

# ESSA PARTICIPATION IN CROSS ASSOCIATION WORKING GROUPS



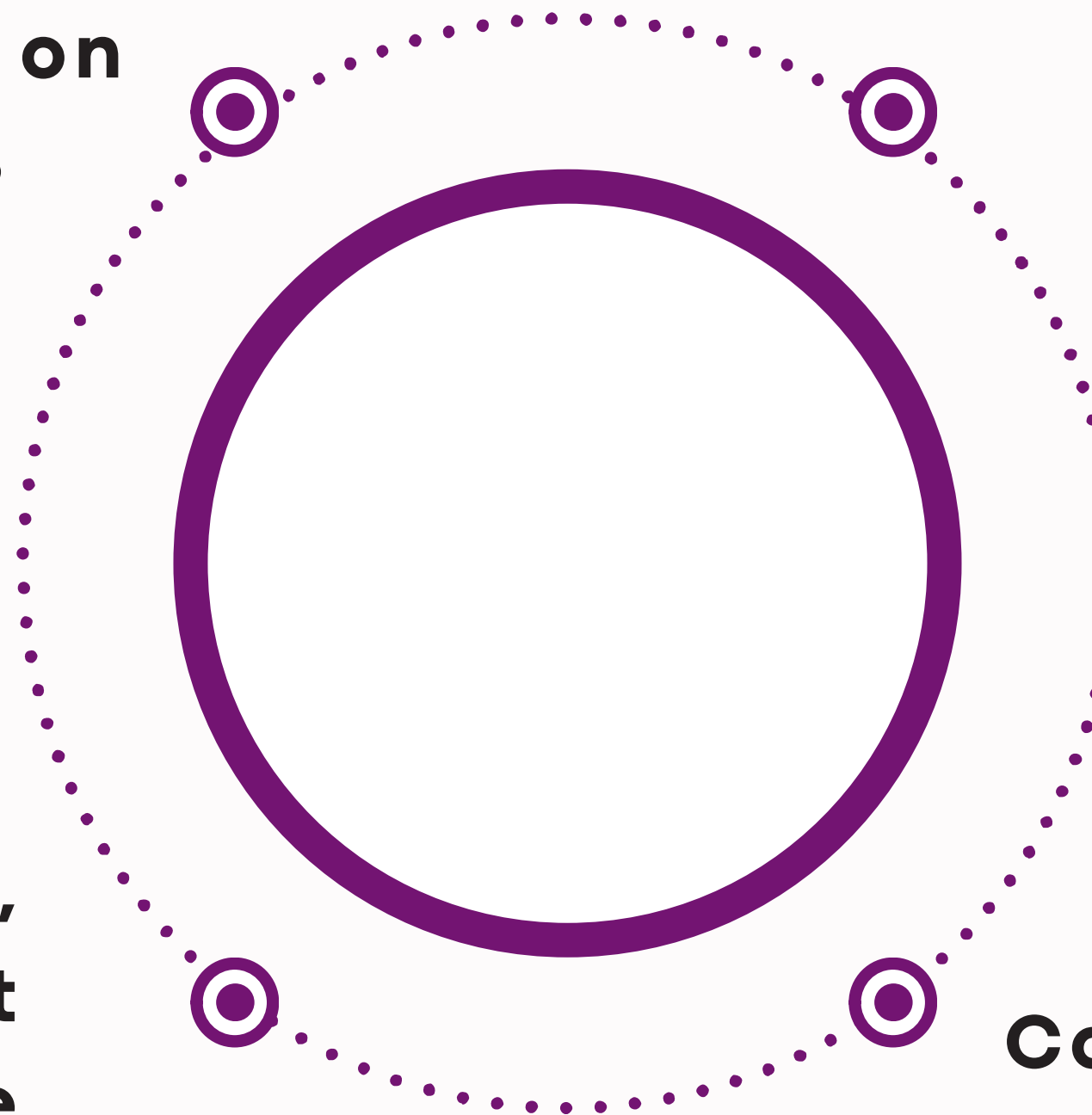
# Purpose of Cross Association Groups

**Align the industry on shared challenges**

**Facilitate knowledge sharing across associations**

**Influence policy, standards and best practice**

**Collaborate on sector wide initiatives.**



# How they differ from ESSA Project Groups

## ESSA Project Groups

- ESSA led.
- Time bound (2-6 months).
- Output driven.
- Clear member accountability.
- Structured milestones & charter.
- Members lead outputs.

## Cross Association Working Groups

- AEV, AEO & ESSA ownership.\*
- Often ongoing with cadance of meetings across the year.
- Discussion & alignment focused.
- Contribution encouraged but flexible.
- Flexible agenda.
- ESSA contributes expertise.

\* Meetings organised by AEV.

# The Cross Association Working Groups

## Diversity, equity & inclusion

The diversity, equity & inclusion working group focuses on how consumers are evolving, choosing brands and employers that are reflective of the society that surrounds them.

## eGuide user

Our e-Guide user working group is an extension of the AEV e-Guide working group which finds and communicates 'common ground' regarding the application of regulations across UK venues.

## Electrics technical

Our Electrics Technical working group discusses current technical issues, focusing on temporary electrical installations at events, addressing risk and defining their collective findings and suggested methodologies.

## Event Technology

Brings together venues, organisers and suppliers to explore the future of event technology with the aim of improving business performance and elevating customer experience. Through shared experience and collaboration, members address challenges and discuss new opportunities.

## Health & Safety

Considers general health & safety issues faced by the industry, including CDM, to feed into the eGuide.

## HR

Captures and defines member wants and needs within the human resources sector. Expresses common issues, aims and practices that are better shared, tackled and discussed as a collective.

## MASA

Multi-association security awareness (MASA) working group Aims to represent the entire events industry and to enable greater and wider outreach of government guidance, especially around counter-terror measures and intelligence.

## Security & counter terrorism

The overarching goal of the working group is to enable consistency in threat intelligence dissemination, robust security practices and a collaborative stance on evolving security legislation.

## Sustainability

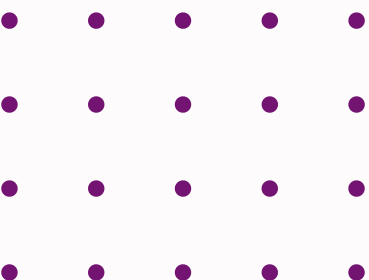
Focuses on sustainability issues, working together to help reduce the event industry's impact on the environment.



# The Value of ESSA Members in Cross Association Working Groups

“ESSA members bring vital supply chain expertise into cross association working groups ensuring real-world challenges are addressed, collaboration is strengthened, best practice is shared and innovation is driven.”

*Nicola Crawford  
ESSA Projects and Event Manager*



# Next Steps

To sign up to any of the working groups mentioned please fill in the form found on [www.essa.uk.com/about-essa/cross-association-working-groups](http://www.essa.uk.com/about-essa/cross-association-working-groups)

Please note that there may be a requirement to re-register for your selected working group every 2 years.

If you have any further questions about working groups feel free to contact [nicola@essa.uk.com](mailto:nicola@essa.uk.com)

