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news EXHIBITION NEWS

## Reed adopts Vovici feedback platform

Reed Exhibitions has chosen online survey management provider Vovici to deliver customer feedback technology across its global show portfolio.

Vovici will manage responses from six million attendees and exhibitors across over 500 events. The technology company won the deal via a competitive market tender.

"We selected Vovici because of its stellar market reputation and ability to meet our technology needs now and in the future," said Reed Exhibitions group chief information officer



Dominic Shine. The organiser is also adopting the Salesforce.com sales platform worldwide, which it plans to integrate simultaneously with Vovici.

"Understanding how to best meet the needs of exhibitors and attendees around the globe and reaching out to them at critical times will help us maintain our leadership position," Shine added. Reed Exhibitions event managers and market research staff will use Vovici's platform in more than 36 languages.

## AEV's annual survey results

The annual Association of Exhibition Venues (AEV) Salary Survey shows industry salaries are likely to remain flat in the coming 12 months, with some venues seeking to use enhanced benefit packages to reward and retain valued personnel.

"The 2010 survey provided additional information with greater insight into the developing roles within our community,"

Working Group chair Adam Chircop said. The survey claimed a response rate of 41 per cent, the largest in its history.

"The survey continues to provide benchmark data that helps ensure our member venue companies are not only offering competitive benefits and packages but also ensure these reflect the latest market trends," Chircop added.

## Dive shows to battle it out

The organiser behind the London International Dive Show has dismissed concerns the event will decline following the loss of its headline member association and the launch of a rival show in 2011.

*Dive Magazine* launches new Big Scuba Show at London Olympia from 19 to 20 February 2011 after gaining the backing of UK member association, British Sub-Aqua Club (BSAC). The association previously had a contract with rival publication, *Diver Magazine*, to run the annual London International Dive Show (LIDS), which expired this year.

LIDS exhibition manager Richard Thompson said it would now work with a broader range of global industry associations including US-based Professional Association of Diving Instructors (PADI).

LIDS has 115 exhibitors on-board so far for its upcoming event at Excel London from 26 to 27 March, which is expected to reach 200. The sister Dive Show in Birmingham, which is still being supported by BSAC,

attracts about 300 exhibitors annually.

"The market in the UK isn't big enough to warrant two London dive shows within six weeks of each other," Thompson said. "We're not focusing on what they're doing – we're working on our strengths."

*Dive Magazine* MD Graeme Gourlay said it was making a blatant attack on LIDS with the Big Scuba Show.

"We plan to up the play and invest more in features and marketing to make a better show for diving consumers," he said.



## Show briefs

### AV and IT to be in focus at Excel

A new show for the AV/technology industries and consumers has been announced by B2B publisher IML Group. The xSolutions 2011 event will launch at Excel London, 19 to 20 October, and focus on AV and IT installation, servicing and commercial purchasing. The event will also include a seminar programme.

Event director Iain McLean said the idea stemmed from IML's pan-European publication, InAVate, which launched five years ago. "Other events, like IP Expo, deal with the back-end IT – we're much more about the front-end and outward facing part," he told EN.

### Emap and CIWM events to merge

Emap and the Chartered Institution of Wastes Management (CIWM) are combining their two waste and environmental management exhibitions.

Recycling Waste Management (RWM) and Futuresource will be integrated at The NEC in RWM's 13-15 September slot. Futuresource was originally scheduled at Excel London in June; it will be rebranded from 2012.

"We have felt for a long time that the best solution for everyone would be a single show that effectively combines our skills and resources," Emap Connect CEO Malcolm Gough said.

### Boat Show hits visitor record

The new format of the London International Boat Show saw record visitors for the 2011 edition, organiser National Boat Shows (NBS) claims. The January show attracted 109,778 visitors (unaudited), a seven per cent rise on 2010 and two per cent down on 2009. New features included the Watersports Action Pool and the Used Boats Marina.

"Sales at the show have proven to still be challenging, with exhibitors finding final commitment sometimes difficult to secure. Reports have been that visitors are keen boaters and asking the right questions, but sales are slower in the current climate," said NBS chairman Paul Strzelecki.

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industry view **EXHIBITION NEWS**

# Keeping safe, keeping secure

Gary Masters, chair of the Association of Event Venues (AEV) Security Working Group and head of venue security services at the NEC, looks at the status of security in events management.

There are two key aspects to event security: keeping visitors and exhibitors safe at shows and events; and protecting exhibitors' property against opportunist theft.

Both will be affected by the National Threat Level at Severe, the Home Office-led strategy for the protection of crowded places, and security preparations for the 2012 Olympics, which are now underway.

The AEV Security Working Group, which brings together security staff from 11 different venues to share best practice and offer support and advice, is keeping these items at the top of its agenda.

The Olympics will attract significant attention worldwide, making it the biggest security event ever staged in the UK. Because of this, it has a proposed budget of £600 million for security alone, and an additional £280m for venue security.

Despite the funding, there will be a gap in resources, and the British Security Industry Association (BSIA), in collaboration with the Government and the education sector, has launched the Bridging the Gap initiative.

This will give further education students knowledge and work experience in the security industry, providing an opportunity to get involved in one of the largest events ever held in the UK. The legacy will be a skilled pool of people who could help to raise standards in the security industry.

The biggest issue our industry faces after the Olympics is the proposed change in UK private security regulation, which will affect both security providers and venues.

The BSIA and AEV Working Group will remain involved as the Security Industry Authority leads the UK private security industry to a new system of regulation.

One of the most challenging areas in the chain of security at any event, whether it's global or local, is the need for vehicle access for organisers, contractors and exhibitors. This requires a solution that both promotes

security but also maintains access, such as providing advance information on vehicles, including registration numbers and timings for arrival.

While this can sometimes present difficulties, pre-screening could actually speed up processes on-site. We will shortly be working with our sister trade body, the Event Supplier and Services Association (ESSA), to develop ideas to solve this problem. In the meantime, we have created a process for communicating information about stolen liveried vehicles to venues via the AEV.

All event organisers and exhibitors want to attract the maximum possible number of people to an event, but anything that attracts a high volume of people can potentially attract crime. Exhibitors often have valuable goods and equipment on their stands, as well as cash from sales. Protection from theft is the responsibility of both the venue's security team and the exhibitor.

By educating exhibitors of the areas of risk, we are able to help reduce the number of incidents of crime at a show or venue. Such questions include:

- Is valuable equipment visible from all areas of the stand at all times, and does the stand have a secure room where it can be locked away safely overnight?
- How secure is it, does one generic key fit all doors?
- Is cash stowed away securely, or is it just in a cash box under the counter?

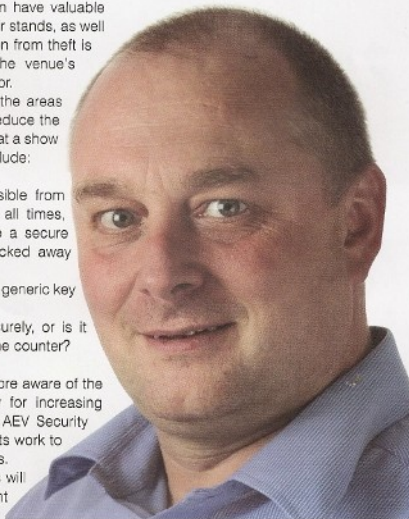
We need exhibitors to be more aware of the risks and take responsibility for increasing security of their goods. The AEV Security Working Group will continue its work to raise awareness of these risks.

While these simple changes will help, the use of intelligent technology and security

systems, for both venue management and individual exhibitors, will increasingly have an impact in the future. An example is analytical software integrated with greater CCTV coverage deployed effectively within the exhibition environment.

During these difficult times, we need everybody to take responsibility for security. People who know a location well are in the best position to spot something out of place, and they should go with their gut instinct and report it to venue security staff or the Police.

Security, both protecting from theft and from terrorism, is reliant on individuals. Keep safe and keep secure by being vigilant and reporting suspicions.



A detailed breakdown of activity can be found on the Project Log in the VividInk ClientZone. If you require log in details, please contact us.

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CN NEWS

### £60m Edinburgh Napier venue opens on Sighthill

Edinburgh Napier University has opened its new £60m Sighthill Campus for conferences and events. Situated five miles from Edinburgh Airport, the 24,345sqm campus is one of seven at Napier used for events and offers three lecture theatres, the largest seating 350 delegates; eight meeting rooms and 22 seminar rooms.



### Visit Essex to come of age at Confex

Visit Essex, a new tourism and conference bureau, established in July 2010, is taking itself to the meetings market with a new campaign that includes making its exhibiting debut at International Confex, 1-3 March at Earls Court. Andy Edge, Chairman of Visit Essex admits Essex is largely undiscovered as far as the meetings industry is concerned, but says the county can cater for conferences up to 5,000 in one venue, accommodate exhibitions covering 3,700sqm, while its largest hotel, the Radisson Blu at Stansted, has 500 en-suite bedrooms. An inaugural Visit Essex members conference at Bartleylands in Billericay appointed Davies Tanner as its new PR agency from January.

## Get your industry calendar ready

Time to add an important date to the events diary: the fifth annual awards for our sister publication *Exhibition News*. Following the success of last year's event at the Lancaster London, which attracted 600 guests, the *EN Awards* will be held this year at the Business Design Centre, Islington, on 20 May. This year's awards categories have been revamped to shine the spotlight on outstanding individuals across the organiser, venue and supplier



sectors. The 10 new people awards range from Best Event Director for Consumer and Tradeshows, through to Best Sales and Marketing, Venue Manager, Supplier Client Support and Rising Star.

A further nine awards categories will also recognise outstanding business performance across the industry including the best UK and international venues, organisers, individual exhibitions and suppliers. The 2011 awards winners and their nominations will be decided by three expert judging panels. To nominate your company or staff and book tickets and tables visit: [exhibitionnews.co.uk/awards](http://exhibitionnews.co.uk/awards)

## Conference and Hospitality Show fired up for Armouries

Organisers claim the Conference and Hospitality Show is shaping up to be bigger than ever when it comes to Saviles Hall, the Royal Armouries Leeds on 17 March. Emma Cartmell of Event Management 360, who took over as organiser from the venue, is expecting 40 exhibitors and describes this year's format as "a must-see exhibition for organisers who want practical advice and great ideas for their events. The 2011 event focuses on practical, hands-on ideas for

making budgets work harder". The show, formerly The Big Wow and Northern Venue Show, changed names, Cartmell said, to emphasise an increased focus on business and conferencing. A seminar programme, demo zone and hospitality hour are on the menu next month and Cartmell claims it is the biggest event of its kind in the North of England where, it has long been said, there is a gap in our market: the big question remains: Is there a market in the gap?

## AEV survey says industry pay to remain flat in 2011

The annual Association of Exhibition Venues (AEV) Salary Survey shows industry salaries are likely to remain flat in the coming 12 months, with some venues seeking to use enhanced benefit packages to reward and retain valued staff. The survey claimed a response rate of 41 per cent, the largest participation of the association's members since

the survey started. Working Group Chair Adam Chircop of Excel London welcomed the "unprecedented participation" adding: "The survey continues to provide benchmark data that helps ensure that our member venue companies are not only offering competitive benefits and packages but also ensure that these reflect the latest market trends".

## Rezidor to build Park Inn London Excel

The Rezidor Hotel Group is to build a Park Inn-branded 223-room hotel at the Excel London venue. Scheduled to open in Q2 of 2013, the Park Inn Excel will be located adjacent to the centre's main entrance and will include four meetings rooms adding 450sqm of conference space.

## Venuemasters expands into Ireland

Venuemasters, the consortium representing over 85 academic venues, has signed up two new members, including its first in Ireland, The University of Limerick. The University of Bath has also rejoined the consortium. Venuemasters Chief Executive Terry Billingham describes the signing of 16 new members since April as "a real achievement" and adds: "There is a lot of potential for attracting more venues in overseas markets".