



Market report May

MICE - Great Britain

The Biggest challenges in Great Britain right now – current situation

What actors from the industry say in our dialogue with them:

- Main challenge for all live agencies are that they have no income. Agencies that have digital expertise are working on virtual events, but it is harder to monetize.*
- We are still following up and dealing with cancellations, and also moving some events to 2021, but with huge amount of contingency planning*
- We have made use of the government scheme for small business it has been easy to access and a real lifesaver.*
- Most of the teams are now furloughed and we try to support them and keep them motivated through training, team meetings and generally just being there for them. Now that the government has extended the furlough system to October, we also need to understand what changes this second wave will bring and how it will effect us and our employees.*

The biggest challenges in Great Britain continues...

- *We are working on getting better structures within the company, we are updating our website, making our templates more efficient, rewriting our contracts with much greater focus on force majeure, reassessing our services and potential partnerships. We generally looking to have better infrastructure when we return to normal and are literally doing all the things we always talked about doing, but never had time to do.*
- *Important to keep in touch with the clients and discuss their challenges and how they see the future. We are not advising clients to book at this point as everything is too uncertain and we would not look credible.*
- *A big challenge is that there needs to be a huge behavioural shift for people to be comfortable to return to meetings and conferences, we spend time looking at different scenarios so that we are ready when the lockdown is ended.*

The biggest challenges in Great Britain continues...

- *A lot of rumours in the media makes planning even harder. Most challenging thing is we have no idea of what will happen in the future. We are just waiting for government statements.*
- *Corporate planners are spending time upskilling their staff on virtual solutions as they expect hybrid events to become the new normal*

When might we hope for bookings from Great Britain to Norway again?

- Any events placed internationally will take place in 2021 at the earliest and will depend on the rules in different countries, companies finances and willingness to take risk and last but not least delegates willingness to attend.*
- I do not think the UK borders will be reopening this summer. The UK has recently introduced a new measure in which everyone entering the country has to stay in quarantine for 2 weeks. This is being reviewed every three weeks though, so things can change fast.*
- The FCO advised British people against all non-essential travel worldwide. This applies for an indefinite period due to unprecedented international border closures and other restrictions. All countries may restrict travel without notice.

Market insight from Innovation Norway's office in Great Britain

An important thing to note is that when I phone around so many people are furloughed. The agencies are confident (-or at last they are saying so) that most of their staff will return in the autumn. However, many agencies large and small are very dependant on freelancers and there is some speculation that these will disappear out of the industry as the government support for them is much less and they might not be financially able to wait for the return of live events.

There seems to be less furloughing in the Corporate sector



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