

ESSA Ltd
Company Number 6768261
Minutes of the Annual General Meeting
Held on Wednesday 10th July 2024 – 13.00

Location: Forest of Arden Marriott Hotel & Country Club,
Maxstoke Lane, Meriden,
Birmingham, CV7 7HR

Companies in Attendance

Abraxys Ltd	Aztec Event Services Ltd	Babyolive Photography & Design
Beechwood Events Ltd	beMatrix	CBRE Managed Services Ltd
Circdata	Clintos Exhibitions	Concept Furniture International Ltd
Confrex UK	Create AV	Custard Communications
DBpixelhouse	DHL Trade Fairs + Events	Equinox Design
ESM Ltd	Event Specialists Ltd	Eventa Ltd
Expo Stars Interactive Ltd	Expocast	FFAIR Ltd
Full Circle Events & Exhibitions	Fusion Events	GES
GL Events UK Ltd	Green Circle Solutions	Hamilton Rentals
Happy Projects	Human Built	Immersive AV
InEvexco	JLLighting Ltd t/As JLL	Jonas Event Technology
M&P Stands	Max WiFi	Media Hut
MJ's Event Services Ltd	Natural Green Creative Spaces	NuBreed Hotels
ONCO X	Press Red Rentals Ltd	PSP Exhibitions
Psycho Peacock	Pylon One Ltd	Qik-Link
Reference Technology Ltd	Rocket Exhibition Services	Solutions2 (UK) Ltd
Sommer Flooring	Standbuilder.co.uk Ltd	Symbiosis UK Ltd
Taylex Group	Tecna UK	The Exhibition Guy
The Sustainable Events Company	Thorns Group	Total Expo Ltd
Whitespace Exhibitions Ltd T/As Whitespace Group	Willwork Global Event Services	

Andrew Harrison (AH), ESSA Director opened the meeting and welcomed everyone to the 2024 AGM and thanked the ESSA Board, ESSA team and ESSA Members for their support of the association over the last year.

AH explained that we have 2 members seeking re-election to the Board and we have also received 5 new Board nominations which is great news.

1. Apologies for absence and note proxy representation.

The following companies sent their apologies for absence:

A1 Event and Exhibition Cleaners Ltd	Alfa Display and Design Ltd	Aluvision NV
AYRE Ltd	Be Exhibitions	Briggs Equipment UK Ltd
CEVA Showfreight	Creative8 Ltd	DMNdesignbuild
Dobson-Brown Ltd	Driscoll Brothers Group	DSV Solutions Ltd
Exhibition Girls Ltd	Explori Media Ltd	Floorex Carpets Ltd
Icon Exhibitions	Ignition DG	Inovent Exhibitions Ltd
InstaStand Ltd	Intuitive By Design T/As Dragonfly	Iventis
J F R Training Ltd	JB Video Productions	LC Events Ltd
Mems International Ltd	Nimlok Ltd	OpsShaper Ltd
OX2P Ltd	Perform Logistics	Perton Signs Ltd
Smart Display & Exhibitions	Spiro	The Event & Exhibition Partnership Ltd
UV&S Events Ltd	Vista Events Ltd	Ways & Means
Xav-Eight Ltd		

The following proxy representation was noted:

Proxy Vote Received from:	Proxy Vote Given to:
Alfa Display and Design Ltd	Rocket Exhibition Services
Aluvision NV	Whitespace Exhibitions Ltd T/As Whitespace Group
DMNdesignbuild	InEvexco Ltd
DSV Solutions Ltd	Whitespace Exhibitions Ltd T/As Whitespace Group
Exhibition Girls Ltd	Show Data Systems Ltd T/As Jonas Event Technology
Explori Media Ltd	Whitespace Exhibitions Ltd T/As Whitespace Group
OpsShaper Ltd	Solutions2 (UK) Ltd
Perform Logistics	Whitespace Exhibitions Ltd T/As Whitespace Group
The Event & Exhibition Partnership Ltd	Whitespace Exhibitions Ltd T/As Whitespace Group
Ways & Means	Whitespace Exhibitions Ltd T/As Whitespace Group
Xav-Eight Ltd	Whitespace Exhibitions Ltd T/As Whitespace Group

2. To approve the minutes of the last Annual General Meeting held on 12th July 2023

Approval of the last minutes was proposed by Scott Holman, Immersive AV and seconded by Andy Hickinbotham, Tecna UK. There were no comments or questions from the floor.

3. To receive the ESSA Chairs report – Marija Ezren, ESSA Chair

Members of the Event Supplier and Services Association,

Hello and thank you for you joining us after what I believe to have been another incredible industry season and hopefully one that has seen success for you all. Your attendance is greatly appreciated by our dedicated secretariat and my fellow board members. I'm Maria Erzen, in my day job I am MD of Solutions 2 UK and although entering into my final 6 months, it is with great pleasure that I stand before you again today as the chair of ESSA and the Events Industry Alliance.

I would like to start by wishing all the candidates standing for election the very best and to put on record my gratitude to two board members, Hannah Jardine and Garcia Newell, both stepping down today after 5 years and two years' service respectively. Giving way to fresh blood, but hopefully continuing to contribute to association life via way in other ways.

Being chair of ESSA can be bittersweet at times. Like being on the ESSA Board, there are times when we celebrate the wins as a group, but as in life, we don't always get what we want or set out to achieve. However, I am extremely proud of ESSA and the future of our association has never been on a firmer footing.

Last year I stood here giving my first speech as Chair of ESSA, thanking my predecessors and their role in helping ESSA and the industry navigate its way out of the pandemic. No industry is ever a bed of roses, and boy do we still have challenges we're continuing to meet head on. However, the most recent EIA economic impact study provides robust evidence that the industry continues to move towards pre pandemic levels of business, something that is projected to take place within the coming 12 months. Considering the economic landscape within other sectors, business events continue to lead the growth charge in the UK, and you are all in some way responsible for that positivity.

Twelve months ago, I set out my plan to allow all the incredible work that had been set in motion a chance to establish itself and to give it the space to grow and embed and have the desired impact on the industry that we intended. It wasn't a time to seek further changes or launch multiple new initiatives. We had a plan, a vision and now we needed to invest in the delivery.

Little has changed in my stance in the preceding 12 months. ESSA has an enviable lineup of work that it undertakes on your behalf, from government (via public affairs company Cavendish who we will hear from shortly) to industry lobbying (via our Aims initiative), training, member advice and support and member events.

Our services in the area of industry accreditations in both H&S and Sustainability are not just making the UK industry sit up and take notice, they are becoming the focus of conversations in international circles. Truly helping to set ESSA apart as a trade body that is supporting the continued growth and futureproofing of our members.

I believe ESSA continues to lead on so many important fronts, and although we have a couple of new announcements today, we must continue to invest the time and resource in driving these key services that still require the chance to grow and establish. We are bearing the fruit of our investments in the past 3-4 years and the future looks positive.

Last year I discussed ESSA growth. I explained how growth will remain central to ESSA achieving its goals. Growth enables greater investment in services, positive change, influence and a collective voice. We have recently consolidated our membership numbers over the 300 mark. A significant achievement and one that I truly believe reflects our aim to be a catalyst for positive change, positive representation, positive leadership, collaboration and innovation.

I am still a firm believer that the current course ESSA is on will leave an indelible mark on the industry. But it will take time in some areas for ESSA to achieve its goals on your behalf. Our case for change, as delivered via ESSA Aims and presented at this meeting last year. Is ESSA's continued vision for a mutually beneficial industry based on the principles of raising standards and safeguarding the wellbeing of those companies and individuals who work within it.

Our delivery of those aims has not been without significant bumps in the road. But when you attempt to make significant changes to how we work as an industry, it will always require the need for a consistent approach over a prolonged period of time that will ultimately become an industry shared vision.

I am proud to say that our members continue to show incredible resilience, adaptability, and creativity. The past 12 months still sees the supply chain having to navigate unpredictability in the industry and an economy that has seen clients reviewing budgets. We continue to be met with the need to recover workforces, train people, invest and develop our businesses in a post covid world. In my time as ESSA Chair, I have once more had the benefit of seeing the spirit of the supply chain shine through and leaders emerge.

It is crucial ESSA maintains its current course on certain topics that deliver leadership and representation on industry issues that remain important to you. That we continue once more to invest and build on this spirit of unity and cooperation amongst membership. Our continued provision and investment in tools to allow you and your employees to progress is crucial to developing a stronger membership and supply chain. The event industry continues to evolve and we the supply chain, the trusted partners, are as predicted playing an increasingly important role in its delivery, and thus ESSA is needed to continually support you in your endeavours. I repeat something I said last year, by embracing new technologies, sustainable practices, driving standards and innovative ideas, we will continue to shape the future of our industry in a positive and impactful way.

We have various presentations on key areas of ESSA activity to come so at this point I'd simply like to give you some of the headlines in terms of our work and ongoing workflows

- ESSA Aims – Remains a significant visionary body of work that we will continue to take to key stakeholders on your behalf.
- Investment in working abroad support for members
- Representation within the industries Better Standards programme
- Creation of membership/accreditation promotional material
- New logos
- Continued significant investment in Public Affairs and driving membership engagement in supporting this work.
- Manifesto launch at Houses of Parliament alongside AEW and AEO
- Ongoing work with venues regarding contractor access, security and parking

- Sustainability accreditation now online and gaining momentum, with the announcement today of two new initiatives linked to this
- Continued face to face sustainability training and online courses, as we continue to lead our members on this journey
- Online training expansion with new courses throughout the year
- Creation and development of new targeted member working groups.
- Recruitment of additional support in both event and administration support as we grow and seek to invest in more community events.
- Launch of community WhatsApp hub

As an association, the core of our work will continue to focus on our two flagship accreditations in both H&S and sustainability. I leave those who have not embarked on the process of gaining accredited status to inject some impetus into reviewing the process and requirements in the coming months. The impact upon my own business has been significant. Our trade body is waiting to support you through the process.

In my final address as chair of an ESSA AGM, I would ask that now is the time like no other to engage in association life. Drive the importance of ESSA community as we continue to be the collective voice of the supply chain.

In conclusion, I would like to once again express my deepest gratitude to all our members, partners, and sponsors for their unwavering support and commitment to our association. Our secretariat, led by Andrew Harrison, alongside Nicola Crawford, Josh Taylor, Helen Lowe, Kim Dance, Gordon Angus and Margery Youngs. Together, we are moving ever closer to many significant milestones, and I look forward to celebrating this with you in the future.

4. To receive the ESSA Treasurer's Report (year ended 31st December 2023) – John Robson, ESSA Treasurer

2023 was the second year of our three-year strategy, in which we moved from a Covid survival, to one of investment in members products and services. Consequently, we posted a loss for 2023 of £31,844. This was funded from our reserves, which at year end, stood at £176,268.

Membership numbers were strong and growing in 2023. We started the year with 237 members. During the year 70 new members joined and 20 lapsed, a net increase of 50 members, so there were 287 companies in membership at the end of 2023. This is reflected in the turnover, which increased by £111,000 or 28%. £78,000 of this increase was due to membership subscriptions, split 50% from existing members and the remaining 50% from new members. New membership revenue was up by 76% when compared to 2022 and has more than doubled when compared to 2021.

Turning to costs, together with our sister associations AEO and AEV, under the EIA brand, we contributed £33,000 which represented a third of the total £100,000 investment in Public Affairs to continue our influence with Government. This funded the Public Affairs agency Cavendish, a parliamentary reception at the House of Commons in Oct 2023, research in the form of the SASiE report and the publication of the Economic Impact Study.

We continued with outsourcing of Marketing and Communications at a cost of £46,958, with the agency Custard Communications.

We subsidise the conference and dinner by £20,000 to support its development. There was an increase of £60,000 in the cost of the secretariat, as we continue to invest back to our pre pandemic levels.

We successfully migrated the ESSA accounting system from Sage to Xero in December 2023. Members' direct debits are now fully integrated with Xero, rather than as a stand-alone system. With additional facilities, such as auto renewal of customers' invoices, and being cloud rather than server based, the set-up investment has made our systems much more streamlined and fit for purpose.

The migration had an impact on the balance sheet, as those members who pay by direct debit are now invoiced monthly, rather than annually. The net effect of this on the balance sheet was reduced debtors, deferred income and VAT. As we operate, cash accounting, and annual accounting for VAT, this had no impact on our cash flow.

We benefit from mutual trading status with HMRC such that we only pay corporation tax on profits, deriving from non-members or bank interest. So, for 2023, whilst we posted a loss, there was a corporation tax charge of £134 payable on the bank interest received, which couldn't be offset against the trading loss.

ESSA's investment spend for the year, the loss of £31,844 was funded from reserves and brings our distributable reserves down to £76,268. In addition, there is the capital reserve of £100,000, giving us total reserves of £176,268.

5. To confirm the adoption of the Audited Financial Statements for the year ended 31st December 2023

The adoption of the Financial Statements for the year ended 31st December 2022 were proposed by David Humphreys, Green Circle Solutions and seconded by Dan Edwards, Whitespace Exhibitions Ltd T/As Whitespace Group. There were no comments or questions from the floor.

6. To reappoint Hillier Hopkins LLP as Auditors to the company at a remuneration to be agreed by the Board

Following the purchase of Colin Gray and Co by Hillier Hopkins LLP, the reappointment of Hillier Hopkins LLP as Auditors was proposed by David Stewart, Redblu Graphics & Displays Ltd and seconded by Rob Bartholomew, Reference Technology Ltd. There were no comments or questions from the floor.

7. a. To receive a brief update of the work being done by the We Lead & Represent, We Enable, We Bring Value and We Are Stronger Together Board Focus Groups

Lead & Represent – Oliver Smart, Show Data Systems Ltd T/As Jonas Event Technology

As a Board Focus Group, the purpose of this particular team is to maintain a positive influence on key stake holders within the industry. Whilst maintaining a keen eye within the following areas:

- Strategy
- Preparedness (black swan events)
- Help our members trade
- ESSA Aims/Sector Lobbying
- Government & Lobbying
- Research/Insight
- Accountability / consequences
- International

I'll start by echoing the words of Marija, it is critical that this group maintained a strong focus on two key bodies of work that were established in 2022 and 2023 respectively over the past 12 months. A driving presence behind ESSA's work with public affairs company Cavendish, who'll we all eagerly await hearing from shortly.

The past twelve months saw ESSA alongside its sister associations the AEO and AEV further develop links with key government groups and personnel. No easy task with the backdrop of what has continued at times to be a ministerial revolving door and 12 months of gambling (couldn't resist) on when the general election will be called. At least now, we have the benefit of hopefully continuing our work with a little more certainty. It is at times difficult to measure success in the world of political influence and even harder to communicate what that looks like. However, I'm proud to be part of an association that now has a clear government manifesto and a road map to execute it.

Central to our work as an association this past 12 months was our manifesto, which once refreshed and positioned was launched at the Houses of Parliament in October 2023. With a focus on growth, skills and people with the aim of making the UK the worlds meeting place, our asks are straight forward. We want government support to increase efficiency, increase advocacy and incentivise growth in our sector. The lead and represent group will continue to focus on supporting this work on your behalf.

It was also a busy year in terms of how we better activate or engage the membership in our government work. You are the single biggest network of people and companies in the sector, and we urge you to engage with all our activations around significant moments, in the main, when ESSA provides you with letters, research or manifesto documents to send to your own business MP's, follow through with this request. In part we are involved in a numbers/volume game.

Within this government engagement, everyone was caught slightly cold with regard to the snap general election of last week. Significant work was done on our behalf in order to bring forward our own general election strategy and whilst we've somewhat been preparing for a new government for some time, there is now a lot of work ahead of us if we are going to try and hit the ground running. I am glad to say, a lot of this groundwork had already been put in place the past 12 months in anticipation.

For those who want to gain a better understanding of our work with government, please subscribe to our weekly political update (every Friday) by contacting the secretariat, follow the EIA on LinkedIn and bookmark **eventsindustryalliance.com** as a resource.

Marija has already detailed our continued work regarding ESSA Aims. A body of work that can be traced back to 2016. It remains front and centre of our vision for our industry and how we wish to impart positive change and represent our members. Based on conversations with you all over the past 12 months, its contents are still relevant to you. After releasing this body of work into the sector, we were uncertain with regard to how it would be received, or maybe not. Never before has the service/supplier side of the industry been so bold as to directly request change, provide sensible solutions, back it all up with evidence for change and finally, put it in writing.

I think it would be something of an understatement to say that those stake holders we initially engaged with were somewhat shocked at its existence. The board has spent a not so insignificant amount of time during the past few board meetings reviewing the success of ESSA Aims this past 12 months. We have felt a little brow beaten and discouraged at times. But ultimately, I don't think any of us expected it to be an easy journey. We've listened to feedback, reviewed the document and made sensible adjustments, which we will continue to do. So, on reflection, year one was about release, putting a marker down and building awareness. We now move into year two, where greater emphasis will be placed on making ESSA Aims the centre of direct conversations with individual organisers and venues. It has however, certainly done the job of making some people sit up in their seats.

We are leading and representing on more topics than ever before. We are holding the sector to account, when appropriate, more than ever before. But we do need to stay the course on this journey, we're laying the foundations.

I will finish by saying that as a group, we are more focused with clarity of vision for our members' future and what you want from your association. This is helped in no small way by a board that is more representative, inclusive and diverse than ever before, something the lead and represent group wishes to continue to champion. To anyone considering running for the board in the future, speak with board members, speak to Andrew.

We don't always have the right answers to how we continue to nurture this. But we are undoubtedly working on it constantly as a group. And we would welcome any members feedback and input in this area.

We Enable – Empowering Progress – Rob Brackstone, EMS Ltd

Our purpose as group is to enable members to build better businesses and people. Focussing on:

Training, education, accreditation, competency and talent development

Reflecting on what I have just said, we are excited to share the strides we've made with the support of our working groups to drive towards our vision. These groups, particularly in Health and Safety, Sustainability and Diversity & Inclusion (D&I), have become essential in the continued advancement towards ESSA's mission and the goals of our members. Launching further member training in each area, reviewing and refining accreditations and supporting our working in the creation of further services to support members. We also recently launched a further working group in Sales, if you or your colleagues are interested in becoming early joiners of this professional group, contact Nicola Crawford.

Based on what I have just said, it gives me great pleasure in announcing the launch of two new services specific to sustainability, ESSA's first step into carbon calculation. From today, members can request access to two new calculators as part of their work towards becoming accredited in sustainability. These two calculators will provide members with the ability to calculate their carbon footprint for their business as a whole and equally important, the second calculator allows for calculation of single projects.

In the world of net zero, this is significant for members with 2025 being the year our industry needs to begin measuring and calculating in order to keep pace with global targets. Speak with ESSA now regarding your own start point if you haven't already. We have industry leading services available to you as part of your membership to support you in this area.

Our strategy of using working groups as the foundation for our standards, education and training initiatives is bearing fruit. We're now part of 11 working groups within the industry, a mix of cross association and ESSA specific. To engage in one or more of these groups is an investment in yourself, your company and the broader industry. Reach out to the secretariat for more information.

We're proud of the continued growth we see in access to our training resource. Over 550 people now have accounts, accessing our training across H&S, sustainability and D&I. That's 550 people who two years ago didn't have the benefit of this access to ongoing training. We would love to see this figure grow as we strive to bring introductory training to the industry in the most important areas.

Moreover, the Enable group continues to drive development in face-to-face training at significantly subsidized rates to members. Since the last AGM, we have continued to run regular face to face sessions in sustainability and this point, these courses will have benefited around 130 members, who have provided incredible feedback. We extend our heartfelt thanks to our partner, Green Circle, for their invaluable support and look forward to developing and rolling out a stage two course in this area.

Additionally, we've made significant progress in our drive to increase the number of accredited members across both accreditations we offer. Currently we stand at nearly 60 live accreditations with many more companies planning to go through the process.

In the second piece of breaking news, I have the honour of announcing, you are the first to see our two new accreditation logos. One for H&S and one for Sustainability. From today, ESSA will be issuing these logos to those who have attained accredited status. They will replace all previous accreditation logos and support the distinction members requested in membership and accredited status. We hope you like them, and we look forward to seeing them used and recognised across the sector.

Finally, and although it falls to me to announce, great work has taken place in formulating ESSA first ever mentoring programme within membership across all aspects of the association. This is a bold step into the unknown for ESSA, but we don't stand still, and we continue to innovate. Over the remainder of the summer, ESSA will be writing to you all regarding this new initiative. A new service, dedicated to one-to-one knowledge

sharing, helping to foster a stronger ESSA community, supporting growth and professional development amongst members.

The mission of this new service is to foster a community of trusted mentoring amongst members. Please keep your eyes peeled for further communications on this topic.

The accomplishments of the past year are substantial, and we must take the time to reflect and refine our work to ensure we build on this success without simply moving on to new initiatives.

Thank you for your continued support and dedication. Together, we are driving meaningful change and fostering a brighter future for our industry.

Stronger Together – Jason Stead, Global Experience Specialists (GES)

As a Board subgroup our purpose is simple, focus on the membership – build a stronger community. That as you can imagine covers a broad spectrum, not least:

- Membership Management & Engagement
- Communications
- Member research & insight
- Board engagement
- Induction process
- Working Groups
- Events / Charity / networking

As a group we have had a another very busy year. It's not easy building joined up communities. 300+ members, thousands of individuals and personalities, many with different needs and wants from the sector. So, our job really, is trying to help the association pull the golden thread as best we can through what is a rather eclectic group of companies.

Defining and communicating consistently with regard to what ESSA is and importantly is not has been something this group has worked on with more vigour over the past twelve months. Strength in community comes from a collective understanding of the direction we're heading. Not always a strong point of ESSA when we look back, but something we're hopeful that we've improved significantly, but still work to be done.

Post Covid, reaching our initial target of 300 members was a significant milestone and one as a collective we should all be proud of.

This allows the association the ability to continue to fund and invest in all of the services we're hearing about today. If one year equals 7 dog years, I'm not sure what an association year looks like. But the work we now invest in as a community and our plans for future, make us feel that ESSA, since its inception in 2007 is now operating at a very mature level and the road ahead looks positive.

Strength in our community also drives our ability to hold the industry to account, to challenge and influence change when needed. There is more to influence than sheer size, but it doesn't half help when you truly are the voice of the supply chain.

Well done to the team and particularly Helen for your efforts the past twelve months in driving membership recruitment and our onboarding process for new members.

Finding new ways to strengthen our community, requires a demand and ultimately that anything new is useful. We're really proud as a group to have worked along the enable group and championed regional face to face training in sustainability. A formula we are investigating replicating in the future on different topics.

Last year's cycle of core ESSA events also saw record engagement. Particularly with our conference and awards seeing record attendance during both the day and night at our new conference home of Warwick. I urge all members to have the date, 5th December, and intention to attend this year's iteration with your teams.

Last year's awards saw ESSA launch 7 new categories, recognising members in AV, logistics and stand build to name three. We wish to evolve how we better celebrate our members and for this year, we have agreed to changes in our Young Person Award. Keep your eyes peeled for this when entries open in August.

And you heard it here first, this year's conference will focus on sustainability, as we take a deep dive into people, planet profit and explore the world of ESG.

Other notable areas of success to mention. The launch of the ESSA member WhatsApp group was approached with some trepidation. But it's safe to say, it has found a place at the centre of ESSA and let's just say 99%, useful membership exchanges take place on a regular basis. Anything from member-to-member support, contact information, working abroad advice and so on.

Rob has already mentioned the launch of the mentoring programme that we have also imputed into. This is an exciting development that again demonstrates an investment in the community.

Marking our homework again from last year. Engagement from members and the wider sector in our communications has shown significant increases in the past 12 months. We hope this is a result of our clarity of message and defining our audiences better and what we stand for as an association.

The positive work we are doing as an association continues to appear on the agendas of key industry stake holder meetings, presenting to an increased number of senior execs regarding the virtues of your capabilities, ESSA Accredited and where we are heading as an association in the future. We are more so than ever, seeing recognition for the positive impact we're having as a group on the sector.

We are most definitely, stronger together.

We Bring Value – Andy Hickinbotham, Tecna UK

The last Focus Group to summarise is usually seen as the most important one – **Value**. It's the group that fuses everything together, and delivers **return** for ESSA members.

By now you should have got the message that the board Focus Groups **don't** operate independently; they can use a fluid collaboration when needed and spend most of the year working together to some degree.

The work of the Value focus group is that of driving **your ROI**.

You don't measure value – you **feel value**.

We primarily focus on the 7 following areas, to bring this ROI together on behalf of you all.

- Association Credibility
- Developing the Fee structure
- Directing Board & Focus area outputs
- Implementing Member Services & tools
- Accreditation
- Differentiation
- Training
- Overall = Member customer value

The sum of all the focus groups enhance our value proposition. We aim to spend significant time understanding **what value means** to our members. While day-to-day benefits are important, true value lies in our leadership

and representation on major industry issues, business growth support, training, education, and standards. This is why the value group continues to underpin **all focus areas** and is responsible for feeding work, where appropriate, into the board or relevant focus area.

Over the past 12 months, we have also continued to gain a deeper understanding of the **external** value ESSA brings to the entire sector, guided by member feedback. This continues to be reflected in initiatives like ESSA Aims.

Echoing much of what others have said, communication of the value that ESSA brings is still high on our agenda. We're aware that some elements of the ESSA offer, are still not cutting through the daily noise of running your business. We hope that the past twelve months has seen us look at new and varied ways of driving this awareness. Comms is key – and that's been proven with the quarterly **member to member online meetings** and more recently, WhatsApp community groups.

We're seeing significant increases in the uptake of ESSA services and higher engagement at events. Alongside our growth, these are good indicators that our value proposition continues to head in the right direction. But it's important we don't stand still, and we encourage all members to help ESSA in continuing to develop our services.

Apart from all the other great announcements today regarding calculators, logos and training - it falls to me to also announce that from today, ESSA will be able to issue **new marketing material** for all members to use with their customers & prospects.

As I mentioned a moment ago, it can be difficult to communicate the value your membership brings to your clients. But it is truly tangible. So, whether you're a full member, accredited in H&S or sustainability, contact the association to receive fresh material to help explain the importance of engaging with an ESSA member, and what it really means as an added value to them.

Thank you. Please get in touch - the board and focus groups are not a closed shop. We grab and pull in, anyone who wishes to help us enhance our work.

Working Abroad Helpline

ESSA Director Andrew Harrison then announced the launch of a Working Abroad helpline that would be available for ALL ESSA Members from the 1st of August 2024.

7. b. To elect the members of the Board

The ESSA Director Andrew Harrison (AH) explained that there were four Board Member vacancies this year, two Board members were standing for re-election by required rotation; Dan Edwards, Whitespace Exhibitions Ltd T/As Whitespace Group; and Jason Stead, Global Experience Specialists (GES). Two board members retired from their position: Hannah Jardine, Ignition DG, and Garcia Newell, DSV Fairs & Events.

A further five nominations for the Board had been received from Scott Holman, Immersive AV, Noel Reeves, Rocket Exhibition Services Ltd, Kane Simpson, Abraxys Ltd, Katie Whatley, FFAIR Ltd, and Trudy Wilde, Presentation Service Providers Ltd T/As PSP.

AH thanked all candidates for their nominations and the following were duly elected by those present and by proxy to the Board:

- Dan Edwards, Whitespace Exhibitions Ltd T/As Whitespace Group
- Noel Reeves, Rocket Exhibition Services Ltd
- Jason Stead, Global Experience Specialists (GES)
- Katie Whatley, FFAIR Ltd

ESSA

Event Supplier and
Services Association

8. Other Business – to transact any other ordinary business of the company of which due notice has been given

There was no other business.

Meeting Closed.