

Industry to consult on UK event bids

The UK is at a clear competitive disadvantage when bidding for major international conferences and related events. That's the major finding of a 26-page report entitled *Subvention and Bid Support Practices for International Conferences and Events in Britain*, commissioned by the Business Visits & Events Partnership (BVEP) as part of the Britain for Events campaign.

The report contains research undertaken among UK destinations and venues, overseas destinations and UK-based professional conference organisers and event management agencies and shows the extent to which the UK and UK destinations may be placed at a competitive disadvantage.

The report is now to be put out for wider industry consultation to Visit Britain, VisitEngland and the Minister for Tourism, and then recommendations as to how Britain can develop its bidding and support will be made.

New home for DivCom's visitor-packed lunch

Diversified's lunch has announced new plans for 2012 – it's moving from Old Billingsgate to Business Design Centre, London. The two-day trade event, which took place at the end of September, welcomed a 40 per cent increase in attendance with over 4,310 visitors and a 76 per cent rise in international visitors. Its organiser, Diversified Business Communications, has confirmed a 70 per cent rebook rate for 2012.

The announcement comes at the same time of publication of an open letter to Boris Johnson, which sees Carsten Holm, managing director, Diversified Business Communications, raise his concerns of the Earls Court redevelopment. Holm is "appalled" by the prospect of losing the venue, and says that redevelopment and modernisation is needed. But not housing.

He states: "In other countries, major exhibition and conference venues are seen



as a crucial platform for business and a way to showcase products and facilitate business, but in this country, somehow, nobody really seems to care.

"Those that should seem to be trying to make life for the commercial world as difficult as possible."

■ Whitelabelworld and Melbry Events are now representing LazyTown costume characters for meet and greets, mini live shows and personal appearances.

■ Seventeen Events has joined forces with 10:10 to produce a simple checklist for sustainable events.

■ The Specialist Media Show is moving venue to Think Tank Birmingham.

■ Clarion has launched Wedding Week – a four-day wedding event at The Events Venue, Blewater.

■ Mark Prescott, former head of cultural campaigns at the Mayor's Office, has been appointed director of the Ulster Bank Belfast Festival at Queen's.

■ An industry-recognised kitemark has been introduced, enabling consumers to identify reputable ticketing outlets.

New ice rink for Winter Wonderland



Winter Wonderland is set to return with a new look ice rink. For the fifth year running, the winter event will take over Hyde Park from November 18 – January 3, and will feature a 1,350 square metre ice rink that will surround the park's Victorian band stand. PWR Events and The Royal Parks say that the new centrepiece will be

the biggest of its kind, taking 10 days to build using 100,035 litres of water, which will be frozen at -12c.

At night the ice rink will be transformed, as suspended above the rink will be 108,000 pea-lights. PWR Events expects 120,000 skaters to take to the new ice rink over the seven-week run.

INevents announces voluntary liquidation

The collapse of Oxfordshire's Truck Festival has forced INevents, the event management company behind the event, to also fold and enter voluntary liquidation.

INevents, which has traded for five years, is unable to continue trading. It has taken the decision to close the business after Truck Festival announced last month it was also going into liquidation, admitting many contractors and performers had gone unpaid.

Ian Nolan, director of INevents, said: "We have been working hard to find another solution but sadly things are much worse than we originally thought. I am devastated about having to fold the company, and I will be working hard to minimise the fall-out for any of our own contractors affected."

Nolan has created a new company Ian Nolan Events Limited.