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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

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

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

3. EVENTS		
Action	Strategic Outputs	Date
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"> • Exhibiting show • Confex • Event Show • EventUK • Showmans Show 	June 10 February 10 February 10 September 10 October 10
Contractors Conference	<ul style="list-style-type: none"> • G50 Summit • Mainstream conference for all members 	Oct 10 or at excite!? At excite!
Member event	<ul style="list-style-type: none"> • Golf & Spa Day • Increase participation from AEO, AEV, other associations and end user clients 	July 10
EIA Board meetings	<ul style="list-style-type: none"> • Attend EIA board 	Quarterly
AGM	<ul style="list-style-type: none"> • Arrange AGM • FOC member event 	March 10 or at excite!?

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

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