

Conferencing and Events - UK - September 2018

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“The conferencing and events market maintained growth in 2017 despite difficult trading conditions. Whilst the value of the industry is expected to continue along a positive trajectory, the market is likely to face increased pressure over the coming years as operators await the outcome of Brexit negotiations.”

– **Marco Amasanti, B2B Analyst**

This report looks at the following areas:

- **Ongoing uncertainty pressures around Brexit**
- **Increasing implementation of technology**

The conferencing and events market weathered uncertain conditions in 2017. The market maintained strong growth despite an unpredictable political and economic climate, whilst overcoming a further decline in the value-dominant conferences and meeting sector.

This resilient growth was seen in both the business and consumer markets. In the former, demand was maintained by GDP growth and continued acknowledgement of the networking, client and staff retention value upheld by the industry, and as a means of boosting profitability. Meanwhile, consumer-orientated sectors were driven by strong demand across the leisure industry, much of which is tied to the emerging experience economy.

Looking forward, the industry is expected to continue its positive trajectory, though the rate of growth could be weathered by the outcome of Brexit negotiations. Nonetheless, market value is expected to grow further, distributed healthily along the marketplace, which contains a wealth of booming SMEs alongside major players.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Association of Events Organisers (AEO)

The Association of Festival Organisers (AFO)

Business Visits & Events Partnership (BVEP)

Meetings Industry Association

National Outdoor Events Association (NOEA)

Trade magazines

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