

# Participant's Manual

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sustaining our cultural legacy

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Dear supporter

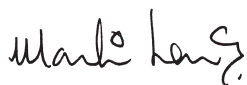
Welcome to the 7th National Meetings Week which takes place from 15th - 19th October 2007.

The main aim of the week is to raise awareness of the £12 billion contribution meetings and events make to the UK economy each year (source: British Tourism Partnership) and the thousands of people it employs throughout the country.

National Meetings Week continues to develop as a campaign; last year's focus on The Green Agenda afforded us the opportunity to lead on the environmental message and the 2007 campaign again looks at sustainability with our theme, 'Sustaining our Cultural Legacy'. The decision by the MIA to move the launch of the UK Conference Market Survey during the promotional week will also add weight to our already growing campaign.

In this manual, you will find help, advice and ideas on how you can help us to spread the word and play a key part in promoting our industry during National Meetings Week. Thank you for your continued support.

Best wishes



Martin Lewis  
Managing Editor, CAT Publications

### **Partners:**

VisitBritain • Holiday Inn • ExCeL London • ICC Birmingham • Barbican Centre • Visit London • EIBTM  
Sodexo Prestige • Confex Group • Meetings & Incentive Travel • London Speaker Bureau  
Glasgow City Marketing Bureau • Marriott Hotels UK • 76 Portland Place • Dolce International

### **Supporters:**

Association of British Professional Conference Organisers • British Association of Conference Destinations  
Meetings Industry Association • ICCA UK & Ireland Chapter • Events Industry Alliance • SITE GB Chapter  
Meeting Professionals International UK • Eventia • Business Tourism Partnership

National Meetings Week is a week of activities designed to promote the meetings industry to the wider business community, raising its profile and highlighting the important contribution it makes to the UK economy. It also allows us to take a step back and evaluate the role meetings play within our own businesses and to ensure they are efficient and decisive.

As always we have a theme which runs throughout the week; this year it is:

## Sustaining our Cultural Legacy.

Many venues; sporting, historic, modern, unusual and unique, are members of our industry. These venues provide meeting and event space as a way of sustaining their positions either as tourist attractions or buildings of a cultural or historical nature; a fact we should all be proud of.

By educating people about the role meetings can play in sustaining our cultural legacy, we aim to illustrate how everyone who plans a meeting has a stake in this legacy and that today meetings and sustainability go hand in hand.



## Culture and the Arts



Many of the thousands of museums, galleries and theatres in the UK owe their longer opening times and reduced or free entry, to the additional revenue they bring in from the corporate market. By planning a meeting at a venue of cultural significance, organisers are helping to sustain these buildings and their contents be it arts, cultural, sporting or youth education.

## History and Heritage



From castles to stately homes, meetings play a huge role in sustaining the UK's heritage, keeping our history alive for thousands of people who visit these attractions. The extra revenue these buildings generate not only helps to fund the properties; they also contribute to their restoration and development. Many of our country's historic buildings would remain closed to the public and be lost for future generations to enjoy if it was not for the meetings and events industry helping to put money back.

## Education



By choosing an educational venue to hold an event, be it a college, university or even a school, organisations are investing in the future of these establishments. These venues fit comfortably in our industry as excellent environments for learning, training and continuing professional development. Our industry's contribution is vital to fund scholarships, purchase new equipment and support these sites in remaining competitive in their own markets.

## Local Communities



Many venues stand central to their local community, as a business supplier and procurer, a major employer or a meeting destination for local business. Unlike many industries, venues and buildings in the meetings industry have an immense responsibility to continually review how they interact with the local community; this year's theme recognises venues that continue to give something back to sustain local communities.



**national meetings week**  
sustaining our cultural legacy

Here are a few ideas on ways you can actively play a role in promoting National Meetings Week and our campaign theme: Sustaining our Cultural Legacy

**Share with your clients:** Everyone involved in this industry should take pride from this year's theme, be they buyers, suppliers, venues, or third party agencies. It's up to everyone on every side of the industry to spread the word.

Increasingly, meeting procurement is influenced by a client's CSR or environmental policy; these themes will help us win on this message.

**Case Studies:** Tell us more about your own story so we can build a portfolio of case studies to support our campaign. Is your visitor attraction reliant on events to enable you to open throughout the whole year? Name those companies which use you, and the contribution they make in sustaining our cultural legacy.

**Four Point Contribution:** Every venue in the UK can look at the different aspects of this year's theme and recognise themselves within it. We want to hear about what you do, have done and are doing under these themes so we can spread the word.

**Government & Political:** In the last 12 months this industry has grown in recognition in front of a governmental audience and it is important we continue to build momentum. Speak to your local MP, write letters to your local press, let local government understand our contribution to business and to sustaining our cultural legacy.

**Stats:** The press love statistics so give us your top five stats, tell us what percentage of your income comes from events, how many people you employ from the local community, how money from events is reinvested.

**Tell people:** Hold an open day for the local community and press so they can see for themselves the power of meetings and how they support your venue and sustain our cultural legacy.

**And finally...**

**Sign off:** Add our logo and strap line to your email signature to show your support for the campaign.

### Davies Tanner: Public Relations Agency for National Meetings Week

Davies Tanner can provide you with contact details of national and regional newspapers and magazines as well as television and radio production companies. They are also available to discuss any ideas you may have for promotions and events you are thinking of running during the week. Davies Tanner provides a press release distribution service for any organisation running an initiative or event during the week. Just send your press release to the contacts below and we will distribute it on your behalf.

**Contact:** Amy Scott or Naomi Roots  
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Tel: 01892 619100  
*www.daviestanner.com*

### Meetings & Incentive Travel Magazine (M&IT)

Details of events, activities and other information concerning NMW can be found in the pages of M&IT, the founder and key organiser of NMW. The magazine's website, [www.meetpie.com](http://www.meetpie.com) will also be kept up to date with news and information, and is a good place to go for anything relating to NMW.

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