HBAA Vision 2021

To be recognised as the Association for the Meetings, Events and Accommodation Industry. Driven by leaders, united by collaboration and representing £70bn* spend into the UK economy. Spearheading representation to government and policy makers, elevating a sector voice, championing change and sustainable economic health. Underpinned by four pillars.

Our Four Pillars:  Resilience  Innovation  Ethics  Quality

Objective of the Venue Engagement Meetings:

- Communicate current focus and activities for HBAA, keeping members informed and able to access resources
- Share progress on HBAA meetings, collaboration and progression in campaigns/initiatives and lobbying
- For the group to:
  - Showcase what has changed in their business, including opportunities
  - Share challenges faced together
  - Share concerns and unite to make positive change

Audience of the Meeting:

- Primary Contacts
- Agents invited to attend for panel discussion

Format of the Meeting:

1. HBAA opening: Consultant Executive Directors: 15.00–15.15 (15 mins)
2. Panel Discussion: Let’s Talk Business and Recover in Partnership: Working smarter together to drive business back in 15.15–15.55 (40 mins). Agents are invited to attend for this session

Panelists:
HBAA Venue Sector Advisors – Lou Watson (Wyboston Lakes) and Gareth Warnock (De Vere)
HBAA Board - Callum McLean (Capita Travel and Events) and Julie Shorrock (HTS)
Moderated by Leigh Cowlishaw

3. Guest Speakers:
   a. Global Secure Accreditation Speaker: Sandy Moring: What does ISO31030 Travel Risk Management mean to corporates when selecting accommodation and venues for meetings and events in the future? What do we need to be ready for, and what do we need to know when considering updating policies? This is due to be launched in Q3 2021: 15.55–16.25 (30 mins)
   b. Explore – Speaker: Alan Newton: Virtual Showrounds to showcase your products; the positive impact on sustainability whilst bringing to life your offering to drive conversions: 16.25–16.50 (25 mins)
4. HBAA Wrap up and close: 16.50–17.00 (10 mins)

Chatham House Rule of Engagement Meetings:

Please note that all closed meetings (in any format) will be held under the Chatham House Rule. By participating in this meeting you are agreeing to abide by this and will not, under any circumstances share the identity nor the affiliation of any speaker(s), nor that of any other participant, in addition to this, you are also agreeing that you will not share discussion content without the express permission of the speaker(s) or other participants.

*source BVEP events report 2020