

2022: THE RETURN OF THE EVENTS INDUSTRY



**Your
questions
answered...**



What are the things that need to happen for the events industry to go back to 'normal': ie demand for venues, staffing at venues, suppliers delivering, delegates happy?

More events like the football matches, theatres, events like the Brits happening on a regular basis without the follow-up negative headline will be helpful to our industry. The official withdrawal of isolation requirements and the working from home recommendations will definitely help as this allows Corporate Organisations to hold the event without the worry of a legal backlash should a person contract anything let alone Covid.

We really need a positive slant from our Industry Media and some good news stories out there. Live Events matter to everyone.

We also need some stability to our industry to regain our status as an exciting and rewarding profession to be in to help the return of our fantastic hospitality, meetings and event professionals. Supply chains need to be properly supported by all and a recognition of the work that is required well in advance of the event date is imperative.

How do you foresee the pipeline for European events and how can overseas suppliers in particular DMCs support you for your clients future events?

We are honestly shocked by the appetite for International Events that currently exists. The role of the DMC is critical in delivering these events and now is the best time for DMC services to stand out from the crowd.

A professional DMC who wants to work with the UK Event planners need to recognise that they are also part of a bigger picture. They need to understand how venue procurement takes place and ensure their service is reflective of this so as to deliver excellence for the event planner. Now is a great time for DMC's to showcase their knowledge.

We are more than happy to work with DMCs but would prefer to work with a smaller group of suppliers than a large number. Relationships really matter when selecting a partner and partner DMCs who understand our process do very well with us.

Are you finding with enquiries that companies are still requesting social distancing for their meeting despite there being no legal requirements?

Whilst clients are not requesting social distancing the venues that are mindful of it when proposing space are winning business because of it. Sadly we are a little bit warier about how things might change and our planners are trying to take into account all potential problems and of course opportunities.

Venues are now offering amazing information on how they can keep our delegates safe. It makes sense to continue in this vein for a long time to come.

What lead-in times are you seeing? Is it mostly short lead, e.g. the next 2-3 months or longer eg Q4 2022?

We are looking at both it's - all over the place at the moment. We are working on some very big events right now for March and April, but also the books are looking very positive on pre-booked business for 2023 and 2024.

Small events are coming in thick and fast from all of our industry segments which is the best sign ever and some of our clients are saying we are going for it now!

What are the key first steps for venues to show collaboration with clients on sustainable events?



Accreditation, standards, documentation, and most importantly a culture that shines out sustainability. It's got to be more than a tick box, but a way of life. I know when I walk into a venue that has amazing sustainability credentials, they do not need to tell me! I can see it and feel it! But do shout about it too make sure you have your sustainability credentials on your Venue Profile in EDGE (it's free to do so). Also, use the opportunity to shout about your successes on EDGE (upgraded option) as then our clients and Agents see it on the Venue Profile when considering your venues.

Also, be prepared when offering a site visit to share your case studies tell people about what you do, and be proud of it.

When do you anticipate the new structure with EDGE and Trinity taking place?

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It's here now!

EDGE Venues is now the main company for all of our activities. All of our enquiries and searches go through EDGE. All of our Client reporting and RFPs are generated via our client portal into EDGE and all of our RFPs are generated via EDGE. Corporate EDGE (currently under Metis brand) is where our clients submit all of their enquiries and we deliver controlled buying for them.

We are very proud of our brand of EDGE Venues as it is truly reflective of what we do every day - to deliver Technology with Personality to all of our stakeholders.

With lead times getting shorter and shorter, how are you educating clients to confirm spaces within a reasonable time and to ensure contracts are returned?

We are communicating with them on a bi-weekly basis with updates on the industry. Not just on lead times, but why it takes longer to get information from venues, why prices are going up, and why decisions need to be made quicker.

I believe there is currently a disconnect on decision-making by clients who think they have all the time in the world and are acting quite risk-averse at the moment. Even though we say right at the beginning of the venue sourcing journey that a decision will be needed, it still seems to get left on the long finger which means we are all doing twice, if not three times the work for one event. Sadly we will not get quicker decisions until clients realise we are telling them the truth and they have lost their preferred venues.

Q. As much as we are coming to the spring/summer months - how often are you still seeing Covid Risk Assessment's being requested from clients for Venues/Events/Hotels?

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Very rare until they go on-site for where the final details are being agreed upon. Sometimes it's too late as the contract is signed. I think genuinely for this to have worked we needed to be holding events whilst Covid was around. There are many times clients are asking hotels for these and they do not exist. I think these should have been more valuable.



EDGE
venues