

**Events Industry Board Working Group  
Terms of Reference  
February 2022**

Remit

The UK government wants to attract more business events to the UK, support our existing events to grow and discourage existing events from leaving. The Events Industry Board is a working group of the Tourism Industry Council (TIC), and its key objectives are to help grow the business events industry across the UK, and to act as a sounding board for the government on the best way to achieve this. The government also wants to work with the industry to deliver its commitments in the Tourism Recovery Plan.

Specifically, the Working Group will:

- Support delivery of objective 6 of the Tourism Recovery Plan<sup>1</sup>, by providing Ministers and officials with advice on how the UK can (i) become a more competitive environment in order to attract, retain, grow and create events, and (ii) create a supportive environment for the sector to recover and grow.
- Agree a forward work plan for how it will work with the government to deliver the business events-related objectives set out in the Tourism Recovery Plan (where relevant), and offer constructive challenge when appropriate
- Determine and offer suggestions to the government on how the sector can support delivery of the government's wider aims and objectives.

Discussions by the Working Group will support the wider work of the Tourism Industry Council in delivering the Tourism Recovery Plan and identifying how the wider visitor economy can reach its full potential.

The Working Group can decide - with the agreement of DCMS - to create sub-groups to take forward work on the issues under discussion by the Working Group, and use those sub-groups to engage the wider industry.

Role of EIBWG members

Members should declare interests when joining. Members will:

- Bring their personal experience to the discussion and the voice of the part of the sector they represent
- Be a confidential and trusted adviser to government, maintaining confidentiality of meeting papers and discussions
- Use their expertise to advise on how to achieve improved outcomes for the business events sector
- Identify barriers encountered by the sector and advise government of their likely

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<sup>1</sup> **“For the UK to be a leading European nation for hosting business events.** For the tourism sector as a whole to recover, and in order to deliver this Plan, the business events subsector has to be firing on all cylinders. The government wants to improve the attractiveness of the UK's already strong offer and become the World's Meeting Place, with the UK creating more business events, attracting more to our shores and growing international audiences – leveraging the attendance of government ministers to do so.” [p.17 of TRP](#)

- impact
- Take forward any agreed actions as a result of the meetings or subsequent discussions
- Deliver and monitor progress against agreed objectives and milestones.

Membership of the EIBWG will be reviewed on an annual basis, is personal to the individual rather than any organisation or business, and is voluntary and unpaid.

### Chair

Michael Hirst OBE is the current Chair. The Chair position will be reviewed periodically and the appointment of a new Chair will be made by the lead Minister following officials' advice.

The role of the Chair will be to:

- Agree the agenda with DCMS, ahead of each meeting
- Chair the meetings
- Draft papers when appropriate
- Facilitate the Working Group discussions, including helping to progress the ongoing work of the Working Group between meetings
- Identify opportunities to promote the work of the Working Group to the industry; and
- Represent the views of the Working Group to the lead Minister and Tourism Industry Council.

### Secretariat

The Chair will be responsible for providing or nominating the Secretariat for the Working Group. DCMS will be members but will not be responsible for providing a secretariat function. The Secretariat will be responsible for:

- a) Arranging the meetings
- b) Circulating papers
- c) Commissioning relevant papers from Working Group members
- d) Taking minutes.

### Meetings

The Working Group will meet three times a year for two hours. Meetings will be held virtually with at least one in-person meeting a year. Travel expenses for those outside of London will be covered by DCMS when meeting in person. Discussions on particular topics may be held between meetings with relevant members or in sub-groups.

### Papers

Relevant papers will be commissioned at least two weeks ahead of the meeting and distributed to members no fewer than two days ahead of the meeting. The minutes of each meeting will be distributed to members for comment no later than 14 days after the meeting.

The Working Group will also produce an annual report for the Tourism Industry Council outlining the year's activities and any recommendations for government.

Any information of a sensitive nature discussed on the Working Group will be treated as such by members.