



With the twelve days of Christmas in mind – we’re focussing on the importance of numbers this month and sending a timely reminder for our partners to send in their monthly reports for the end of the year.

It’s said that you can’t manage what you can’t measure ... and if you can’t measure it you can’t improve it. And that is as true in terms of business events as it is in every sector of life.

We need the assistance of you all to help us to measure, plan and manage the scale of our successes.

Have you completed your monthly report of top line statistics of confirmed business held in your venues yet? It allows us to compile an overall picture of the value of business events in terms of bed nights and expenditure. As we move towards enhancing our position as a region with potential to pull in even more business events, it becomes even more important that you continue to support this research.

For those who may not yet have submitted their reports, can we ask that you do this as soon as possible so that we can finalise the statistics for the whole of 2018 ready for our annual announcement in February 2019 of the overall value of business events to Dundee and Angus. We’re grateful for everyone’s assistance with this.

Looking to the future...

Business events have traditionally measured the economic impact of meetings, incentives, conferences and exhibitions (MICE) in spend terms with financial multipliers to establish the primary value of business events - the economic benefit that results from both direct and indirect spending, which will continue to be an important measurement.

However, business events as a sector is evolving and we want to be at the vanguard of this evolution. Cities with a clear vision of how business events can benefit their economy are aligning their intellectual assets and leveraging these to attract business and professional

events. This leads to increased global trade and higher levels of engagement and building a stronger knowledge economy for the benefit of all across the region.

Business events is an industry with vision in a city region which is transformational; and, in 2019, we'll be launching our new strategy for business events for Dundee and the wider region of North East Fife, Perthshire and Angus.

Adopting the innovative 'Iceberg' approach to evaluate the success and legacy of business events to our area, "The Iceberg" takes the common iceberg analogy of what lies above and below the waterline and applies it to business events. Often unseen, it is the highest value sector of the visitor economy, offering scope to integrate city destinations into global business networks and enhance the stature of cities as places to do research and build industries. To witness this transformation we will measure the intellectual capital and knowledge transfer which takes place at business events in our regions as well as the volume of events and delegates and economic impact. ***Click on the image below to view the video: The Iceberg***



Aligning ourselves with the national strategy, moving from a traditional tourism model i.e. the pursuit of business events for spend as solely part of the visitor economy, to a policy-driven model which will align with the ambitions and strengths of the economies in the Dundee City Region and Scotland as a whole, without losing sight of the key visitor economy benefits of spend and other factors. We'll be establishing our sector as one which drive's Scotland's economic and social progress through business events and the civic, economic and international benefits which they bring.

We're a smart city region with intellectual clusters pulling in global knowledge to help local industry to grow and excel on a worldwide scale, we are attracting increased investment and greater talent to our economy from across the globe through business events and this fits within the Scottish Strategy for Business Tourism.

Judy Rae, chair of Business Tourism for Scotland, agrees with this approach.

“Dundee has a great opportunity for investment in business events. Its longstanding markets – namely life sciences, technology and its universities – are key strengths with the potential to innovate within the business events sector and thereby contribute to knowledge transfer into the region.

“Business events have come a long way. Prior to the launch of the TS2020 strategy in 2013, Business Tourism was not recognised as an economic driver for growth within the tourism sector as it is now. The strategy gave the Business Tourism Industry the platform and opportunity to articulate and be the voice for the Industry to Scottish Government and key tourism stakeholders and organisations. The success of the Business Tourism for Scotland Industry group has resulted in close working partnerships and successful collaboration between Scottish Enterprise and Visit Scotland.

The ambition for the Industry is to grow the sector by 20% from £1.9billion - £2.3 billion by 2020. Growth is expected through infra structure investment and development as well as cultivating the MICE customer base, and that’s why encouraging national and international businesses to hold their events and conferences in Scotland is our priority.”

Judy, like all of us at Dundee & Angus Convention Bureau, believes that Dundee and the wider region is on the right track to build on previous successes, fostering a solid legacy in business events. Judy explains, ‘Dundee has been working hard to capitalise on its own unique markets, and in doing so, it plays a crucial role in driving social and economic outcomes, not just at a local level but on a national scale too.’”

In 2019 we will deliver an ambitious, forward thinking and collective approach which will allow all our partners to pool our resources to grow this sector even further. I look forward to sharing this strategy with you on its publication early next year and working with you to shape this ambition further.

Wishing you all a wonderful time over the festive holidays!

Karen Tocher

