

**PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION**



BTA RALLIES GOVERNMENT SUPPORT FOR BUSINESS EVENTS

23rd March 2023 – The Business Travel Association (BTA), the leading voice of business travel, today announces that Clive Wratten, CEO of the BTA, has joined the UKEVENTS’ Working Group for Advocacy and Government Relations.

Wratten joins the Working Group to raise the profile of the business visits and events industry to the UK Government. The collaboration aims to reinforce the Group’s delivery of policies on event strategy to enhance the UK’s offer to bid for new business.

Together with Wratten, the Group will work to attract more talent, investment and security to the UK, with the partnership vital to ensuring the prosperity of the UK economy.

Clive Wratten, CEO of the BTA, says: “I am eager to join the UK Events’ working party for Advocacy & Government Relations Working Group as business travel and events go hand in hand. Both the Business Travel Association and I understand the importance of cross-industry collaboration and the intrinsic role face-to-face contact plays here - not only to ensure the steady growth of the business travel industry, but to strengthen the prosperity of the wider UK economy.

“I am delighted to join my events colleagues to ensure our government fully understands the power of in-person events and their significant contribution to business, bringing workers from all over the globe together.”

The Group works with partners and allied organisations across different industries to secure greater support for the industry and boost growth in event numbers and attendance.

Along with Clive, Martin Fullard, Director, News and Content at Davies Tanner will be joining the Group.

UKEVENTS Chair, Chris Skeith, said: “Clive and Martin are welcome additions to our Working Group for Advocacy and Government Relations. Over the last three years, UKEVENTS has made tremendous progress in expanding our network in Government as we work tirelessly to raise awareness and articulate what the sector can offer.

“Both Clive and Martin have extensive experience in their fields, and they will play important roles in collating evidence and advocating for the industry.”

The partnership is announced following the BTA’s latest CBI report based on analysis from CBI Economics that finds the business travel industry and its events contribute £27.5 billion in GVA in 2022.

*****ENDS*****

Note to Editors

Working Group Members:

Chair: Michael Hirst OBE, UKEVENTS Advocacy & Government Relations Lead

Paul Black, VisitBritain

Neil Brownlee, VisitScotland

Martin Fullard, Davies Tanner/The Business of Events

Peter Heath, PLASA

Simon Hughes, Immediate Past Chair

Kerrin MacPhie, MIA

Nick Morgan, Vice Chair, UKEVENTS/We Are The Fair Ltd

Rachel Parker, EIA

Jaime Aides, beam

Susan Tanner, NOEA

Heledd Williams, VisitWales

Clive Wratten, Business Travel Association

Robert Wright, UKEVENTS Advisor/Davies Tanner.

About the BTA

The BTA is the authority on business travel. Working collaboratively across the industry and with the government to promote the integral role of business travel and events to the wider economy.

Originally founded in 1967, the BTA has a diverse membership and roster of industry partners. It’s TMC membership accounts for over 90% of UK expenditure on managed business travel, delivering value for money and great service to business travellers in the private, public and not-for-profit sectors. The BTA focuses on delivering practical solutions to challenges and market changes, as well as supporting best practice, sustainability and the well-being of travellers.

For more information on BTA please visit: www.thebta.org.uk or call 020 3657 7010.

Media Enquiries:

For more information, please contact:

Thyme Francis / Angie Milojkovic

Pembroke and Rye

Tel: +44 (0) 7570 662874 / +44 (0) 7570662707

E-Mail: thyme@pembrokeandrye.com / angie@pembrokeandrye.com