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### **ESSA MISSION STATEMENT**

Event Suppliers and Services Association (ESSA) is the trade association representing contractors and suppliers of goods and services to the exhibitions & events industry. ESSA will endeavour, through its products and services, to improve business performance of its members.

## **ESSA VISION**

### **Voice**

- ESSA will seek to maintain parity of voice on all event industry issues
- ESSA will be a strong, cohesive and powerful voice on significant issues affecting its members
- ESSA will seek an international voice to influence relevant European and Worldwide event industry issues
- ESSA will seek to represent and promote the relevant interests of its members

### **Standards**

- ESSA will seek to understand and drive higher standards within the event contracting and service supplier industry
- ESSA will develop, update and verify members compliance of the ESSA membership standards

### **Communications**

- ESSA will seek to provide members with a knowledge base and resource on relevant event industry issues
- ESSA will seek to understand and affect relevant event industry issues
- ESSA will develop and deliver services that help members run their businesses  
ESSA brand values will be recognised by exhibitors, organisers and venues
- ESSA logo will be recognised as the event industry 'kite mark' by exhibitors, organisers and venues

### **Environment**

- ESSA will seek to understand, affect and develop environmental policies for the events industry

## ESSA 2010 BUSINESS PLAN

| <b>1. STANDARDS</b>                |   |  |
|------------------------------------|---|--|
| <b>Action</b>                      | <b>Strategic Outputs</b>  | <b>Completion Date</b>                   |
| Membership Standards               | <ul style="list-style-type: none"> <li>• Monitor adherence to membership standards and application procedure</li> <li>• Monitor use of ESSA logo on members websites and sales materials</li> <li>• Monitor use of promotion of ESSA members in Exhibitor Manuals</li> </ul>  | On-going                                 |
| Health & Safety                    | <ul style="list-style-type: none"> <li>• Maintain and extend eGuide, on common application of health and safety practices across major exhibition venues</li> <li>• Provide ad hoc guidance on health &amp; safety issues as they arise</li> <li>• Seek appropriate consultation with venue health &amp; safety issues affecting members e.g. electrical testing</li> <li>• Develop ESSA H&amp;S services / use of ESSA Helpline</li> </ul> | On-going<br><br>On-going<br><br>March 10 |
| ESSA Competency Register           | <ul style="list-style-type: none"> <li>• Develop ECR based on industry demand</li> </ul>  | On-going                                 |
| Sub-contracting                    | <ul style="list-style-type: none"> <li>• Promote practice of ESSA members sub-contracting work to other ESSA members</li> </ul>   | On-going                                 |
| AEO recommendation of ESSA members | <ul style="list-style-type: none"> <li>• Promote practice of recommendation by AEO organisers of ESSA members</li> </ul>  | On-going                                 |

| <b>2. CONTRACTOR ISSUES</b>       |   |                        |
|-----------------------------------|---|------------------------|
| <b>Action</b>                     | <b>Strategic Outputs</b>  | <b>Completion Date</b> |
| Membership                        | <ul style="list-style-type: none"> <li>• Develop a sales plan to recruit 27 new members</li> <li>• Develop referral scheme to aid in sales process, encourage members to insist their sub contractors/suppliers become ESSA members</li> <li>• Obtain membership retention rate of 90% of membership revenue</li> </ul> | December 10            |
| Venue lobbying                    | <ul style="list-style-type: none"> <li>• Seek appropriate consultation on all venue issues affecting members e.g. transport, electrics, venue facilities etc</li> <li>• Develop Drop In sessions to see members but also venue representatives</li> </ul>   | On-going<br>May 10     |
| Government lobbying               | <ul style="list-style-type: none"> <li>• Formulate Government strategy to encourage Government to use ESSA members for their events</li> </ul>  | On-going               |
| CITB                              | <ul style="list-style-type: none"> <li>• Continue to provide members with advice on CITB issue</li> </ul>   | On-going               |
| ESSA/AEV Technical Committee      | <ul style="list-style-type: none"> <li>• Participate in this working group representing contractors voice in technical industry issues</li> </ul>   | On-going               |
| ESSA Sustainability Working Group | <ul style="list-style-type: none"> <li>• Develop the outputs from the sustainability working group</li> <li>• Investigate launch of consultancy service to members</li> </ul>   | March 09               |
| ESSA Logistics Working Group      | <ul style="list-style-type: none"> <li>• Continue to address issue led industry issues</li> </ul>   | Ad hoc                 |
| Industry Promotion                | <ul style="list-style-type: none"> <li>• Contribute to Industry Promotion activity to encourage end user clients to use the medium more</li> </ul>  | January 10             |
| International issues              | <ul style="list-style-type: none"> <li>• Develop relationships with international organisations such as IFES and EDPA to create a network to help members working overseas</li> </ul>   | 2010                   |

| <b>3. EVENTS</b>       |  |   |
|------------------------|--|---|
| <b>Action</b>          | <b>Strategic Outputs</b>   | <b>Date</b>   |
| Exhibition presence    | Devise exhibiting strategy to fulfil objectives of raising ESSA's profile, recruiting new members and account management for existing members, shows to be considered; <ul style="list-style-type: none"> <li>• Exhibiting show</li> <li>• Confex</li> <li>• Event Show</li> <li>• EventUK</li> <li>• Showmans Show</li> </ul> | June 10<br>February 10<br>February 10<br>September 10<br>October 10 |
| Contractors Conference | <ul style="list-style-type: none"> <li>• G50 Summit</li> <li>• Mainstream conference for all members</li> </ul>  | Oct 10 or at excite!?<br>At excite!                                 |
| Member event           | <ul style="list-style-type: none"> <li>• Golf &amp; Spa Day</li> <li>• Increase participation from AEO, AEV, other associations and end user clients</li> </ul>  | July 10   |
| EIA Board meetings     | <ul style="list-style-type: none"> <li>• Attend EIA board</li> </ul>   | Quarterly   |
| AGM                    | <ul style="list-style-type: none"> <li>• Arrange AGM</li> <li>• FOC member event</li> </ul>  | March 10 or at excite!?   |

| <b>4. PR &amp; COMMUNICATIONS</b> |  |             |
|-----------------------------------|--|-------------|
| <b>Action</b>                     | <b>Outputs</b>   | <b>Date</b> |
| Communications plan & PR          | <ul style="list-style-type: none"> <li>Continue to develop communications strategy for the association to include; <ul style="list-style-type: none"> <li><u>Internal Audiences</u><br/>Possible segmentation of database and appropriate messages<br/>General communications<br/>Shop floor workers (possible link with ESSA Discount scheme)<br/>Review of electronic &amp; hard copy communications</li> <li><u>External Audiences</u><br/>Promote practice of ESSA members sub-contracting work to other ESSA members<br/>Promote practice of recommendation by AEO organisers of ESSA members<br/>Lobby government departments to use ESSA members</li> <li><u>Magazine &amp; Press coverage</u><br/>Use outsourced PR service to;<br/>Optimise press coverage / comment / expert comments<br/>Maintain articles with Exhibition Bulletin<br/>Maintain articles with EIA Magazine</li> <li><u>Seminar sessions</u><br/>Optimise ESSA presence and contribution to various seminar programmes</li> </ul> </li> </ul> | Ongoing     |
| ESSA Communications Working Group | <ul style="list-style-type: none"> <li>Develop the above strategies</li> </ul>   | On-going    |
| ESSA Website                      | <ul style="list-style-type: none"> <li>Maintain and develop ESSA website</li> </ul>  | On-going    |

| <b>5. RESEARCH</b> |  |              |
|--------------------|--|--------------|
| <b>Action</b>      | <b>Outputs</b>   | <b>Date</b>  |
| Contractor         | <ul style="list-style-type: none"> <li>• Develop BusinessWatch research programme to seek contractors views of the industry, their issues &amp; challenges with venues and organisers</li> </ul> | March 10     |
| Salary             | <ul style="list-style-type: none"> <li>• Benchmark salary levels paid within the industry</li> <li>• Facilitate comparisons between members</li> </ul>   | September 10 |
| Industry           | <ul style="list-style-type: none"> <li>• Contribute to EIA Industry Facts Research</li> </ul>  | Ongoing      |