


'EVENTS' SECTOR MATRIX

This Matrix has been developed to aid understanding of the sector worldwide. It has been under review for more than 10 years. 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 described as 'events' requiring a 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 regional/national/local variations in terminology.

<u>'Meetings'</u> ↓	<u>'Exhibitions/Trade/Consumer Shows'</u> ↓	<u>'Corporate'</u> ↓	<u>'Events'</u> ↓	<u>Festivals</u> ↓	<u>Social</u> ↓
Conferences Congresses Conventions Meetings Seminars Symposia Study Visits Training Courses Workshops Board Meetings AGMs	Business to Business Business to Consumer Conference + Expo Campaign/Road Show Consumer Show 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	Major Business Events Major Sporting Events [ie Olympic Games] Public Events Multi-Strand Outdoor Shows Charity Fundraising Community Cultural	Arts Business Community Culture Film Food and Drink Literary Music Religious Science Theatre	Private Events Public Events Special Social Events Weddings
SUPPLIERS TO EACH OF ABOVE STRANDS ↓					
Venues Agencies AMCs PCOs [ABPCO Members] Presenters Producers Event Tech Services	Venues Event Tech Services Exhibition Organisers Exhibition Contractors Specialist Sub- Contractors Entertainment Services AMCs PCOs AEO ESSA	Venues Agencies: Event/Travel Airlines Destination Management Hotel Booking Agents Specialist Entertainment and Hospitality Services Event Tech and Production[PLASA/PSA] Security Services	Venues Consultants/Services Event Tech Health and Safety services Technical Contractors Security Advisers Specialist Services Temporary structures	Venues Event Tech Consultants/Services Health and Safety Security Advisers Specialist Services [NOEA and others] Technical Contractors Temporary structures	Venues Consultants/Services Dressing Services Event Tech Health and Safety Security Advisers Specialist Services Temporary structures

THE ORGANISERS					
					
Charities Commercial Companies [independent Publishers] Corporate Businesses Government Local Authorities Professional Bodies Societies Business Organisations Trade Associations AMCs PCOs	Major Exhibition Organisers Independent Organisers AMCs PCOs Charities Government Local Authorities Professional Bodies Societies Business Organisations Trade Associations Venues [often local authority owned]	Corporate Businesses	Major Event Organisers Charities Government Local Authorities Promoters Private Organisers	Charities Community Groups Festival Organisers Local Authorities Promoters	Agencies [Party Planning] Community and Family Groups Private Individuals Public Organisations Wedding Organisers

NOTES

Event Management Education and Training is now offered as a University Degree, in short course format and most recently as an Apprenticeship. AEME – the Association for Event Management Educators is a Founding Partner of the Institute of Event Management.

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

The IEM will accredit/validate courses which meet the approved professional 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

Work has now been completed to transform the National Occupational Standards [NOS] in Event Management to Professional Standards. [Full information on this work can be downloaded from www.event-managers.institute]. A special Working Group was established with 'Strand Leaders' from Founding Fellows, Founding Partners and Specialists in the Sector. The final Professional Standards are now being used to inform IEM membership levels and provide course accreditation and recognition.

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 widely to describe types of events – see below. It is important to understand the 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 per se as many are primarily community and/or social benefit, however there is always a business need.

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.

'Live' 'Hybrid' 'Online' 'E-Meet'

The Covid-19 pandemic 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 continuing to be debated globally. 'Online' is now confined mostly to internal meetings and training programmes, however there are some 'hybrid' events being organised successfully.

In further development of the Professional Standards, the Institute of Event Management will consider additional standards to define the protocols around the organisation of 'live', 'hybrid', 'online' events. 'E-meet' is also being used to describe regular business and engagement meetings across the whole of business, industry and community.

'Meetings Industry'

In this global business and as described in the original Rationale for the Institute of Event Management, there is not one word to describe the range of activities beyond meetings and exhibitions etc. 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, use of the acronym 'MICE' is in decline and better not to be used. The global body for the sector is described below - JMIC.

JMIC Joint Meetings Industry Council

JMIC is the body that represents the global business events industry. It explains, promotes and demonstrates the value and role that the global business and professional events industry actively contributes to the critical economic and societal benefit of communities around the world and promotes unity and consistency on industry issues to both internal and external audiences [the Institute of Event Management is engaging directly with JMIC]. www.themeetingsindustry.org

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 has been seen as the major ‘networking’ opportunity for business development. Greater emphasis is now being placed on networking activities which ‘drill down’ to creating and developing business opportunities in more structured approaches. In a ‘post-Covid world’ it will be interesting to see how (a) the use of AI and technology, and (b) the requirement for maintaining continued ‘social distance’ will feature in the organisation of networking ‘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.

Sustainability – ‘Sustainable Events’

In developing the Institute of Event Management Professional Standards, it was agreed to address the issues around sustainability as described in the United Nations SDGs – Sustainable Development Goals and weave sustainable actions into every aspect of its Professional Standards. The IEM took part in the original development of ISO20121 and its 2024 revision to ensure the ISO reflected the true standards of Event Management.

It is recognised that a number of organisations are developing their own ‘sustainable events’ and training programmes. It is hoped that they will reflect the IEM Professional Standards throughout the process of their events and seek IEM accreditation.

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 delivery, accommodation, transportation, social 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.abpco.org 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, meetings, exhibitions and more recently events.

A PCO Company primarily now offers congress/convention/conference/exhibition/event management services to Associations, Professional Bodies and Societies. In addition PCOs may 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 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, create the SIC and SOC Codes to benefit from official Government recognition and develop career pathways to support new entrants to the sector.

Data is critical to Government recognition of the Events Sector and the IEM is working with Sector Brand-Makers - **The Power of Events; We Make Events; The Business of Events, UKEvents** and other organisations including **TMI Tourism Management Institute, UK Hospitality, Tourism Alliance, Tourism Industry Council**, to create the definitive economic value of '**Events**' and raise awareness of the Profession.

The IEM is creating a definitive supply chain process of services and suppliers for the events sector to aid better understanding in procurement planning. The IEM will be working with Sector Suppliers and 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.

Skills for Events are primarily a project management and marketing function with specialist knowledge of the business of events. It is well recognised that tourism (destination management in particular) and hospitality underpin the business of events. Discussions are now underway to develop a Joint Skills Council to bring together events with tourism and hospitality for mutual benefit.