

'EVENTS' SECTOR MATRIX

This Matrix has been developed to aid understanding of the sector. It has been under review for 10 years and this edition reflects the breadth and complexity of what is now described collectively as 'events'. It is important to recognise that each 'strand' requires specialist knowledge, however there are now more numerous multi-disciplinary activities which are described as 'events' and require broad understanding at creative and strategic levels of operation. The list is not exhaustive and whilst the global language of events is English there are local/national variations in terminology.

<u>Meetings</u> ↓	<u>Exhibitions</u> ↓	<u>Corporate</u> ↓	<u>Events</u> ↓	<u>Festivals</u> ↓
Conventions Congresses Conferences Meetings Seminars Symposia Study Visits Training Courses Workshops Board Meetings AGMs	Business to Business Conference Expo Campaigns/Road Shows Consumer Shows Product Launch Product Presentation 'Live Event' [experiential Marketing]	Business development Business profiling Client Hospitality External Engagement Internal Engagement Incentive Rewards Incentive Travel Leadership Training Sales Conferences Sponsorship Activities	Large scale multi-activity Outdoor Shows Charity Fundraising Community Cultural Major Sporting Events [ie Olympic Games]	Arts Business Community Culture Film Food and Drink Literary Music Religious Science Theatre
SUPPLIERS TO EACH OF ABOVE STRANDS ↓				
Venues Agencies AMCs PCOs [ABPCO Members] Presenters Producers Audio Visual Specialist Services [separate list being developed]	Venues Exhibition Organisers Exhibition Contractors Specialist Sub-Contractors Entertainment Services AMCs PCOs Specialist Services [AEO and ESSA suppliers]	Venues Agencies [Event/Travel] Airlines Destination Management Hotel Booking Agents Specialist Entertainment and Hospitality Services Production Companies [PSA Services]	Venues Outdoor temporary structures Health and Safety Consultants/Services Technical Contractors Security Advisers Specialist Services [NOEA]	Venues Outdoor temporary structures Health and Safety Consultants/Services Technical Contractors Security Advisers Specialist Services [NOEA]

THE ORGANISERS				
↓				
Charities Commercial Companies [independent Publishers] Corporate Businesses Government Local Authority Professional Bodies Societies Trade Associations AMCs PCOs	Major Exhibition Organisers Independent Organisers AMCs PCOs Charities Professional Bodies Societies Trade Associations Venues [often local authority owned]	Corporate Businesses	Major Event Organisers Charities Governments Local Authorities Promotors Private Organisers	Charities Community Groups Festival Organisers Local Authorities Promotors

NOTES

Event Management Education and Training is now offered as a University Degree, in short course format and most recently as an Apprenticeship.

The Institute of Event Management [IEM] www.iem.institute has been established to provide routes to professional recognition, qualification structures, continuing professional development, and a body of knowledge to support individuals and employers globally.

The IEM will 'Kite Mark' - accredit/validate courses which meet the approved standards to enable individuals to benefit from their existing education/training and gain professional recognition. It will encourage lifelong learning and be a body of knowledge.

Aids to understanding the 'Events' Sector

The National Occupational Standards in Event Management provide an inclusive description [download from www.iem.institute]. In 2020 they will be transformed to Professional Standards.

Business Events: Greater emphasis is now placed on business development through what is described as 'events'. The terminology 'experiential' and 'business engagement' are now used more frequently to describe types of events – see below. It is important to understand the wide variety of activities included under the 'events umbrella'. It should be noted that the 'events and festivals' section is not wholly focussed on business development as many are for community and/or social benefit.

'Live' 'Hybrid' 'Online'

The Covid-19 Pandemic of 2020 has forced event organisers to rethink the way in which they deliver events and created a further change to the vocabulary. The change has taken 'live' to really define events as wholly taking place at a venue. 'Monetising' both hybrid and online events is being discussed globally and will require consideration of additional standards to define protocols around the organisation of these types of events.

Product Marketing through 'events'

'live events' 'experiential events' or 'marketing events' used to describe activities which include:

Product Launch –one off or road-show format

Education Seminars – targets include user groups/exhibition visitors

Single Customer Presentations – targets large organisations

Entertainment – corporate hospitality

Many corporate businesses operate their events programme through the marketing function and may buy in services of agencies as described below.

Meetings Industry

In this global business and as described in the Rationale for the Institute of Event Management, there is not one word to describe the range of activities beyond meetings. Use of the word **event** is now recognised more widely as the holding word for all meetings, exhibitions and event activities. Destinations are encouraged to bring greater use of the word 'events' to describe their venues and local service providers for the benefit of clients and their customers. As a result the acronym MICE appears to be in decline.

Networking 'events'

A business activity which may take place as a 'stand alone' event or as part of a meeting programme or at an exhibition. The business breakfast, reception, lunch or dinner is now seen as the major 'networking' opportunity for business development opportunities. Greater emphasis is now being placed on networking activities which 'drill down' to creating and developing business opportunities in more structured approaches.

Business Engagement

Increasingly being used in common parlance to describe events. Business Engagement is seen as an opportunity to 'drill down' in business relationships with stakeholders [external engagement] and employees [internal engagement] and both to arrive at mutually beneficial outcomes.

ACRONYMS

To help explain the acronyms used in the matrix, the following are in general use.

AMC – Association Management Company

Primary role is the management of an Association or Society's membership, governance, committees, as well as meeting and event management services

[association management is also a service which some PCOs provide – see below]

CCO Commercial Conference Organiser

Major Global publishers and independent Commercial Conference Companies research market needs to provide content driven, information rich events for most business and industry sectors

DMC – Destination Management Company

The DMC's primary function is to offer "ground handling" services for clients at the destination. The company normally has excellent local knowledge, expertise and resources to deliver a range of services including event implementation, accommodation, transportation, tours and programme logistics

Event Agency

Offers clients a range of services including creative, venue finding and event management [primarily for corporate businesses]

HBA - Hotel Booking Agency

HBAs are businesses which specialise in the procurement of accommodation, meeting, event facilities and services on behalf of Clients

Insurance Services

Increasingly the issue of security is impacting events and organisers are now recognising the importance of specialist insurance in particular for major events but for all events it is critical to include basic insurance which is provided by specialist organisations

PCO - Professional Congress/Conference Organiser

Independent professional – see www.abpc.org www.efapco.eu www.iapco.org

The acronym PCO was first established to distinguish those persons who were responsible and employed full-time in the organisation of conferences, exhibitions and more recently events.

A PCO Company primarily now offers congress/conference/exhibition/event management services to Associations, Professional Bodies and Societies. In addition PCOs also provide association management services. AMCs often act as 'in house PCOs'. Many large associations, professional bodies and societies have their own 'in house' PCO Services.

Whilst the acronym PCO means 'Professional Congress/Conference Organiser' they have always been able to offer organisation and management of multi-disciplinary activities which are now described as events. The role of the PCO is still valid as their specialist knowledge in 'pay to attend' events is invaluable for membership organisations - associations, professional bodies and societies. The specialist knowledge also extends to in depth knowledge of marketing for 'pay to attend' events.

Travel Agency

Travel Agencies are often the first point of contact by corporate businesses organising international travel for their employees and increasingly using their services for the organisation of events. In addition Event Agencies are now providing travel organisation as part of their services.

Venue Search

In recent years this has now moved primarily to internet platforms with agencies and organisers offering the service as part of their 'package'.

FURTHER DEVELOPMENT OF THE EVENTS SECTOR AND MATRIX

The Covid-19 Pandemic of 2020 has demonstrated the need for the events sector to recognise the benefits of having a Professional Body [IEM] and be transformed to a profession, to work collegiately to refresh the standards and create the SIC and SOC Codes to benefit from official Government recognition.

The IEM is planning to create a definitive supply chain process of services and suppliers for the events sector to aid better understanding in procurement planning. The IEM will work with CIPS [Chartered Institute of Procurement and Supply] to achieve this.

Supply chains are a critical component of best business practice. The risk associated with events is often little understood and increased awareness is essential to safe delivery of events. Other key factors are raising awareness of best practice, profiling the sector, supporting the buyer, providing advice on sustainable solutions and collaborative working opportunities.