
Hospitality: Event Planning Industry Guide

March 2017



This is a guide to some of the resources available within the Business & IP Centre relevant to the Hospitality: Events Planning industry.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the Hospitality: events planning industry and also for those wanting to further their knowledge within this area.

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

Available at the BIPC and online with a library card

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation etc and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

Audio-Visual Equipment Hire	BOP210
Children's Entertainer	BOP324
Corporate Event Organiser	BOP038
DJ and Mobile Disco Service	BOP006
Dress & Suit Hire	BOP139
Entertainment Agency	BOP375
Fashion Accessories Agency	BOP109
Fashion Designer	BOP003
Florist	BOP055
Jeweller	BOP106
Specialist Event Vehicle Hire	BOP536
Speciality Cake Maker	BOP346
Wedding Favour Maker	BOP509
Wedding Planner	BOP444

Business Information Fact Sheets

A Guide to opening a Business Bank Account	BIF043
A Guide to Alcohol Licensing in England and Wales	BIF437
An Introduction to Creating a Food Safety Management system (FSMS)	BIF502

Sector Research Guide

UK Holiday Accommodation and Tourism	SRG002
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Mini Business Information Profiles

Barbecue and Hog Roast Catering	MBP005
Flower Confetti Producer	MBP022
Mobile Cocktail Bar	MBP297
Personalised Gift Retailer	MBP379
Photographic Equipment Shop	MBP442

Sector Update

Food and Drink	SEC008
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UK Market Synopsis

Cleaning Services	SYN067
Clothing and Accessories Retail	SYN041
Wedding Services	SYN014

Small Business Help Books

Books with practical information aimed at those starting and running a business.



How to run and grow your own business: Kevin Duncan. Published by Teach Yourself, 2016.



Successful Event Management: by Anton Shone & Bryn Parry. Published by Cengage Learning, 2013. Available in City Library



Events Management: Principles & Practice: by Razaq Raj, Paul Walters & Tahir Rashid. Published by Sage, 2013

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- Alcoholic Beverage wholesaling in the UK
- Advertising Agencies in the UK
- Bridal Stores in the UK
- Car Rental & Leasing in the UK
- Catering Services in the UK
- Corporate Function Catering
- Florists in the UK
- Flower & Plant growing in the UK
- Flower & Plant wholesaling in the UK
- Food-Service contractors in the UK
- Hotels in the UK
- Jewellery & Watch Stores in the UK
- Jewellery Manufacturing in the UK
- Juice, mineral water and soft drink wholesaling in the UK
- Office party catering
- Photographic activities in the UK
- Private functions
- Watch & Jewellery wholesaling in the UK
- Wedding Catering



- Food & Drink retailing
- Specialist Food and Drink retailers
- Alcoholic drinks review – Alcoholic drinks and social media.



Euromonitor Passport: business intelligence on consumer markets in Western Europe and North America.

Other electronic resources:

Many articles about the advertising industry (from business journals and newspapers) are available from our electronic source **Newsbank**.

Contact details and individual reports of companies in this industry are available from:

Creditsafe; Experian; D & B Hoovers.

Trade Magazines and Newsletters

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services.

THE CATERER 🍷 The Caterer: Weekly business journal

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

Alliance of Mobile and Party DJs (AMPdj) - where benefits include: £10m Public Liability Insurance, Member Discounts, Free Web Hosting, Extra Client Enquiries, Advice & Support .

Tel: 0845 680 8247

<https://www.ampdj.co.uk>

Association of British Professional Conference Organisers: the Association of British Professional Conference Organisers, (ABPCO) ; A Professional body for Association Conference & Event Organisation. They provide membership services to conference and event organisers, and their industry colleagues, deliver not-for-profit and association conferences, welcome students.

<http://www.abpc.org>

Association of Event Organisers - is the trade body representing companies which conceive, create, develop or manage trade and consumer events. It is run by a members elected council, specialist working groups and a fulltime secretariat.

<http://www.aeo.org.uk>

Confetti: - an online retailer of wedding-related products that also provides a list of forthcoming wedding fairs and events.

www.confetti.co.uk

Event.org: – event organisers and suppliers. This site has listings for event organisers and suppliers across The UK.

<http://event.org.uk>

Foodhawkers: - an online resource that provides industry news and details of markets and events for food traders across the UK.

<http://www.foodhawkers.co.uk>

Giftware Review: - The review is a print publication aimed at buyers in the giftware industry with articles also available online.

<http://www.giftwarereview.net>

Gifts Today: - a trade publication for the giftware industry available online or in print <http://www.gifts-today.co.uk>

Ice the Cake: - award winning cakes - Bedfordshire; Provides cakes for all occasions - special events, Wedding, Birthdays; and Proms.

<http://www.labellecakecompany.co.uk>

National Association of DJs (NADJ): - a national support network of DJs & Branches, sharing their experience, skills & knowledge

Tel: 0800 468 1363

<http://www.nadj.org.uk>

National Association of Professional Wedding Services (NAPWS): - NAPWS is the UK's only national wedding association, once accepted as a member you will be added to the Wedding Association Directory.

<http://www.theweddingassociation.co.uk>

The Autumn Fair: - This is an annual gift and home ware trade event held each September at the NEC, Birmingham.

<http://www.autumnfair.com>

The Event Hire Association (EHA) - is a trade body representing providers of plant, tool and equipment hire in the UK and overseas. It provides training, legal help and financial advice for its members, as well as specialist support services such as safety checks.

Tel: (0121) 380 4600

Website: www.eha.org.uk

The Event Services Association - The Event Services Association Magazine is the official journal of TESA - the UK body representing event organisers and suppliers to the industry.

<http://www.tesa.org.uk>

The Flowers and Plants Association: a trade body representing firms involved in growing and selling flowers and related products.

www.flowers.org.uk

The Food People: is an online resource that provides the latest industry news and food trend reports.

<http://www.thefoodpeople.co.uk>

The Food Standards Agency: an independent government department that provides information about legislation, training requirements and safety and hygiene advice.

<http://www.food.gov.uk>

The Giftware Association: - represents retailers in the gift, home and fashion accessories industry.

<http://www.ga-uk.org>

The Nationwide Caterers Association: - represents catering services, including fast food retailers and mobile caterers, and provides information and training. The annual fee for standard membership is £219.

<http://www.ncass.org.uk>

The Purple Guide: – provides information on health, Safety and Welfare at Music and other Events. There is a subscription fee £25 for 12 months access to the Purple Guide website.

<http://thepurpleguide.co.uk>

The Royal Horticultural Society (RHS): -provides seasonal tips and expert guides for growing flowers.
www.rhs.org.uk

The UK Fashion & Textile Association: - UK suppliers of fashion & textiles providing: practical support, export advice, information exchange.

Tel: (020) 7843 9460

<http://www.ukft.org>

People 1st : – this is the sector skills council for hospitality etc. in the UK.

<http://www.people1st.co.uk>

PRS for Music: - a UK based license organisation to play, perform or make available copyright music on behalf of their members and those of overseas societies, distributing the royalties to them

Tel: (020) 7580 5544

<https://www.prsformusic.com>

Professional Lighting and Sound Association (PLASA): - PLASA helps its members by providing solutions, guiding the industry and facilitating business growth. Their network of companies and individuals supply creative technologies and innovative services to an event, entertainment and installation industries worldwide

Tel: (01323) 524120

<https://www.plasa.org>

Real Food Festivals: is an online resource that provides news about the regular Real Food markets and festivals taking place in London.

<http://www.realfoodfestival.co.uk>

Wedding DJ Alliance (WDJA): - specialise in wedding disco entertainment

Tel: 0845 680 8247

<http://www.weddingdja.co.uk>

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Please note that every effort has been taken to ensure the accuracy of the information contained in this document.



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