EventScotland Team, VisitScotland

Questions

*What international activities are happening now in your sector and/or organisation? Please describe how and why these activities take place. Are other sectors or organisations involved? What do these activities contribute or achieve?*

EventScotland is the part of VisitScotland’s Events Directorate which works to develop a portfolio of events in Scotland to deliver impact and international profile. One of the main programmes of support is for International events. These are described as events which have an international impact by bringing visitors from outside Scotland and/or by achieving media coverage outside Scotland. Around 30 supported events take place each year. These bring significant numbers of international visitors as well as generating economic benefit for Scotland as well as generating millions of unique views through TV, press and social media.

Events provide a significant opportunity to create a narrative about a country internationally as they receive coverage and attract attention. They allow a country to showcase its assets and project a desired image globally.

EventScotland also attend the annual sportaccord convention which is a gathering of international sports federations, cities and nations, supply chain companies and press and media representatives. This allows meetings about future events to all take place in one place at one time as well as allowing EventScotland to present Scotland as ‘the Perfect Stage for Events’ to an international audience. The dialogue and networking with International sports federations is vital in building trust and relationships which is a key factor in the awarding of future sports events.

There are also a number of international trade shows attended by VisitScotland, especially in the areas of Business Tourism and Golf.

The EventScotland Team has a memorandum of understanding with the New Zealand Governments Major Events Team as well as less formal information exchanges with Victorian Major Events in Australia and Sport Event Denmark. A number of other informal information exchanges with cities and nations take place.

*Do you think your sector and/or organisation is effective in participating in international activities? If not, what would help you to make improvements? What prevents you from making improvements now?*

VisitScotland Events Directorate team is very effective and establishing and maintaining International links. In sport and business events there are established channels for this work to take place. In culture there are less established channels. It would be very helpful if more ways of meeting with international cultural event organisers were available.
The other barrier is cost as it is always essential to ensure value for money and accountability in budgeting public money, particularly for activity which may have little immediate tangible benefit.

**What should organisations in Scotland do to be effective internationally? Are you aware of any good examples of this from Scotland or another country?**

1. Maintain and develop profile – need to be visible internationally at conferences, trade shows, exhibitions, workshops and to be promoting good work happening in Scotland in the fields of sport and culture.

2. Relationships – identify key international organisations which are important to Scotland and develop and maintain relationships with these organisations.

3. Integration – need to work as one country in positioning internationally so that Scotland as a whole is promoted. This requires the Scottish public sector organisations to be aware of each other’s roles and of each other’s work. New Zealand, Finland and Scotland are all good practice examples of this at present.