



All-Party Parliamentary Group for Events

Biannual Briefing July 2025

It has been six months since I was elected Chair of the All-Party Parliamentary Group for Events (APPG) and, along with my fellow Officers and Parliamentary colleagues, it has certainly been a busy few months.

I'm very aware that sometimes a lot of what we do here in Parliament goes unnoticed, and so I was keen to provide you with an update on our work, what has been achieved so far this year and, most importantly, what we have planned for the future.

In addition to everything we have outlined in this briefing, over the coming



Shaun Davies MP

Chair, All-Party Parliamentary Group for Events

months, along with the team from The Business of Events, we will be working on a Parliamentary Plan of Work which will look at areas of policy and activity that will support the events sector and help unlock its enormous potential, and I look forward to sharing that with you all soon.

I am committed to ensuring that the UK events industry continues to have a voice in Parliament, and across Westminster, and I look forward to working with all of you during the months and years ahead.

I do hope you find this briefing useful and wish you all an enjoyable summer.





The Business of Event: Westminster Dinner

One the eve of the 2025 Global Policy Forum, I was delighted to have the opportunity to attend The Business of Events annual Westminster Dinner, held in the beautiful surroundings of 10-11 Carlton House Terrace, home to The British Academy and located in the heart of Westminster.

It was good to meet with so many senior event industry representatives, and to hear more about the opportunities we have to further grow our world leading events sector here in the UK.

The Business of Events: 2025 Global Policy Forum

The APPG was delighted to support this important event, which saw over 250 event industry leaders join MPs and other policy makers to explore ways in which Government, Parliament and the industry can work together to grow the event economy in the UK.

Mike Wood, Member of Parliament for Kingswinford and South Staffordshire, and a Vice Chair of the APPG, talked about how the group operates and how it plans to support the events industry during this parliament. We were also pleased to see Sir Chris Bryant, Minister of State at the Department for Culture, Media and Sport, deliver the opening address at the event and show his unwavering backing for this important sector.

I was also delighted to see Dame Caroline Dineage, Chair of the DCMS Select Committee, announce their plans to carry out an inquiry focussed on Business Events, as part of their wider State of Play inquiry, and we look forward to contributing to that important session later in the year.





APPG Parliamentary Dinner

I was very pleased, along with my Parliamentary and APPG colleagues Rachel Taylor MP, David Baines MP, Chris Webb MP and Mike Wood MP, to welcome our corporate partners and several industry leaders to our first Parliamentary Dinner in the House of Commons. It was also good to have representatives from both DCMS and VisitBritain join us for this important event.

We had a lively debate on several important topics, as well as discussing The Business of Events Policy Agenda, which was launched in April. It was clear that there is a shared objective to see the UK industry overcome its current challenges and help deliver growth to the UK economy.

Beam Annual Forum

It was good to see my Parliamentary colleague, and APPG Officer, Jack Rankin MP, Member of Parliament for Windsor, represent the Group and deliver the opening address at the recent annual forum held by leading

industry trade association beam. Jack was able to highlight the economic and societal importance of the events sector and reaffirm that the industry has committed advocates within Parliament.

We are very pleased to be able to support industry events such as these, and to build relationships with trade bodies and the wider events industry, and I look forward to attending more events like this over the months ahead.



Parliamentary Plan of Work

Along with our colleagues at The Business of Events, who also act as our Special Advisors, we are currently working on our Parliamentary Plan of Work, which will set out the objectives of the group and our plan of activity for the year ahead.

This work will reflect the Policy Agenda, which we published in April, but will also be influenced by the many conversations we have had with industry representatives during recent months.

Future Plans

Although our plan of work is still being finalised, we already have several exciting initiatives and proposed events in the pipeline for the remainder of this year. These include;

- Working with DCMS, the Mayor of London and London & Partners to amplify the UK's leading trade show, World Travel Market, which takes place in London in November. As well as a Downing Street reception, we are looking to host an event on behalf of the APPG to acknowledge the importance of this major event to London's event economy.
- Creating the first ever Mayoral Summit for the events sector, where we will bring together several City and regional Mayors to discuss ways in which to further support the UK events sector and share knowledge and best practice.
- Looking at attending IBTM World later this year in Barcelona, and their Forum for Advocacy, to show our encouragement for the

UK's events sector, especially those exhibiting and looking to secure business for the UK, and to learn more about how the APPG can provide greater support in the future.

- Supporting the publication of the Access All Areas Report, produced by ICC Wales and The Business of Events, which looks to highlight the implications of the new European Accessibility Act, and the importance of improving the accessibility of products and services at events for people with disabilities.
- Creating a Policy Exchange, which brings together a select number of MPs from a specific Region, along with industry representatives from that region, to look at ways in which policy ideas can be jointly developed and help to unlock the potential of the sector.
- Contributing to the upcoming DCMS Select Committee 'State of Play' inquiry, which will hold a series of one-off sessions later in the year and will provide a chance for those involved in the business events sector to share their views.

New Corporate Partners

We are pleased to welcome two new partners to the APPG for Events, the Meetings Industry Association and Telford International Centre. We are grateful for their support and look forward to working with them.

If you would like to support the work of the APPG, through The Business of Events, we would be delighted to hear from you, so simply contact us at admin@appgevents.org or visit the website appgevents.org



Contact

To learn more about the work of the APPG, you can visit our website, follow us on our social channels or email us at admin@appgevents.org

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