

<b>Committee:</b>	<b>Date:</b>
Efficiency and Performance Sub Committee	2 July 2014
<b>Subject:</b>	<b>Public</b>
Corporate Events Management Group	
<b>Report of:</b>	<b>For Information</b>
Remembrancer on behalf of Corporate Events Management Group	
<b>Summary</b>	
This Report provides an update on the work of the Corporate Events Management Group and notes developments in joint-working across the Corporation.	

## Main Report

### Introduction

1. The Corporate Events Management Group, chaired by the Remembrancer, meets quarterly. Meetings are now attended by officers from PRO, EDO, Mansion House, the Department of Culture, Heritage and Libraries, the Barbican and the Museum of London.

### Procedural improvements

2. The Group has overseen a number of procedural and logistical steps to improve efficiency and coordination between departments. The new 'COL-Events' electronic diary is designed to bring together in a central registry key Corporation events. The diary enables easier and increasingly synchronised planning of and input into Corporation-wide events. Departments including Mansion House, Remembrancer's, Culture, Heritage and Libraries, EDO and Public Relations input their events into the central diary. The diary is also helping to ensure more effective liaison with FCO on incoming visits.
3. Following the practice at Guildhall, EDO, Public Relations and Remembrancer's now have the opportunity to input suggestions for guests lists for the set-piece Mansion House events.
4. Beginning with the State Visit of Singapore planned for the Autumn, the Remembrancer's Office will (subject to suitable security safeguards) circulate draft guest lists for major Guildhall events to the other members of the Group. Doing this should enable omissions to be more easily identified and make the review process more effective.

5. For the Mansion House set-piece events, the revised system for allocating seats to Members based on the preferences expressed is reported to be working satisfactorily.
6. Newly elected Members of the Common Council are now being invited to set piece events at Mansion House from the time of their election. The earlier practice of extending invitations in the year following election has been discontinued.

#### Joint planning of events

7. The Group has provided a central point for exchanging information about City involvement in the commemoration of the centenary of the First World War. A note bringing together the City Corporation and City-related events in one place has been produced and is appended to this report.
8. The Group has also discussed the development of the City Corporation's commemoration of the Magna Carta anniversary next year. Events include those connected with the opening of the City of London Heritage Gallery, exhibitions in Guildhall Art Gallery and Guildhall Library and the commemorations planned by the Magna Carta 800<sup>th</sup> Committee on which the Director of Public Relations represents the City Corporation. The Global Law Summit takes place in February 2015 and also has a Magna Carta theme. A note documenting the activities is annexed.

#### Joint marketing

9. The Barbican and Guildhall are developing the existing informal arrangements for cross-selling business with the aim of jointly promoting both venues as a destination for major events, in particular large conferences. A marketing strategy is being developed between the Barbican and the Remembrancer's Office that will highlight their joint offering. Once launched, it is intended that the strategy should be extended, with all the City Corporation's venues working more closely together to generate increased business opportunities.

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