

EVCOM 2020

THE REPORT

Dear Members,

2020 has been a year we will never forget. We have seen the world and our industry transform in response to a global pandemic.

As an association who relies on live events, like many, we have had to 'pivot'. We have learnt a host of new softwares, thought outside the box and connected with our membership like never before. We have launched our virtual programme and delivered not just one, but two virtual ceremonies for the first time ever. We have campaigned for the recognition of our industry in government, and renewed our commitment to diversity and inclusion, sustainability and wellbeing. We have created a new dedicated member space and built new partnerships to benefit our members. Sadly, the impact of Covid-19 has meant we are unable to run our annual Fellowship Awards Lunch and the EVCOMference. We look forward to running them again in 2021 when it is safe to do so.

We know this has been a challenging year for many of our members. It has been a challenging year for us too. But we have learnt so much; about community, about the strength and value of industry. We look forward to working together for our industry into 2021 and beyond.

Best,

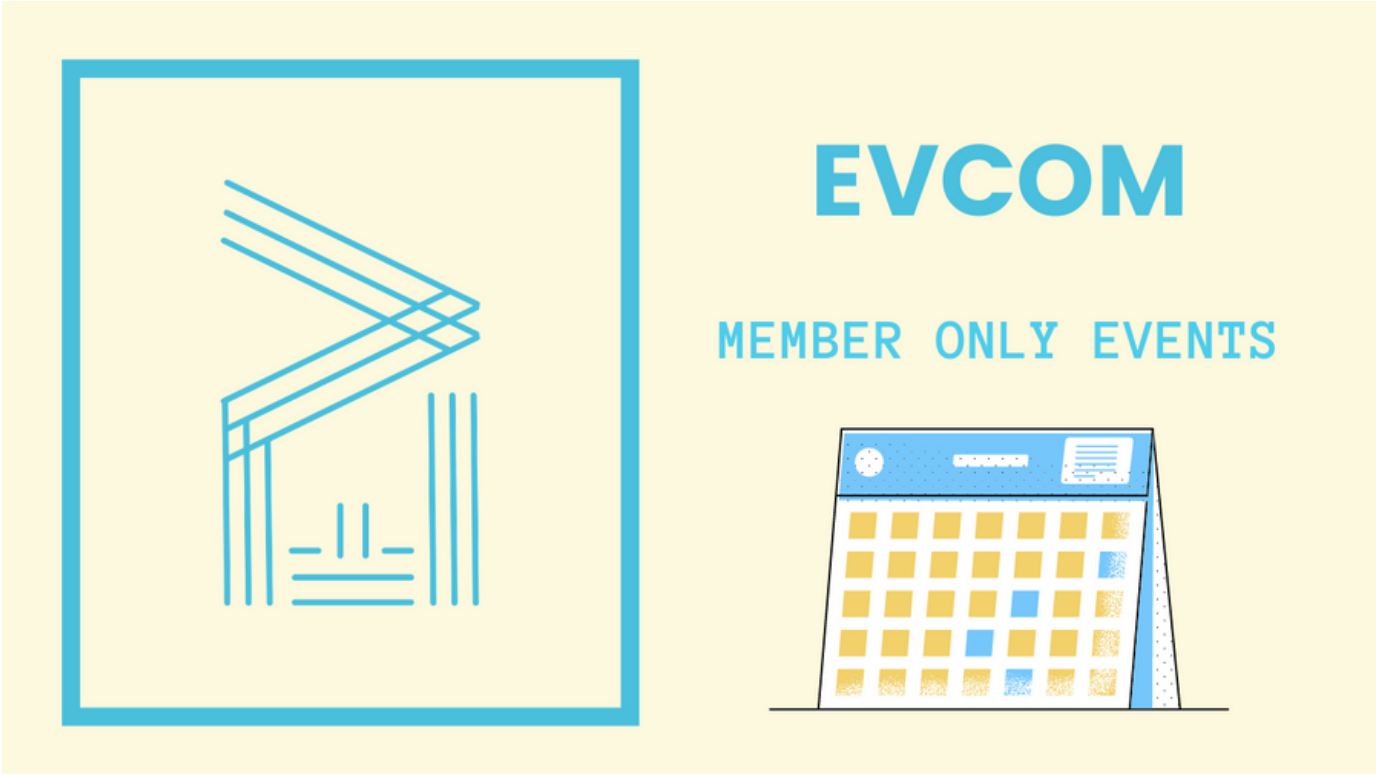
Claire Fennelow
Executive Director
EVCOM



New Membership Initiatives

In lieu of live events this year, we wanted our membership to feel the value of EVCOM's community. We introduced various new initiatives this year to support and bring together the EVCOM membership.

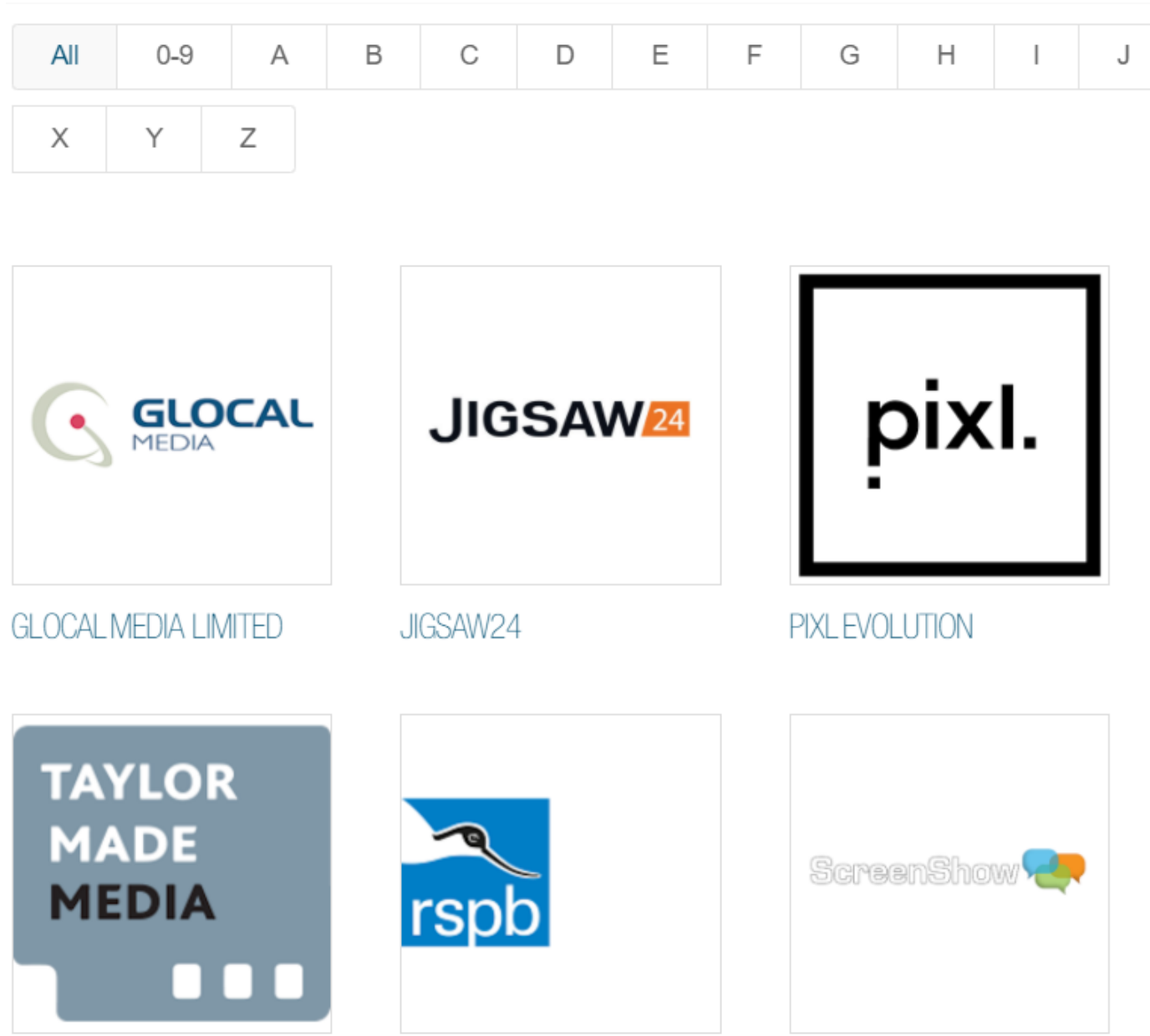
NEW MEMBER AREA



We have created a new, dedicated area for members on our website. It is password protected so that only members can access it. We post member news, member only events and RFPs.

MEMBER DIRECTORY

We did a complete overhaul of our member directory. It is now searchable by letter, and offers members the chance to link directly to their websites and even embed their latest showreels.

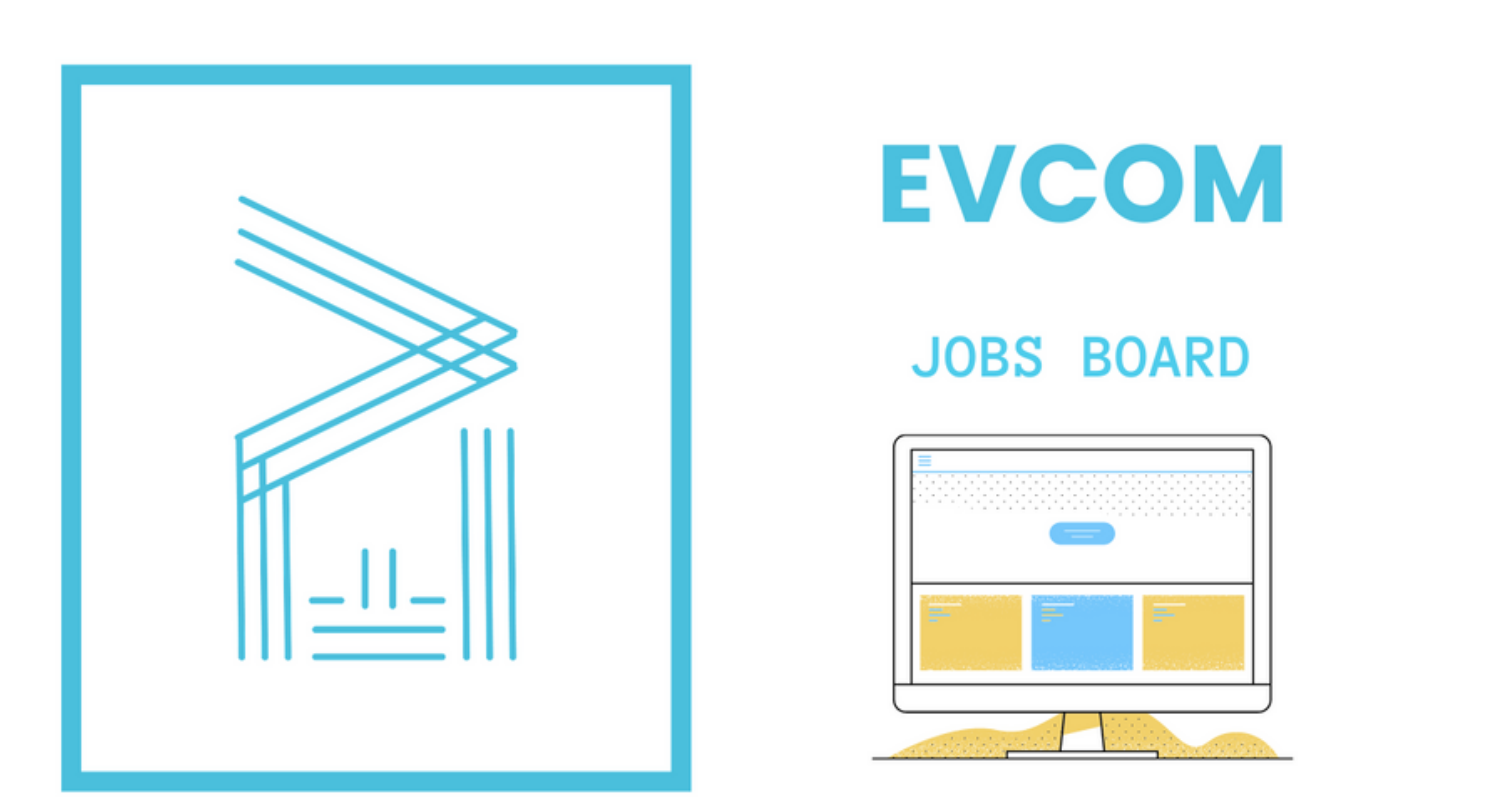


MEMBER BUSINESS SERVICES

We have worked hard to put together a directory of business partners. The services include business consultancy, sustainability consultancy, recruitment agencies and training providers. Each of these partners has put together an offer that is exclusive to EVCOM Members, including free consultations and discounted rates.

Full details of these partners and their offer to EVCOM Members can be found on our website.

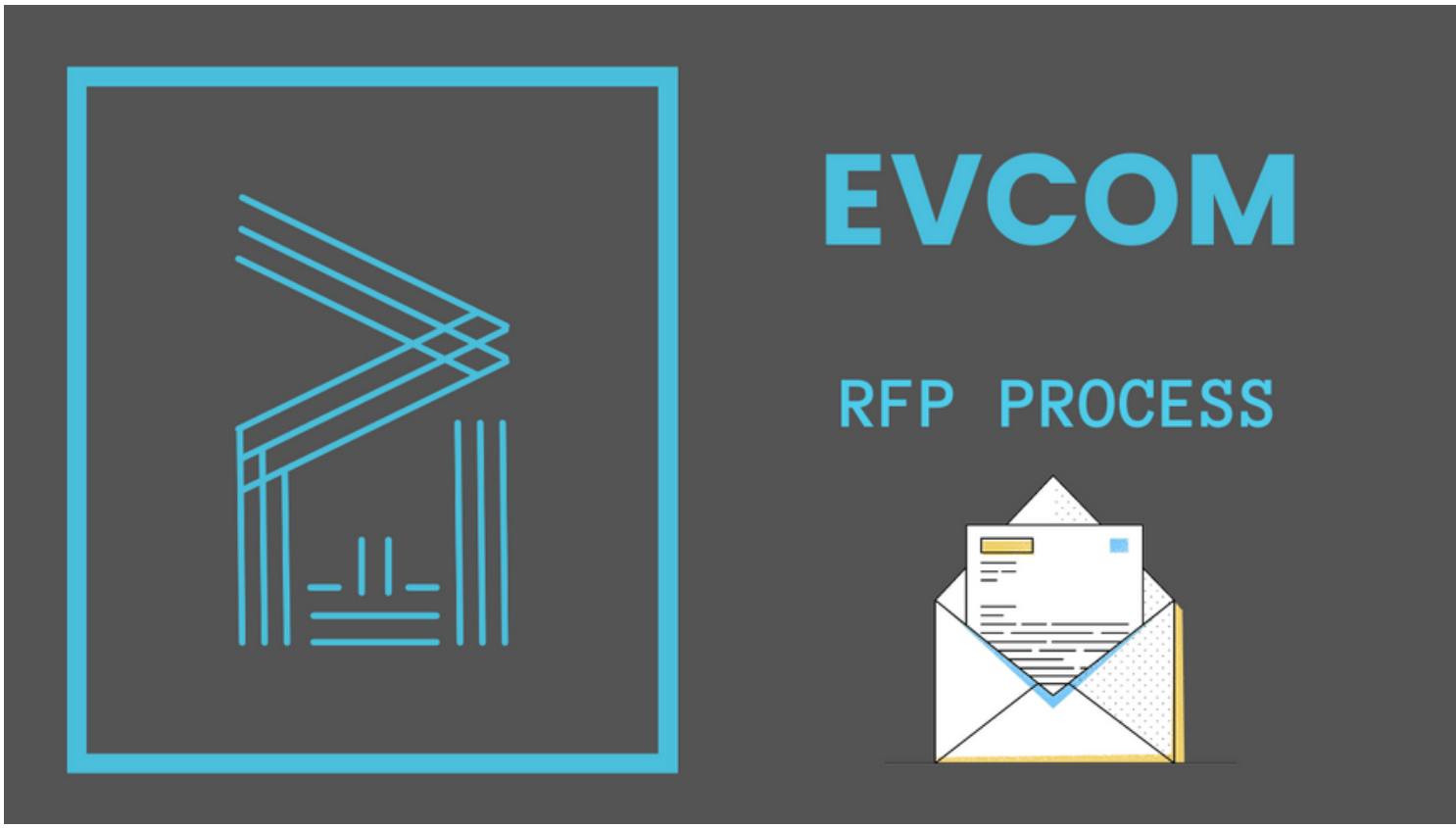
JOBS BOARD



In the current climate, many people are being faced with redundancies. That's why EVCOM set up our very own jobs board. Here we post jobs applicable to the corporate film and live events sectors.

Members are also able to share any jobs they have going with us and we will feature them on our jobs board to support the recruitment process.

RFP PROCESS



Members can now access business opportunities in the member area on our website, via our managed RFP process. Claire hand selects opportunities exclusively for our membership, ensuring that these are targeted and applicable to our industry.

The website is regularly updated with tenders and opportunities that we think would be a great fit for the skill sets of our membership.

FACEBOOK GROUP

We set up the EVCOM Member Facebook Group, a new online community space, where members can come together.

We facilitate a weekly discussion here, and members are encouraged to use this platform to engage with each other.

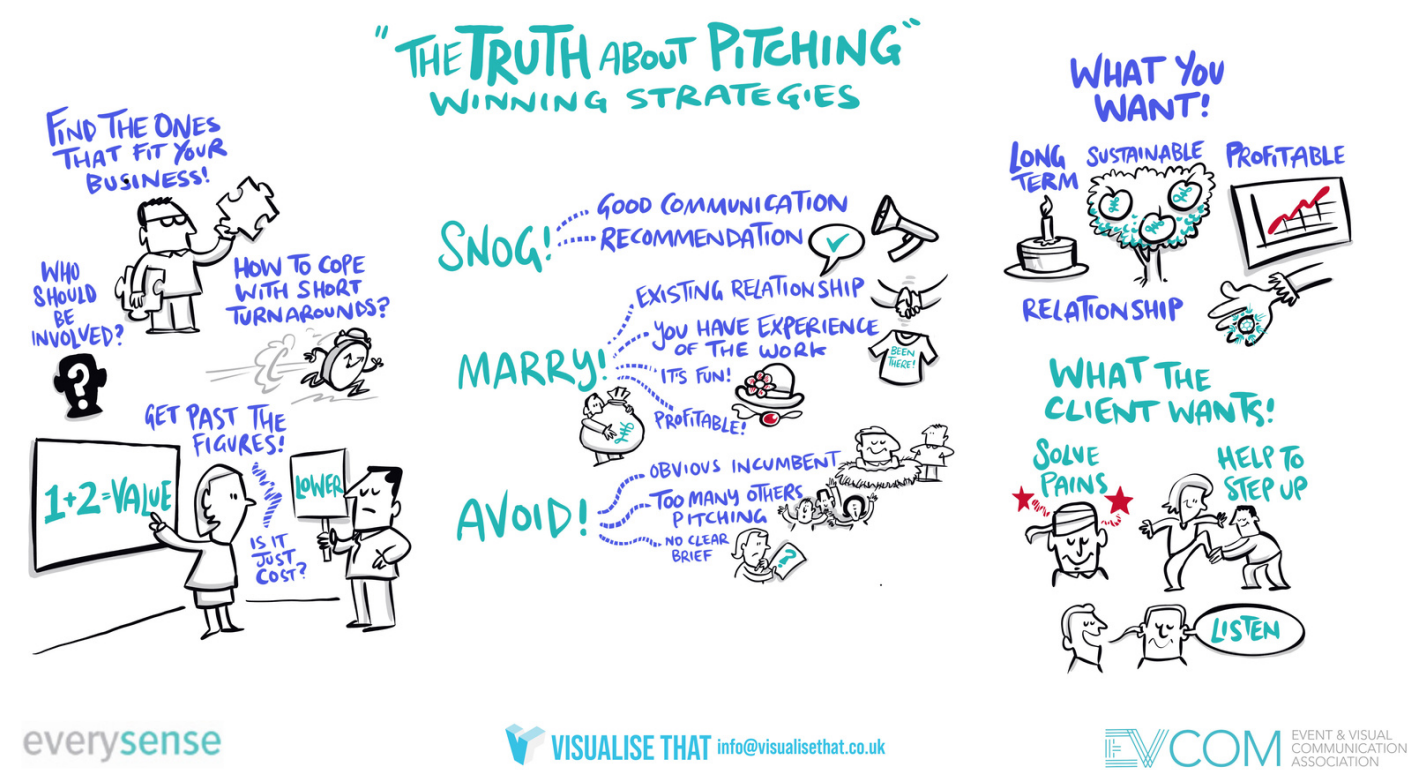
Live and Virtual Events

CAMPFIRES

Our campfire sessions are small, in-person events for our members. We invite experts to speak on particular topics, and aim to hold them monthly. Whilst this was disrupted by Covid-19, we were still able to hold some really successful sessions pre-lockdown.

Our first session of the year was led by Helen Moon (EventWell) and addressing mental health in the creative industries. In March we held a session on pitching, led by Angela Law (Every Sense) and live scribed by Visualise That!

We hope to be back to our monthly programme of campfires in 2021, or as soon as it is safe according to Government guidelines.



FREELANCER'S FORUM

Given the global situation, we decided to reach out to our freelance community. This was a virtual event which brought them freelancers together to discuss the particular challenges facing them. We are committed to holding more events for our freelance community in the coming year.

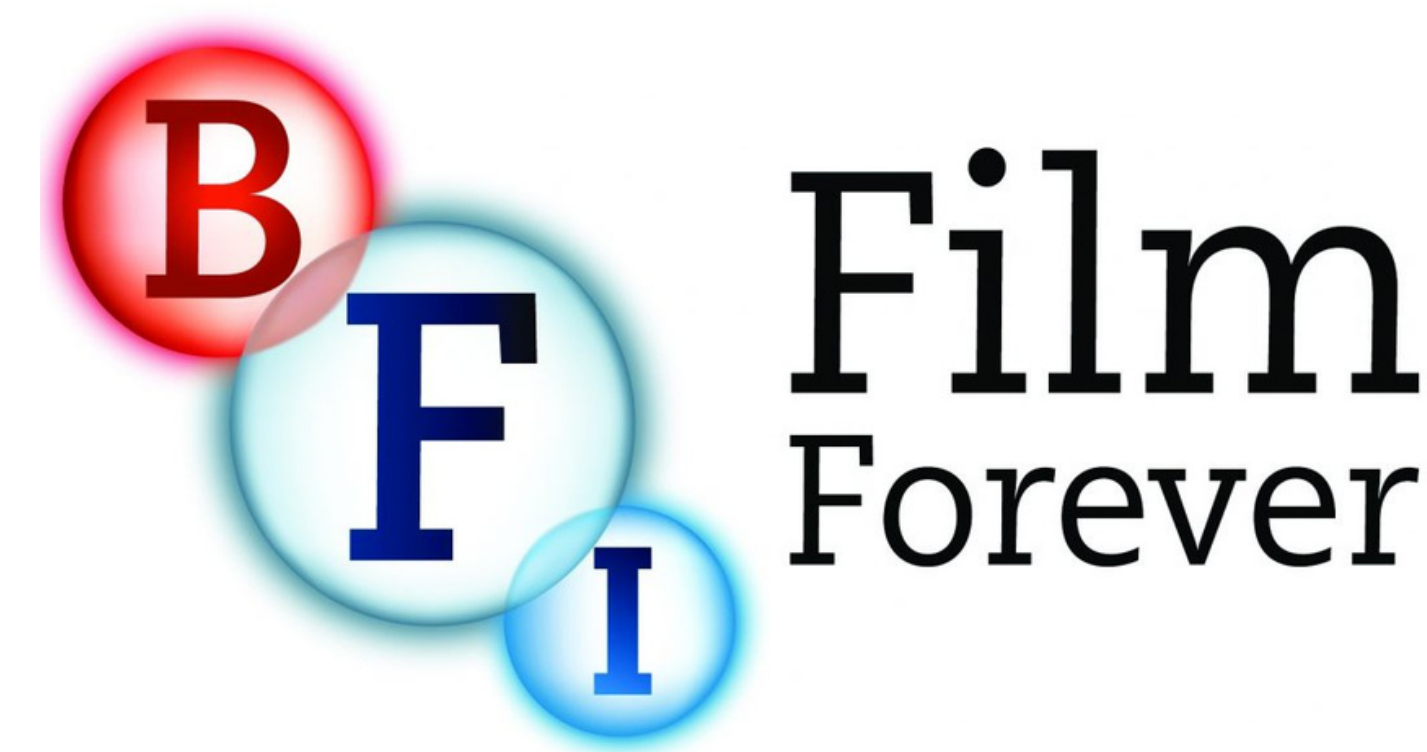
THE VIRTUAL PROGRAMME

We set up the EVCOM Sessions when Covid-19 first hit. We understood the need for people to come together as a community. We wanted to find a way for our members to continue sharing knowledge and expertise with each other. And so our virtual programme was born.

From the beginning of April, until the end of July we held weekly EVCOM Sessions in the form of panel discussions, webinars and talks. We have since continued this programme of webinars until the end of the year, with several sessions a month in various forms. We have received hundreds of signups across the programme, both from within and outside of our membership, and we have amassed thousands of views across the content post-event.

We'd like to say a huge thank you to our brilliant panelists, facilitators and speakers who have contributed their expertise to our knowledge sharing platform. We'd also like to say a massive thank you to the many people who watched and engaged. We hope this is testament to the value of this programme during these challenging times.

TALKING PICTURES



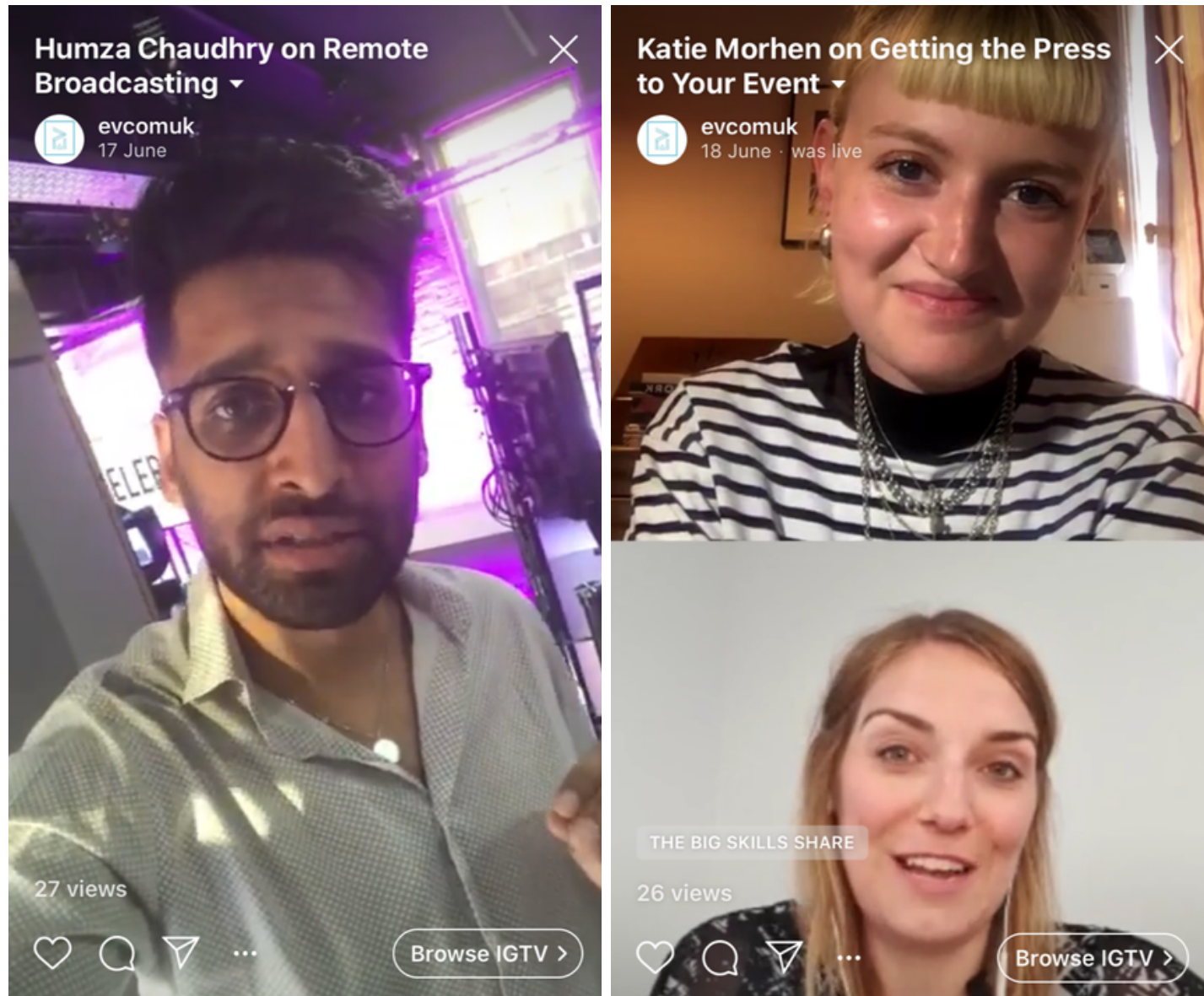
Talking Pictures is a series of live events aimed at our corporate film members, and run in conjunction with the BFI.

This year we ran two sessions. The first tackled the subject of corporate film within the energy sector. The fossil fuel industry arguably powered the British documentary movement and today's energy industry continues to fuel corporate film production particularly in the light of climate change. This session featured outstanding work from the BFI archive and some of the best of contemporary production, followed by an insightful panel discussion.

Due to Covid-19 we ran the second session virtually in December. We showed BFI archive footage from the second world war, including public information films and documentary, and put that alongside film created in response to Covid-19. Our panelists then discussed how film responds to crisis, and brings people together.

THE BIG SKILLS SHARE

The Big Skills Share was a week dedicated to sharing a host of skills amongst the EVCOM community. We held 8 skills share sessions via our Instagram account, featuring artists, filmmakers, trainers and sector experts. Many of members tuned into the sessions via Instagram live, and we have since has numerous views on our IGTV and on our Youtube channel. Thank you to everyone who shared skills, tips and advice during the week.



EVCOM Industry Awards

CLARION AWARDS

We worked closely with DRPG to make the EVCOM Clarion Awards ceremony virtual. The EVCOM Clarion Awards recognise the best in cause-driven work across the live and film sectors.

These awards hold a special place in our heart, and so when Covid-19 hit we were determined to find a way to continue with the ceremony virtually. We partnered with DRPG to create a varied and lively ceremony from their studios. The evening featured live cocktail making from a bespoke EVCOM recipe, messages from our sponsors, clips of the winning films and musical entertainment! The event was hosted by Samme Allen and our own Executive Director, Claire Fennelow.

We had a record number of people registered to attend, more than we have previously had at the live event, highlighting the accessibility of the virtual format. Guests sent us pictures of themselves celebrating.

We were very proud to have delivered an accessible and sustainable awards ceremony in this, our first ever virtual ceremony.



LONDON LIVE AND FILM AWARDS

Once again we worked with the team at DRPG, to create a a virtual awards ceremony to remember, direct from their studios! Hosted by Samme Allen and Claire Fennelow, the ceremony featured a quiz, music and even a best dressed competition!

Together with our online audience we celebrated excellence and creativity, showing excerpts from the winning films as they were announced. In these unusual times, we also decided to take this opportunity to celebrate the industry as a whole. The ceremony featured films and interviews from #MakeltBlue and One Industry One Voice, and we shared our own campaign film, 'These Are The Hands' which raised money for the NHS during the pandemic.



We also heard from some of our judges, who spoke about how impressed they were with the standard of entries, and how inspiring it was to see so much fantastic work in the midst of Covid-19.

Thank you to everyone who joined us to celebrate winning work and our industry!

FOCUS AWARD

This is a new award which recognises young diverse talent on the film side. We were delighted to announce Hamza Pool as our first ever winner for his film 'Magpie'. We are partnering with Gorilla Gorilla!, Plastic Pictures and The Edge Picture Company (who sponsored the award) to offer both our winner and runners up access to mentoring opportunities.



Member Survey

CREATED BY EVERY SENSE

This year EVCOM members responded to a survey put together by Angela Law (Every Sense). The survey asked our members about their experience of Covid-19, and helped us to shape our own initiatives, as well as the campaign work we are involved with, going forwards. It was a really important exercise and allowed us to connect with the needs of our members to ensure that the programme we were delivering was suited to their needs.

Membership

We received responses from a third of the members. The majority of respondents were companies who employed less than 50 people, and freelancers also had their say. Micro enterprises had the largest response that revenue had fallen by an incredibly high percentage.

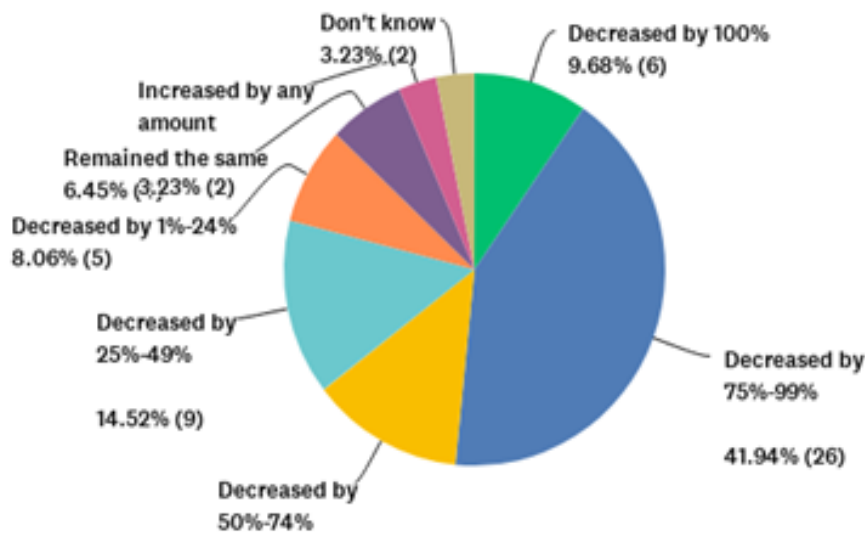
Finance

Over half of the respondents had seen a decrease in revenue of between 50 - 100%, and smaller organisations were hit hardest. The Event Services sector were also harder hit than the Film & Video Sector. Many respondents expressed concern around the likelihood of potential revenue from outside the UK in the near future. Crucially, the percentage of respondents saying they will be able to operate for over 12 months increases with company size.

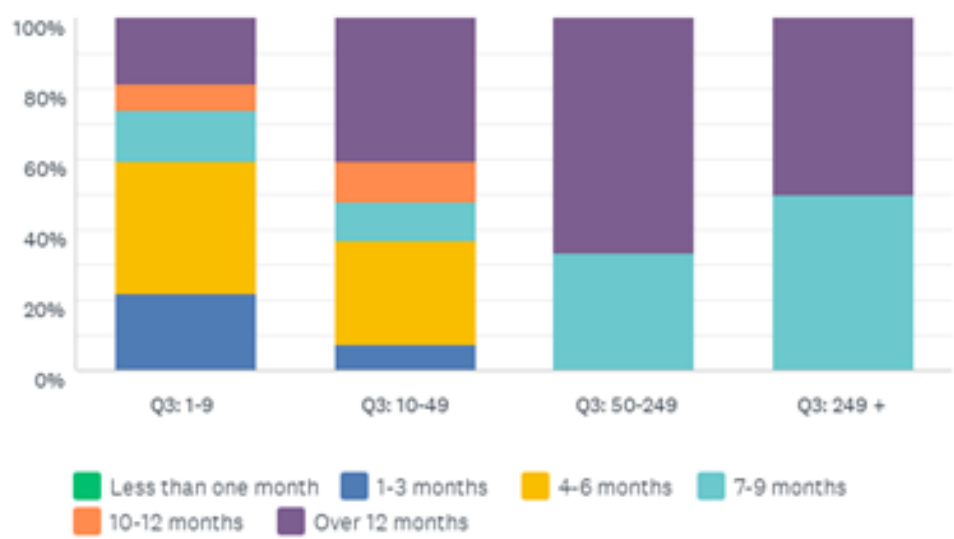
People

The majority of businesses had their staff working from home, and a large percentage had furloughed staff. Some companies were also considering and/or implementing salary reductions and reduced hours. Over half saw a reduction in their use of freelancers.

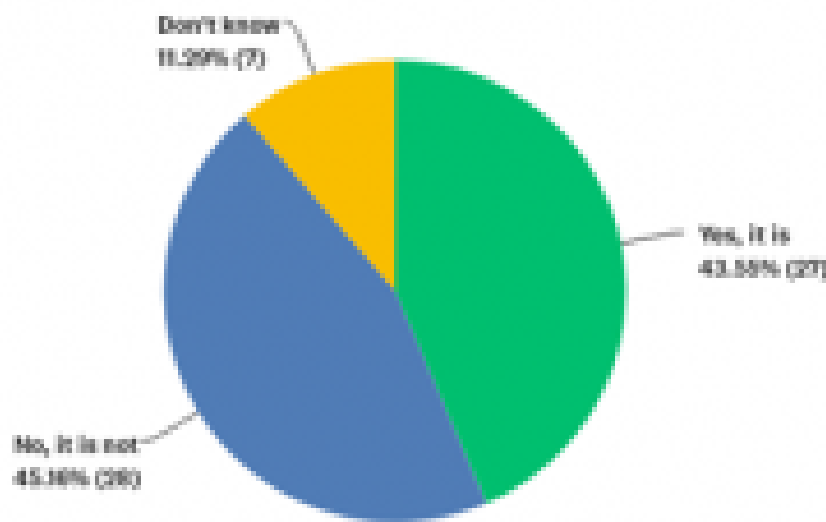
Approximately by how much has your organisation's revenue decreased, increased or remained the same following the pandemic compared to what was expected?



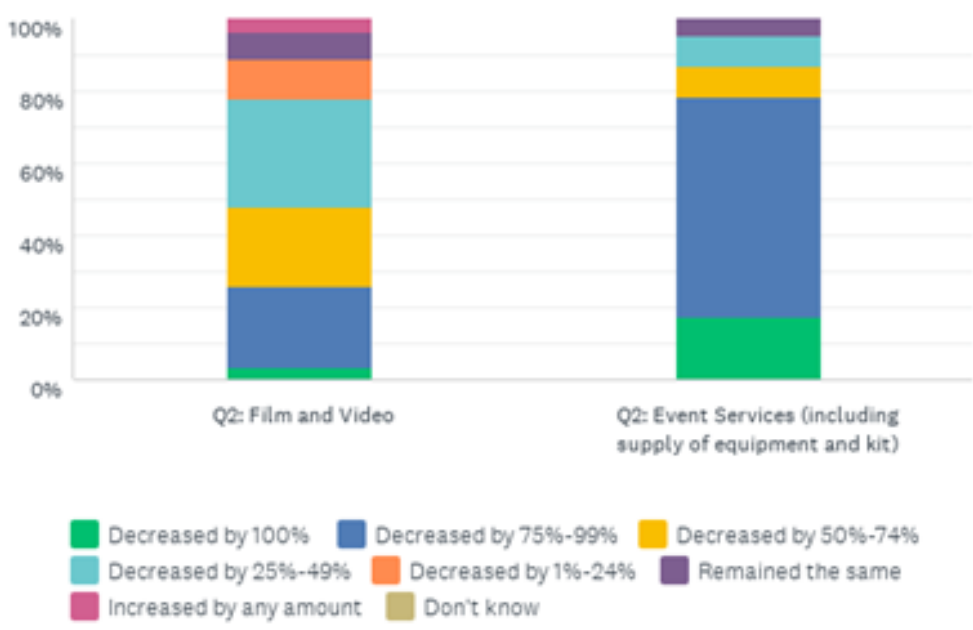
How long can your organisation continue to operate financially given the implications of the outbreak?



Do you feel that your organisation's ability to trade as a viable entity is under threat?



Approximately by how much has your organisation's revenue decreased, increased or remained the same following the pandemic compared to what was expected?



Government Initiatives

A majority of respondents had received some support from Government schemes. Many commented on the need for the extension of the furlough scheme. The lack of clarity around the categorisation of the events sector was also commented upon.

Adapting and Planning

Respondents expressed concern around travel restrictions, social distancing measures, budget cuts and consumer confidence. Concerns were expressed around the ability to create safe working environments for staff and clients. A significant number said they were planning to build their brand and identity and develop new services.

Thank you to Angela Law for her support of EVCOM through this invaluable survey. The data allowed us to plan and develop content and initiatives for our membership that catered to their needs during this time.

Brand Film Industry Report

CREATED BY MOVING IMAGE

EVCOM partnered with Moving Image, to support the launch of the first research that has been done into the corporate film industry in 15 years. The report reveals just how valuable the sector is to the economy and sheds light on a hidden sector. EVCOM held a virtual launch event for the report, followed by a breakfast Q&A.

This is the beginning of EVCOM's commitment to campaigning for the visibility of corporate and brand film in the creative industries and from an economic perspective. We will be setting up a working group to begin this project.

These Are The Hands

A SHORT FILM

When Covid-19 hit, Tim Langford, one of EVCOM's board members, approached us about finding a way to help. Inspired by a famous poem, he wanted to create a film to help raise funds for the NHS.



The project was a collaboration between EVCOM and the BFI, created to raise urgent funds for the NHS Charities Together appeal. Featuring historic footage of healthcare and the NHS from the NFI National Archive, as well as contemporary footage of NHS staff and volunteers, the film was a call to action.

Michael Rosen (We're Going On a Bear Hunt) kindly granted us permission to use his poem 'These Are The Hands' which he wrote to celebrate the 60th Anniversary of the NHS. Actor Iain Glen (Games of Thrones, Downton Abbey) read the poem over the footage. The project was a hugely collaborative effort to which so many people donated their time and passion. The film was released on a Thursday evening, as people around the UK stood in the gardens and leaned out of their windows to clap for our NHS. It has since had over 3.5K views on our youtube channel.

In an exclusive interview, maker of the film Tim Langford said, "I have had a lot of feedback from present and former NHS employee's and it's been very uplifting to hear about how the film connected with them."



Diversity and Inclusion

In light of the Black Lives Matter movement, EVCOM have made a renewed commitment to diversity and inclusion in our industry. We have updated our code of ethics, set up the FOCUS Award and issued a series of commitments. We have also become signatories of the Race at Work Charter.

NEW CODE OF ETHICS

We published a new code of ethics, which demands that our members put diversity and inclusion, accessibility and sustainability high on their agenda as EVCOM members.

THE FOCUS AWARD

This year we set up the FOCUS Award, a film award for 18-25 year olds not currently working in the TV and film industries who were Black, Indigenous or People of Colour. Our judges were incredibly impressed by the standard of entries.

Our winner had their film shown at the EVCOM London Film Awards and received mentoring from three of the top corporate film companies, Gorilla Gorilla!, Plastic Pictures and The Edge Pictures Company, who also sponsored the award.

We are planning to run the award annually from now on, and are looking to introduce a similar award on the events side.

OUR COMMITMENT

This year EVCOM published a new commitment to diversity and inclusion.

Key points include:

- Offering free membership to black-led agencies and freelancers until the end of 2021
- Using accessible venues
- BSL interpreter at EVCOMference
- Board Representation
- Running workshops for young people to introduce them to the sectors we represent
- Using venues and suppliers with strong CSR credentials
- Using image descriptions on social media

RACE AT WORK CHARTER

EVCOM are signed up to the Business in the Community Race at Work Charter, which is composed of five calls to action to tackle the significant disparities ethnic minorities face in employment and progression. We will hold ourselves accountable to these action points, aiming to have responded to each of them in some way by the end of 2021.



The Prince's
Responsible
Business Network

Race at Work Charter signatory

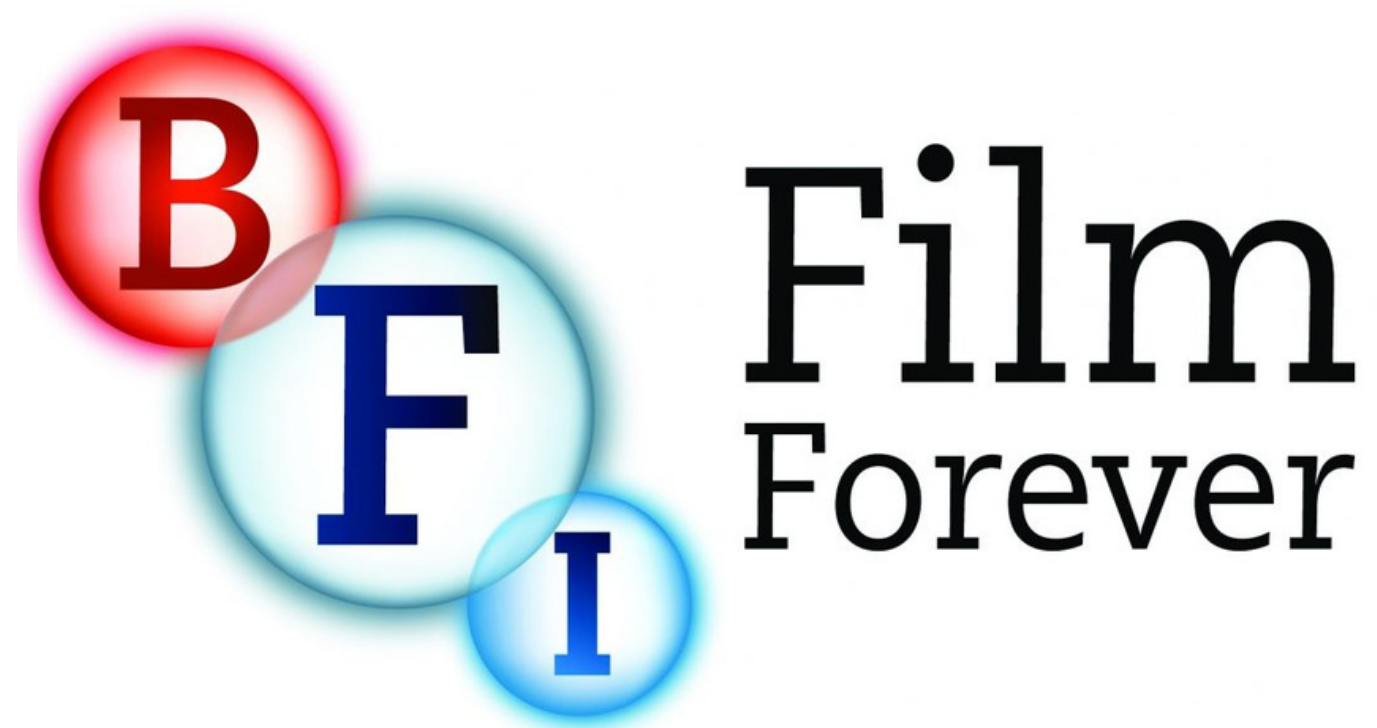
CAMPAIGNS AND PARTNERSHIPS

Through out the year we work on multiple campaigns, ones we have spearhead and ones we support. We are active members of the BVEP, EIB and EWA and work closely with these organisations, speaking with one voice for the industry.

FREELANCE SUPPORT INITIATIVE

.In light of the impact Covid-19 has had on the freelancers which this industry so heavily relies on, we have offered freelancers joining EVCOM for the first time this year, free membership until the end of 2020. We also offered our freelance members introductions to top corporate film agencies.

THE BRITISH FILM INSTITUTE



EVCOM run the Talking Pictures sessions in conjunction with the BFI, and created our NHS fundraiser film 'These Are The Hands' using BFI archive footage.

STRESS MATTERS

Stress Matters is a workplace wellbeing organisation. They offer EVCOM Members a discount on the Mental Health First Aider courses that they run.

EVENT WELLBEING ALLIANCE

EVCOM are part of the Event Wellbeing Alliance, a group set up by EventWell to work for better mental health in the events sector, through research and lobbying.

CREATIVE INDUSTRIES FEDERATION

We are members of the CIF, a national organisation for all the UK's creative industries, cultural education and arts, who ensure the creative industries are central to political, economic & social decision-making.

HOUSE OF ST BARNABUS

EVCOM are members of The House of St Barnabas, a charity that helps London's homeless back into work, and a members' club right in the heart of Soho. They use the membership fees and donations they receive to facilitate the work of their Employment Academy, supporting people affected by homelessness in London to find and thrive in lasting paid work.

FUNDRAISING CAMPAIGNS

This year we created a film called 'These Are The Hands' to raise money for the NHS during the Covid-19 crisis. It featured Michael Rosen's poetry, Iain Glen's voice and BFI archive footage. The film was made by EVCOM Board Member Tim Langford, and was a truly collaborative project.

THE BUSINESS VISITS AND EVENTS PARTNERSHIP

.EVCOM are an active member of the Business Visits & Events Partnership, an umbrella organisation representing leading trade and professional organisations, government agencies and other significant influencers in the business visits and events sector. Together we campaign for the support and recognition of the events sector.

EVENTS INDUSTRY BOARD

We sit on the Events Industry Board and attend regular meetings with other leaders in the events sector. The Board was set up in 2015 by the Government and focuses on improving and promoting the UK Events Sector and acting as a point of dialogue between Ministers and the Industry.

EVENT ROI INSTITUTE

We partner with the Event ROI Institute to offer EVCOM Members 20% of their open courses.

EVENT PHOTOGRAPHY AWARDS

The Off to Work Event Photography Awards celebrate the photographers who capture the most memorable moments in our lives. The awards are open to event photographers of all levels. From weddings to sporting events to trade shows and everything in between. EVCOM are a long term supporter of the EPAs and have regularly been part of judging the entries.

Photo credit: Every Year He Is Here by Deb Porter, 2020 Winner

