

Event Industry Ireland

Supporting the Events Industry in Ireland



Submission to Special Committee on Covid-19 Response

COVID-19 Events Industry Impact Report Summary

Event Industry Ireland (EII) is the only organisation in Ireland that has commissioned expert independent research and reports on the Events Industry in Ireland post Covid-19 and we would be delighted to get the opportunity to discuss this with the Special Committee on Covid-19 Response

The Events Industry is a sector in its own right including thousands of companies, contractors and freelancers that create, manage and support concerts, festivals, conferences, marketing events, brand activations, product launches, exhibitions and major outdoor events. The sector has not, to date, been represented as a stakeholder anywhere or a sector anywhere. **Events Industry Ireland** would be delighted to get the opportunity to discuss these issues with the **Special Committee on Covid-19 Response**.

Event Industry Ireland (with more than 1,000 member businesses) – the newly formed national representative body, commissioned Ireland Thinks, an independent research agency, to carry out a body of research and a survey across the Events Industry in Ireland. This included in depth research and a survey of 343 events companies.

The industry is responsible for the employment of 35,000 people in Ireland and generates more than €3.5 billion for the economy annually with €850 million in exports.

The research found that as a result of Covid-19:

More than half of businesses in the Irish events industry say they may not survive 2020 due to the extended disruptions posed by coronavirus.

57 per cent of businesses have temporarily let staff go and 8 per cent have made permanent lay-offs.

A fifth say they can stay in business for only another one to three months based on their current revenues, while a further 35 per cent say they can last four to six months at best.

More than a quarter believe it will take up to 18 months to return to pre-pandemic levels of business, while almost all companies have experienced a significant drop in revenue, according to the new body.

44 per cent of events businesses have reported that 80 per cent of their annual revenue streams have already cancelled their business for 2020, with only a fifth of that business rescheduled to 2021.

27 per cent say they can run less than 10 per cent of their business while the current social-distancing guidelines are in place.

More than a third also believe they could only ensure social distancing at indoor events of fewer than 100 people, and 29 per cent say they could manage social distancing at outdoor events for 300-1,000 people. But only 4 per cent believe they can ensure Government guidelines are followed for events of 5,000 attendees and above.

Events companies will be among the last to recover from the effects of the pandemic.

Event Industry Ireland is now urging the Government for help to safeguard the survival of businesses across the sector ahead of what is usually the busiest time of year for the industry. It is seeking a further extension of the wage subsidy scheme for the sector, a reduced VAT rate, tax incentives, assistance on insurance issues and grant aid and funding to help re start businesses and the sector.

Doubtful future

The Covid-19 pandemic has thrown what was a thriving sector in Ireland's future into doubt, with many businesses now struggling with revenue and their cash flow unlikely to return to normal levels for some time.

Culture, the arts and festivals are integral to the Irish public, and we call on the Government to support the industry to ensure its survival throughout these very challenging times.

Event Industry Ireland represents businesses, contractors, freelancers and specialists that operate across conferences, music events, trade shows, sporting, cultural events and festivals, which are of huge importance to the economy. We are concerned for the future of our trade and welcome support to ensure the sector can get back to work as soon as possible.

We would be delighted to get the opportunity to discuss these issues with the Special Committee on Covid-19 Response

Yours Sincerely

Paul Davis

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Steering Group – Event Industry Ireland