

"EVENTS" SECTOR MATRIX

↓	↓	↓	↓	↓
Meetings	Exhibitions	Incentives	Corporate Hospitality	Events and Festivals
: Conventions	Business to	Incentive Travel	Business profiling	Public/Private
: Congresses	Business Shows	Leadership Training	Business development	Large Scale Events
: Conferences	Trade Shows	Sales Meetings	Client entertainment	Outdoor Shows
: Symposia	Consumer Shows	Incentive Rewards	Stand alone event	Festivals
: Workshops	Campaigns			Concerts
: Seminars	Alongside Conferences			Major Sports Events
: Meetings	Product Launch			[ie Olympic Games]
: Training Courses	Product Presentation			Community events
: Board Meetings	"Marketing Event"			Corporate events
: AGMs	[experiential]			

SUPPLIERS TO EACH OF ABOVE STRANDS

:Venues	Venues	Venues	Venues	Venues
:PCOs	PCOs	Booking Agencies	Booking Agencies	Health & Safety
:Event Agencies	AMCs	Event Agencies	Event Agencies	and Access
:Booking Agencies	Exhibition Organisers	Destination Management Cos	Catering Services	Temporary Structures
:Producers	Exhibition Contractors	Travel Services/Airlines	Entertainment Services	Technical Contractors
:Presenters	Specialist Sub-Contractors	Hotel Booking Agents	Specialist Hospitality	Specialist
:Audio Visual	Entertainment Services	Catering Services	Services	Sub-Contractors
:Specialist Sub-Contractors				[list being developed]
[list being developed]				Entertainment Services

THE ORGANISERS

:Commercial COs	Major Exhibition Organisers	Corporate Businesses	Corporate Businesses	Major Event Organisers
:Corporate Businesses	Venues/City Councils		Private Individuals	Governments
:Professional Bodies	Independent Exhibition		Trade Organisations	Local Authorities
:Government	Organisers			Promotors

The Organisers continued.....

:Associations
:Charities
:Independent COs
:Societies
:AMCs

Professional Bodies
Trade Associations
Societies
Charities

Charities
Community Groups
Festival Organisers

NOTES

This document has been prepared to provide an understanding of the activities which make up the "Events Sector". Event Management is offered as a University Degree.

The Institute of Event Management has been established to provide routes to professional recognition, qualification structure, continuing professional development, and a body of knowledge to support individuals and employers globally.

Business Events

Greater emphasis is placed on business development through what is described as "events". It is important to understand the wide variety of activities included under this "umbrella" although the "events and festivals" section is not wholly focussed on business development.

The National Occupational Standards in Event Management provide an inclusive description.

Product Marketing through "events"

The recent development of "experiential events" or "marketing events" is being 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

Corporate businesses usually operate their events programme through the marketing function and may buy in services of agencies as described below.

Meetings Industry

It is important here to recognise the description and its acronym MICE. In this global business and as described in the Rationale for the Institute of Event Management, there is not one word to describe the range of activities beyond meetings. Use of the word **event** is now recognised more widely as the holding word for all meetings, exhibitions and event activities.

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 is now seen as the major 'networking' opportunity for business development opportunities.

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 conference and event management services

[association management is also a service which some PCOs provide]

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.

Event Management 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, conference and event facilities and services on behalf of Clients

PCO - Professional Congress/Conference Organiser

Independent professional – see www.abpc.org www.efapco.eu 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 and exhibitions. A PCO Company primarily now offers congress/conference/exhibition/event management services to Associations, Professional Bodies and Societies, however in large associations and professional bodies there are “in house” PCO Services. In addition PCOs also provide association management services and often AMCs act “in house PCOs”.

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”.