

# Event Industry Advisory Group

## Context

In the light of the current Covid-19 pandemic, and following widespread consultation with the events sector in Scotland, there is an urgent need to establish an Event Industry Advisory Group to provide representation for the sector in the national response and recovery planning effort required to address the devastating impact of the pandemic on the events sector in Scotland. No single voice currently exists to advocate for the Events Sector and VisitScotland's Events Directorate has been identified as the body best placed to progress this at this time.

Advisory Group activity will be aligned with the wider Scottish Tourism Emergency Response Group national recovery planning framework (Respond, Reset, Restart, Recovery), in the context of Scotland's national events strategy, Scotland the Perfect Stage.

Creation of the Events Industry Advisory Group recognises that Events & Festivals and Business Events are not one in the same, however there is currently sufficient overlap (particularly in infrastructure & supply chain) to justify one industry group to coordinate industry views and strategic input for both.

## Purpose

- **Advocate** for the power of the event sector to generate significant social, cultural, economic and wellbeing impacts as an important part of the national recovery.
- **Communicate** the views of the event industry to Government and its agencies in relation to Scotland's national response and recovery planning effort.
- Support Government, its agencies and industry in **developing, implementing and evaluating** a national response and recovery plan for the event sector.
- Identify key barriers encountered by the sector and advise Government and its agencies of their likely impact. Give advice on how to achieve improved outcomes.
- Represent the industry as a whole, ensuring coordinated and balanced input from across all parts of the event sector
- Share information, research and best practice to help the sector develop recovery plans.
- Contribute to the monitoring of activity aligned to the national response and recovery plan.
- Agree outputs and make recommendations to Government.

## Membership

The Events Industry Advisory Group will be led by an independent Chair appointed by VisitScotland's Director of Events.

The Group will comprise up to 15 recognised senior industry professionals from

across the event sector, including: cultural, sport and business events, supply chain, venues and national/regional agencies. Initial Group members will be invited to participate by VisitScotland's Director of Events in collaboration with the Chair.

Non-members may be invited to attend meetings where appropriate.

VisitScotland's Events Directorate will provide the coordination and secretariat for the Group.

### Role of Members

- Members are required to regularly attend meetings. On the occasion that this is not possible members should nominate an appropriate senior level substitute.
- Members will represent the views of their organisations and where possible the aspect of the events sector that they represent
- Members will proactively engage in the setting of meeting agendas and play an active part in taking forward agreed actions in line with the stated purpose of the group.
- Members will identify additional voices, insights and information that should be shared with the group and can contribute to achieve its purpose

### Regularity of Meetings

- Initially this group is designed as a short-term task group with the expected lifespan of c.18months to ensure the events sector has a co-ordinated voice to aid recovery.
- The regularity of meetings and communication will be responsive to requirements and developments, but members should expect to participate in a minimum of 4 meetings during 2020
- Regularity of meetings will be agreed by the group.

### Wider Industry Engagement

- Aligned with the Advisory Group, VisitScotland Events Directorate will engage the wider events sector through communications, forums and relevant short-life working or sub-groups as required and as identified via the Advisory Group.