



**Event
Managers**
Institute of Event Management

#BUILDING BACK BETTER EVENTS

TEST RESULTS OF UK PILOT EVENTS PROGRAMME

9 June 2021 13:30h to 15:15h

Location: Online Webinar

Events are widely recognised as economic drivers, with many people in the sector and beyond suggesting business events are the answer to 'bounce back' post-COVID-19. The scope and scale of events varies enormously. It is well recognised that business events can be managed more effectively and be of enormous benefit to the economy and society as a whole building communities through their social impact.

The Institute of Event Management [IEM] finally opened to members in October 2020. As a professional body, the IEM will offer recognition for all those employed in organising events across the whole of the sector worldwide. It will provide accreditation, continuing professional development and a body of knowledge to further enhance event organisers skills, whatever the role.

This webinar is part of our #building back better events programme and follows a number of successful initiatives delivered in the past 12 months.

The initial list of UK pilot events included:

- 18 April - FA Cup Semi-Final - Wembley - 4,000 people (outdoor seated)
- 17 April - 3 May - Snooker World Championships - Sheffield Crucible Theatre - up to 1,000 people a day (indoor seated)
- 25 April - Carabao Cup Final, Wembley - 8,000 people (outdoor, seated)
- 28 April - Business Event, Liverpool - 1,000 people (indoor, seated and mixing)
- 30 April - Circus Nightclub, Liverpool - circa 3,000 people (indoor club night)
- 15 May - FA Cup Final, Wembley, London - 21,000 people (outdoor, seated)

This session aims to provide Event Professionals who are planning their future programmes with feedback on the results of this pilot study from a number of angles including a Venue Host, a Business Event Participant, the Events Sector Representative to SAGE, an Organiser and a global perspective from an IEM Founding Fellow.

WEBINAR PROGRAMME

- 13:30h **Welcome and Introductions**
- Session Facilitator:** Tim Nichol, Pro Vice-Chancellor LJMU
Liverpool Business School and IEM Founding Partner
- 13:40h **The Venue Host**
Kerry Mulloy
Director of Events and Operations, The ACC Liverpool Group
- 14:00h **The Participant**
Tim Nichol at The Good Business Festival ACC Liverpool
- 14:15h **The Organiser**
Mark Davyd, Founder Music Trust
- 14:30h **What did the science tell us?**
Paul Thandi DL NEC Birmingham CEO and Representative to UK
Government Events Research Group
- 14:45h **The Global Picture**
Sven Bossu, AIPC CEO and IEM Founding Fellow
- 15:00h **Q&A**

Pre-Registration and further information

Via the IEM website www.event-managers.institute