



Market Report

A Snapshot of your Market Sector

Events Management

This pack has been designed to provide information on setting up a business in the Events Management industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in January 2018. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Events Management market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Recent statistics revealed that the events industry sustained more than **25,000** businesses and a staggering **570,000 full-time equivalent jobs in 2015**. Business events, alone, generated more than **£58.4 billion** in GDP. The majority of events in the sector were held in hotels, which represented **61%** of total events in 2015, the same proportion as in 2014. (Mintel, *Conferencing and Events, UK*, September 2016)
- ◆ According to figures sourced from PRS for Music, around **60,000** music concerts and festivals take place every year. In value terms, the concert tickets segment (e.g. excluding secondary spend on food, drink and merchandise) is estimated to have been worth **£973 million in 2015, up 4%** on 2014. (Mintel, *Music Concerts and Festivals, UK*, August 2016).
- ◆ Some **87% of online adults** have ever attended a performing arts show, with **66%** doing so at least annually and the audience segments attending either weekly or between monthly and at least six-monthly showing greatest growth. (Mintel, *Performing Arts, UK*, December 2014).
- ◆ Attendances across the UK's leading sports properties were largely static in 2015, with horseracing (**up 7% 2013-15**) and rugby union's Premiership (**up 12.5% 2013-15**) the leaders in terms of sustained growth. Football league and premier league accounted for the top attendance rates with **16.4m** and **13.9m** spectators respectively in 2015 (Mintel, *Spectator Sports*, October 2016)
- ◆ In the 2015 ICCA worldwide rankings of number of meetings per city **Edinburgh ranks 35th with 67 meetings** and **Glasgow is 49th with 54 meetings**. Overall, the **UK is the 3rd** most popular destination globally for meetings. (ICCA International Association Meetings Market 2015 statistics report) (<https://tinyurl.com/z2wdcvb>).
- ◆ Some key organisations within this industry include [Events Scotland](#), [ABPCO](#), [Convention Scotland](#), [Eventia](#), [Association of Event Organisers](#), [International Congress and Convention Association](#), [Events Industry Forum](#), [Event Services Association](#) and [National Outdoor Events Association](#).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel – Conferencing and Events (September 2015)** The conferencing and events market enjoys a high rate of small-to-medium enterprises, proving to be a hospitable marketplace to new businesses over recent years. The industry is able to accommodate a plethora of event organisers, managers and marketers alongside exhibition, outdoor, sporting and music event coordinators due to the unique and often sporadic nature of demand. This distributed activity ensures that the marketplace is in good health, enhancing the number of income channels, and ensuring that available conferencing and events services cover almost all areas of existing demand.
- ◆ **Mintel – Music Concerts and Festivals (August 2016)** Market leader Live Nation Entertainment is the dominant player in the UK live music industry. Through its various subsidiary companies, it operates the O2 Academy chain of live music venues, promotes concerts at a wide variety of venues and also has a substantial presence in the festivals sector.

There are also a number of online resources you may find helpful:

- ◆ **Eventbrite - An Introduction to Events, 2016.** The UK events industry in numbers (<http://tinyurl.com/zcdvm9z>)
- ◆ **Event & Visual Communication Association** (<http://tinyurl.com/jf8bwks>) Things to consider to ensure that your event is sustainable
- ◆ **Event Industry News** (<http://directory.eventindustrynews.co.uk/>) Event Industry Directory
- ◆ **Your event Scotland** (<http://www.youreventscotland.com/>)
- ◆ **Scottish Golf Tourism Development Strategy** (<http://tinyurl.com/zoajgex>) based on market analysis the strengths of our golf industry, the appeal of Scotland for golf, the hosting of events, and the fact that Scotland is “**The Home of Golf**” the Vision for Golf Tourism in Scotland is: “By 2020, Scotland will be the world’s leading golfing destination”
- ◆ **Scotland film locations and Event Management:** (<http://scotlandfilmlocations.com/>)
- ◆ **Scottish Event awards** (<http://www.scottisheventawards.net/>)
- ◆ **Events Scotland:** A practical guide to Event Management (<http://tinyurl.com/gkwatft>)

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as Yell, Thomson Local or Google Maps
- ◆ Trade specialists like EuroPages (European directory), The Wholesaler or Free Index
- ◆ Business to business (B2B) specialists such as Kompass

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the Companies House website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Retaining and Grow Your Customer Base](#) (tinyurl.com/c2fw4o4) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the National Records of Scotland (NRS). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the Census Area Profiles. Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ Understanding Scottish Places has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ Scottish Government Statistics provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ The Scottish Household Survey provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ Office for National Statistics (ONS) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Account](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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Updated by: Carla Bennett

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