

TAP

E-Newsletter

The online newsletter for the Tradeshow Access Programme Virtual Network

June 2010

Introduction

Welcome to our June 2010 Newsletter.

Before looking at the rest of this year, I would like to share a retrospective on 2009-2010. Thanks to close working with ATO partners, TAP fully met its key target of supporting over 4,000 companies.

5,238 grants to 4,101 businesses were provided - 4,317 group grants and 921 solo. Over 2,000 of these businesses were new to TAP, a particularly welcome result in view of the difficult trading conditions throughout the year.

Individual levels of support in 2009-2010 remained between £1,000 and £1,800. The number of grant lives was doubled from three to six. POD (the point of delivery questionnaire) returns overall show high satisfaction levels from TAP exhibitors, whether in an ATO organised group, or independently, as solo exhibitors. Scores from the telephone survey element of our evaluation were more variable: consistently high, at around 80 per cent, on business impacts from exhibiting under TAP but less impressive on customers' overall quality rating, at around 67 per cent, so there is more work to be done.

During the year we held TAP Q&A sessions with UKTI International Trade Adviser colleagues in the regions. Best practice workshops were also held for ITAs with ATOs in the Food & Drink and Design-led sectors.

148 Key Events proceeded in 2009-10. We are evaluating the effectiveness and added value received by business through the Key Events - the exhibitions which provide the most important sectoral marketing platforms. A study on Key Events was carried out in March/April and I have begun discussing the conclusions from that with UKTI and ATO colleagues. More on that in due course.

Demand for TAP support this year is very high. It's good to see so many businesses recognising the value of exhibitions as a route to market. As always, we ask ATOs to notify us of individual company successes, particularly where the company concerned is agreeable to public use of the story.

As a result of the strong demand I have capped the budget for Solo grants at 35 per month for the rest of the year. This is to ensure that there are sufficient funds in TAP to meet commitments to ATO-led groups. If the budgetary position changes I will lift the cap.

Everyone connected with TAP can share in the achievements of last year. The current year is shaping up to be another successful one. Thank you.

Once again, it would be good to hear your views.

Ron Archibald
Director, TAP

Contents

1

- ▶ 1.1 [New Ministers](#)
- ▶ 1.2 [Visits](#)
- ▶ 1.3 [Exhibitor Guidance](#)
- ▶ 1.4 [British Airways Offer – 2010/11](#)
- ▶ 1.5 [General](#)

1

1.1 New Ministers

UKTI has two parents, the Department for Business, Innovation and Skills (BIS) and the Foreign & Commonwealth Office (FCO). Vince Cable MP has been appointed Secretary of State for Business, Innovation and Skills and President of the Board of Trade. The Rt Hon William Hague MP is the Secretary of State for Foreign & Commonwealth Affairs. At the time of writing the Minister of State with responsibility for trade and investment has not yet been appointed. For the time being Edward Davey MP, who is Minister for Employment Relations, Consumer and Postal Affairs, is covering this role.

[Back to top](#)

1.2 Visits

Our colleague Gin Piau, from the British Embassy in Paris, visited in May, contributing to the meeting with the South East Regional team on improving TAP quality and sharing her exhibition experience with the TAP team in Glasgow. As UKTI's Trade Fair Officer for France, Gin has extensive knowledge of events and their organisers and can help ATOs achieve a more effective presence at exhibitions in any sector in France. Gin can be contacted at Gin.Piau@fco.gov.uk.

[Back to top](#)

1.3 Exhibitor Guidance

UKTI can offer a special price for purchasers of **MAKE A STAND** - the exhibitor training DVD. A useful refresher for those who take part in exhibitions, or support others that exhibit. 34 minutes long, practical and entertaining.

Austen Hawkins, Chief Executive of the AEO <http://www.aeo.org.uk> will offer any company/organisation that buys the DVD as a result of engagement with UKTI a reduced rate price of £50 per copy. (This compares with £100 for members and over £900 for non-members.) Email: Austen@f2fevents.co.uk quoting UKTI TAP team promotional price - £50.00.

The UKTI TAP team will be at **The Event and Exhibiting Show** <http://www.theeventandexhibitingshow.co.uk/> 15-16th July 2010 at the Business Design Centre, London, presenting TAP support as part of a 'how to exhibit' seminar session at the show. The show will provide information, learning, products and services all aimed at helping companies maximise the value of every exhibition they participate in.

[Back to top](#)

1.4 British Airways Offer – 2010/11

We're pleased to announce that **British Airways** have decided to offer a **15 per cent discount to TAP participants**. This follows on from the complimentary flight offer which closed to new applicants at the end of March. BA can offer the new discount to up to 9 travellers from the same business going to the same show. Terms and conditions apply. Customers who have benefited from the free BA seat offer will not be eligible for this discount and BA have said they will not accept applications from businesses with fewer than three employees. As with the last offer, customers need to apply via their International Trade Adviser but, if you need further information in the meantime, please contact your Account Manager.

[Back to top](#)

1.5 General

If you are not already aware, please note that UKTI moved offices in December from Tay House to **The Europa Building, 450 Argyle Street, Glasgow G2 8LH**. Contact emails and phones remain the same but there is now just one fax number +44 (0) 141 228 3660 Visitors should note that we are now nearer Central Station and buses to Glasgow Airport.

[Back to top](#)

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