



## Business event funding: assessment criteria

In line with Welsh Government's drive to strengthen the conditions that will enable business to create jobs and sustainable economic growth, the Assessment Criteria and Key Performance Indicators (KPIs) for all categories of supported business events are set out on the following pages, and should be read in conjunction with the accompanying *Business event funding: guidance*.

Impact Area	Criteria	Key Performance Indicators (KPIs)
Economic	<ul style="list-style-type: none"> <li>Aligns to Welsh Government priorities and sectoral reach</li> <li>Complements Welsh Government <i>Welcome to Wales Tourism Action Plan 2020-2025</i>; Welsh Government <i>Economic Action Plan</i> and Welsh Governments <i>International Strategy</i></li> <li>Attracts UK and international visitors to Wales</li> <li>Positions or promotes Wales as a credible host of business events</li> <li>Generates economic benefits for Wales through new enterprise and business growth</li> <li>Promotes business events in key markets</li> </ul>	<ul style="list-style-type: none"> <li>Net additional contribution (£s) to the Welsh economy (using the Event IMPACTS economic calculator) or the VisitBritain Delegate Expenditure Calculator, including economic benefits to local area/suppliers</li> <li>Engagement and interaction with appropriate businesses in relation to, or at, events via networking opportunities</li> <li>Number of quality internship or student placements opportunities created</li> <li>Number of volunteer opportunities created</li> <li>Other private and public sector investment leveraged</li> <li>Number of visitors from outside Wales (UK and overseas), and duration of stay</li> </ul>

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<p>International profile and reputation</p>	<ul style="list-style-type: none"> <li>• Promotes the Wales brand in key UK and overseas target markets and business sectors</li> <li>• Positions and promotes Wales as a world class destination for business events</li> <li>• <i>Aligns to Welsh Government International Strategy</i></li> </ul>	<ul style="list-style-type: none"> <li>• Wales, UK and international print media coverage, including digital platforms (measured by no of articles/column inches/audience reach);</li> <li>• UK and international internet audience reach, including use of social media (measures by number of unique visitors to website and their geographic location)</li> <li>• Extent to which the event impacts positively on Wales' Brand value</li> </ul>
<p>Socio-Cultural</p>	<ul style="list-style-type: none"> <li>• Widens access to, and encourages positive delegate experiences through participation in cultural experiences, wellness and wellbeing responsible events.</li> </ul>	<ul style="list-style-type: none"> <li>• Number and nature of outreach programmes</li> </ul>
<p>Statutory policies</p>	<ul style="list-style-type: none"> <li>• Promotes and supports equality of opportunity</li> <li>• Promotes, supports and makes use of the Welsh language</li> <li>• Promotes and supports sustainability management and minimises waste through reduction, reuse and recycling</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of an Equal Opportunities Policy (covering employment, event access and engagement with under-represented groups)</li> <li>• Implementation of a Welsh Language Policy (covering event activities/performances, marketing ad communications and event access)</li> <li>• Implementation of a Sustainable Events Policy (including steps taken to follow BS ISO 20121 guidelines, or to achieve formal accreditation)</li> </ul>