

**MINUTES OF EVENT INDUSTRY FORUM DIRECTORS MEETING HELD ONLINE ON MONDAY, 5th JUNE 2023**

**Present:**

Carl Hagemann

Mark Laurie

Jim Winship

Eric Stuart

Tupokigwe Mwaijumba

**Apologies:**

Alison Drummond

Steve Heap

**Welcome and Minutes of Last Meeting**

Jim Winship welcomed everyone and the meeting agreed that the Minutes of the

last meeting were accurate.

**Apprenticeship Grant Application**

The meeting unanimously agreed to award a grant of £20,000 to the Event Management Apprenticeship CIC on the condition that support is provided to the outdoor events industry.

**Request for Further Research**

The meeting discussed a request from Michael Hirst for the Forum to repeat the research it did with Bournemouth University. There was concern about some of that research and whether the Forum could justify spending such a large sum again simply to provide information for DCMS and without other clear objectives of how it could be used. There were also questions about the overlap of research data between different sectors of the industry as well as the limited shelf-life of the data given the changing nature of the industry.

The meeting agreed that the Forum could not justify repeating the previous research. However, it agreed that an approach should be made for the event industry to collectively come together to fund a comprehensive piece of research into the entire industry. This could, perhaps, be coordinated by Power of Events or UK Events.

**Copyright**

Following approaches from both Israel and New Zealand for the Purple Guide to be used as the basis for organising events in their countries, the Directors discussed how the Forum should respond. It was agreed that the Forum should encourage the sale of subscriptions overseas but should not seek to go beyond this. However, the Board agreed:

1. That the introduction to the Purple Guide should be rewritten to include a statement along the lines “This guide has been written by UK event professionals primarily for the UK. Outside the UK, while the principles of the Guide should still apply, account will need to be taken of local regulations.”
2. The Forum to take legal advice about protecting the ‘Purple Guide’ brand and copyright internationally.

**Pricing of Purple Guide**

Carl Hagemann questioned whether the price of the guide should be raised for overseas subscriptions and there was some discussion about subscription charges generally being increased. It was agreed that this should be deferred for discussion at the next meeting.

**Next Meeting**

The next meeting will be held at 10am online on 21st July, 2023