

Business event funding: assessment questionnaire

*To assist the assessment process please complete all sections below as fully as possible. Whilst a detailed Business Plan is not necessary at this stage, supporting documentation or evidence may be requested to assist Appraisal Officers where necessary. You are advised to refer to the accompanying Guidance Note and Assessment Criteria when completing this Questionnaire.*

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| Business Event Details  |
| Business Event Name |  |
| Date(s)  |  |
| Venue(s) |  |
| Hotel accommodation (if utilised) |  |
| Organisation Contact Details |
| Business Event Owner / Organiser |  |
| Key Contact & position in organisation |  |
| Contact Address |  |
| Contact Telephone number |  |
| Email Address |  |
| Event website |  |
| VAT Registration Number  |  |
| Company Registration Number  |  |
| Registered office (if different from address above) |   |
| Language Preference | Welsh [ ] English [ ] Bilingual [ ]   |
| How did you hear about Business Events Wales Fund support?  |  |
| Overview of the event |
| Please provide a description of the event, including history (where appropriate), event type, frequency of event and current size of event (total number of delegates).If the event is peripatetic, give the past three host cities/venues and the known future cities/venues.If the event is ICCA (International Congress and Convention Association) rated, please provide the ICCA reference number. |
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| Define which Sector the event falls within eg. Advanced Manufacturing, Life Sciences, Creative, Automotive etc |
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| Estimated Visitor Origin *[please complete the below table]* |
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| --- | --- | --- |
|  | Total Number  | % of Total |
| UK/domestic |  |  |
| Europe |  |  |
| North America |  |  |
| Rest of World |  |  |
| Total  |  | 100% |

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| Outline how your event sits in the business events calendar in Wales, the UK and internationally (if applicable) and how the location and timing will maximise impact. Confirm that you have checked the timing of the event(s) with local/regional stakeholders to ensure that there are no competing events on the identified date(s). |
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| Organisation details |
| Please provide full details of the organisation seeking funding from Business Events Wales.This should include details of when the organisation was established, its main aims and objectives and experience of business event management. |
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| Event Funding proposal  |
| Total amount of support required in £/GBP |
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| Describe in detail, the support you are seeking including activity/activitiesFor each activity, outline the expected benefits, key timelines/milestones and risks  |
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| Estimated breakdown of costs for each activity specified  |
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| Are you applying for or seeking funding from other parts ie Welsh Government sectoral support, VisitBritain Business Events Growth Programme etc |
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| Delivery Partners |
| Please outline to what extent you have engaged with local delivery partners e.g. Local Authority and Event Venue/s etc.  |
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| Please submit comments below from local delivery partners, to include supporting documents where possible, in respect of your event. |
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| Economic Criteria |
| How will your event help stimulate new awareness and perception in Wales leading to economic growth?  |
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| Please indicate how your event will help support existing jobs in the local economy (e.g. use of local suppliers, tourism/accommodation providers and similar) |
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| What is the estimated economic impact of your event to the Welsh economy? Please use the [www.eventIMPACTS.com](http://www.eventIMPACTS.com) tool or the VisitBritain Delegate Expenditure calculator to calculate and provide a copy of this with your application. (Please note that for the purposes of this calculation the host economy should be defined as Wales, not the town or region where your event is held. Further guidance on using the calculator is available on the Event Impacts website). |
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| Outline what networking opportunities will be generated by, or at, your event for engagement or interaction with appropriate businesses |
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| Are there any proposed internship or student placement opportunities at your event? If so, please outline the nature of the roles and indicate to what extent you have already engaged with local FE/HE providers. |
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| Will there be volunteer opportunities at your event? How will any volunteers be recruited and what will be the nature of their roles? |
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| How many delegates and participants do you estimate will come to your event? How many of those will be from outside Wales? And how long will they stay in Wales? |
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| What other sources of private or public income have been secured, or are sought, towards event costs. Please indicate whether funding is a sponsorship, grant or other. (Where public funds have been secured please indicate if these have been awarded under EU ‘de-miminis’ regulations). A skeleton budget forecast, showing anticipated overall expenditure and income streams, should be included with this application. |
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| International Profile and Reputation Criteria |
| How will your event promote the Wales brand in UK or overseas tourism markets and/or appropriate business sectors? |
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| Socio-Cultural Criteria |
| Please give details of any proposed outreach or participation programmes or other activities aimed at widening access to the event, particularly among under-represented groups. |
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| Statutory Policies |
| What will your event do to promote and support equality of opportunity? |
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| What will your event do to promote, support and make use of the Welsh language? |
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| What will your event do to promote and support sustainability management and minimise waste through reduction, reuse and recycling? |
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| Measuring Success |
| What ‘added value’ will Welsh Government funding bring to your event that otherwise would not be achieved. |
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| Please tell us “what success would look like” for your event. |
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| **De minimis** |
| Has your organisation (and any linked organisation) received less than €200,000 in de minimis State Aid within the current and previous 2 financial years? *(If your answer is YES to this question, you cannot proceed with an application. This grant fund is awarded under the European Commission’s State Aid Regulations which allows up to a maximum value of €200,000 of de minimis state aid to an organisation over a rolling 3 year financial period. This value can be a combination of public support over the given period.)* |
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| Amount of de minimis aid received over current and previous 2 financial years |
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| Declaration  |
| I confirm that the information provided in this application is correct to the best of my knowledge. |
| Name, Job Role and Organisation: ……………………………………………………………………………………………....  |