. Averages within each sector are shown in parentheses.

3.15 The chart below is based on the total score information from the above table, but presented graphically.



Relative importance of decision-making factors

Low High

Business Events Growth Programme



Conferences and Meetings £18.3bn and 58% of £31.2bn

Healthcare and life sciences
Technology
Aerospace
Legal services
Agricultural technology
Maritime
Automotive
Nuclear energy
Creative industries
Oil and gas
Cyber security
Real estate
Education
Renewable energy
Engineering and manufacturing
Retail
Financial services
Space
Food and drink
Sports economy



Intelligent Transport Systems (ITS)

World Congress 2024
£80,125 bid support for Birmingham
Estimated delegate spend £11m
2016 Brisbane congress returned £21m
Attracts 15,300 attendees from 150 countries



Activity and Messaging

Activity & messaging to date - recap

APR

Open Letter of Support (GREAT)

Extending support, understanding and unity. Total reach 158,000 events professionals / 33,000 video views. Shortlisted for C&IT Award.

*We are
stronger together*

MAY

Business Events Growth Programme (GREAT)

MeetGB Virtual (GREAT)

17 (North America) & 23 June (Europe/UK). Over 500 buyers and suppliers. Press roundtable reaching over 6.5m readers with positive



How the events industry will come back stronger and better than ever

JUN

Blog launch / virtual discoveries

Virtual tours of venues & destinations, event menus inspired by the UK, innovation & expertise, Zoom backgrounds, outdoor venues & other

Virtual discoveries: spice up your conference calls with these UK-themed Zoom backgrounds



JUL

We're Good To Go

Message of reassurance to buyers. How industry is adapting to safely host future events.



AUG

New MeetEngland website & LinkedIn

Maximising unpaid opportunities through industry partners

Leveraging relationships. PCMA webinars; Cvent podcast; UIA; C&IT Awards; Ukickstart.

SEP

MESSAGING:

REMIND

Stay present in event buyers' minds, with an appropriate message and tone, when many competitors are silent.

REASSURE

Reassure buyers the industry is appropriately adapting to host events again in future

Hold the perfect summer event in the UK's best outdoor venues



Virtual discoveries: at home menu tasting - create UK food and drink delights



Virtual discoveries: virtual tours of UK convention centres



The Meeting Show

OC The Meetings Show

Home My Event Exhibitors Education Programme Speakers Attendees

REIMAGINE

EVENTS ARE GREAT

VisitBritain Business Events

Virtual Stand

BOOKMARKED

Products & Services Documents Team

Information

VisitBritain is the official tourism organisation proudly promoting the country as a leading destination for business events and incentives.

VisitBritain's Business Events team is your gateway to finding the right destination and incentives for your event. Visit our website and download our brochure to learn more about our services.

See more

Talk to VisitBritain...

October 14, 2020

Hi VisitBritain - sending a test message - can someone respond?

October 19, 2020

Hello Fiona

Found you!!

All good but I need to move the meeting of noon at have an appointment at 11.55, just modified, can it be at 12.30

Write a message...

OC The Meetings Show

Home My Event Exhibitors Education Programme Speakers Attendees

MeetEngland

MeetEngland

Virtual Stand

BOOKMARKED

Information

MeetEngland is the official tourism organisation proudly promoting England as a leading destination for business events and incentives.

MeetEngland is your gateway to finding the right destination and support in England. We offer a range of services to help you plan your event in England. Visit our website and download our brochure to learn more about our services.

Talk to MeetEngland

October 14, 2020

Hi MeetEngland -

Write a message...

THE MEETINGS SHOW

VISITBRITAIN BUSINESS EVENTS

EVENTS. REIMAGINED.

Reimagined, virtual and reimagined your event in the UK

Get a look at the new VisitBritain and together we'll explore the future of business events online.

REIMAGINE YOUR EVENT ONLINE

VisitBritain Business Events

Find the right destination for your event in the UK. VisitBritain's virtual platform and get a look at the new VisitBritain website. Visit our website and download our brochure to learn more about our services.

Reimagined, virtual and reimagined your event in the UK

Reimagined, virtual and reimagined your event in the UK

Reimagined, virtual and reimagined your event in the UK

REIMAGINE YOUR EVENT ONLINE

WE'RE GOOD TO GO

Copy link

Kerrin MacPhee

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THE MEETINGS SHOW

EXHIBITOR INTERVIEW

Nick de Bole

Chief of Business Events, VisitEngland

THE MEETINGS SHOW

FROM SUSTAINABILITY TO REGENERATION

Leveraging COVID for transformation

THE MEETINGS SHOW

LONDON PARTNER

GREAT LONDON

AGENCY challenge

THE ULTIMATE EVENT AGENCY EXPERIENCE

LONDON CONVENTION BUREAU

EVENTS ARE GREAT

BRITAIN'S A DESTINATION BELIEVED

VisitBritain

OLYMPIA London

Event Partner



Future Activities

Looking ahead:

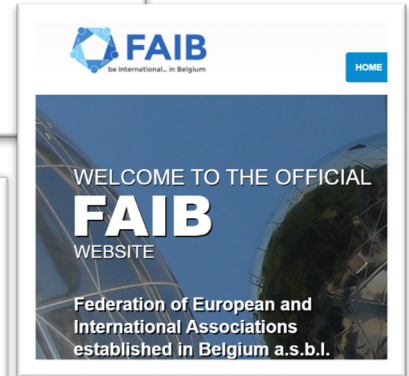
- Webinars:
 - Navigating the new norm
 - Digital Marketing
 - Legacy & Ambassadors - Nov
 - Bidding & Winning Events – Jan
- Associations Executives Showcase - Nov
- ibtm, MeetEngland presence – Dec
- MeetEngland Virtual – Feb
- In market Peer to Peer Roundtables
- China buyer engagement
- Extensive digital activity across social & websites



North America



Europe

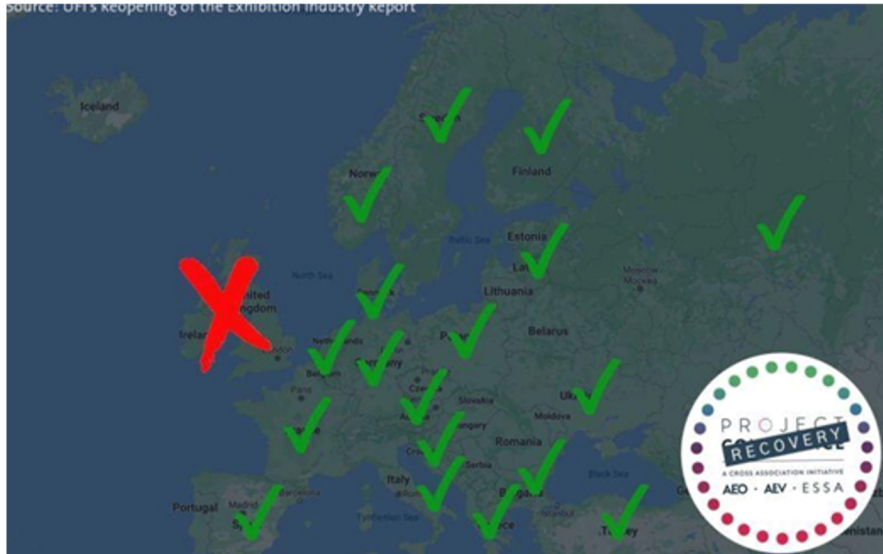




Competitor Insights

Business Events competition

source: GfK's reopening of the Exhibition industry report



EUROPE

2020

| | July | August | September | October | November | December |
|---------------|------|--------|-----------|---------|----------|----------|
| Market | | | | | | |
| Austria | | | | | | |
| Belgium | | | | | | |
| Bulgaria | | | | | | |
| Croatia | | | | | | |
| Finland | | | | | | |
| France | | | | | | |
| Germany | | | | | | |
| Greece | | | | | | |
| Italy | | | | | | |
| Ireland | | | | | | |
| Latvia | | | | | | |
| Luxembourg | | | | | | |
| Netherlands | | | | | | |
| Poland | | | | | | |
| Portugal | | | | | | |
| Russia | | | | | | |
| Spain | | | | | | |
| Switzerland | | | | | | |
| Turkey | | | | | | |
| Ukraine | | | | | | |
| UK | | | | | | |

Events are happening across Europe!

pure∞
meetings & events



CARAVAN SALON 2020 DÜSSELDORF

107,000 people visited the first major trade fair after the lockdown. Highly satisfied exhibitors with very good sales results

Destinations: road to recovery



Switzerland –
Geneva is now
welcoming events
for more than 300
people with a
tailormade
protection plan.





New Campaign

When it returns, the industry is facing a totally new norm

- The events industry will see innovation and change unlike ever before, e.g. hybrid events
- Audience objectives:

Get

Financially able international event organisers that are considering their future live and hybrid events....

To

creatively reimagine how their future events can *safely adapt* to COVID-19...

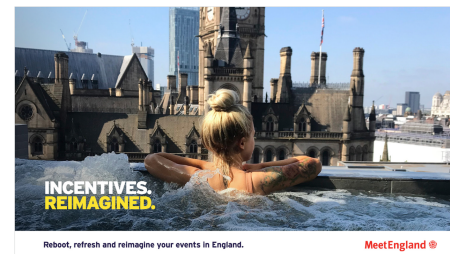
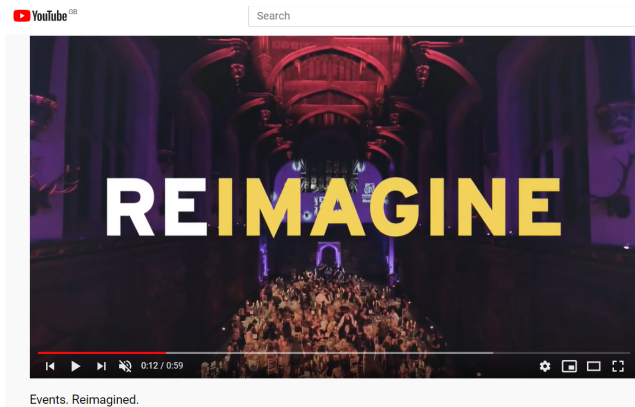
By

Inspiring event organisers that the UK is creatively adapting to the new normal in business events. Reenergise the industry to find new, innovative ways to meet again in the future.

- Manifesto:

We're in a new normal, and know we can't simply resume the event plans of the past. But don't feel stifled by this. Take this opportunity to **reboot, refresh and reimagine your events**. Surprise yourself, and your delegates and reimagine the safe and innovative new event possibilities across the UK. Reimagine the future of events here in the UK.

Events. Reimagined





VisitBritain®



VisitEngland™

If you have any questions please contact:

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VisitBritain / VisitEngland

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