

# Working Groups



# ESSA Purpose & Values



## Lead & Represent

- Industry Efficiency & Innovation
- Technical
- Government
- Lobbying & Research
- Accountability / consequences

## Stronger Together

- Makes us stronger as a community
- Industry Events

## Enable to do it better

- Training/Education Sustainability
- Welfare
- Balance, Resilience, Nutrition, Hours, Charity
- Talent & Diversity
- Gender, BAME, Apprenticeships
- H&S

# ESSA & Cross Association Working Groups

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# Why join a working group?

Lead & represent

Drive supply chain aims

Set best practice

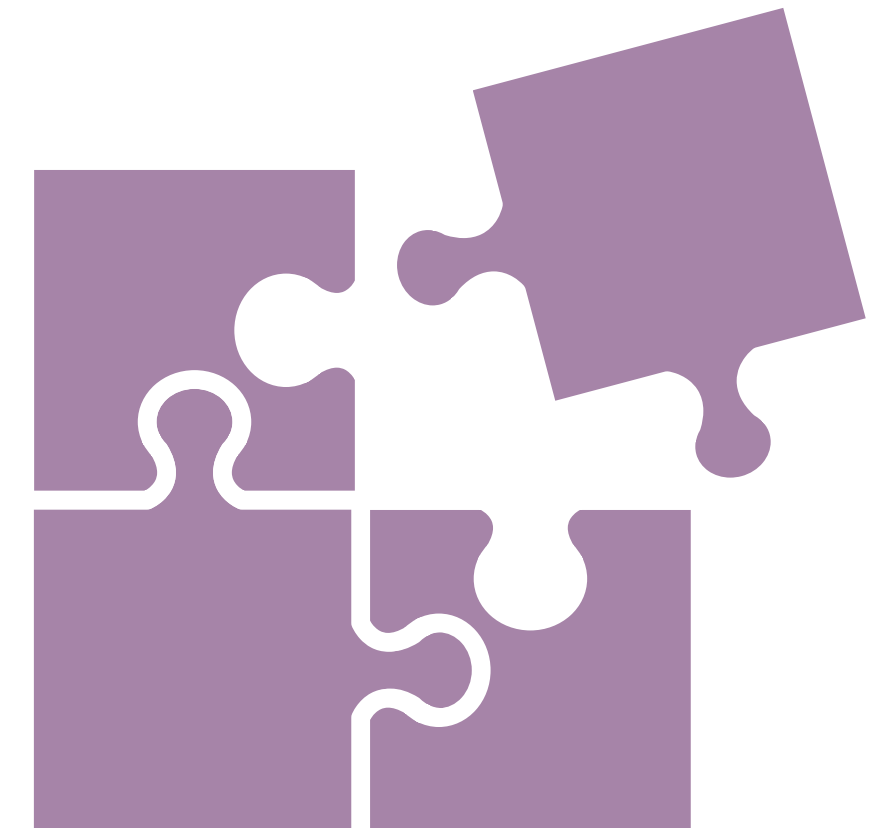
Drive awareness

Collaborate

Build & share knowledge

Network

Invest in yourself



# Future Focus

This group meets on a quarterly basis. You are not expected to attend all meetings but ESSA would appreciate you attend at least 50% of meetings.

We exist to define, identify and capture ESSA members' wants and needs, with a focus on all aspects of talent development and retention, recruitment, skills/training and employee nurturing.



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# Sustainability

This group meets on a quarterly basis. You are not expected to attend all meetings but ESSA would appreciate you attend at least 50% of meetings.

With sustainability a permanent fixture with people and companies throughout the industry, ESSA's Sustainability Working Group will be creating resources and guidance for members to continue on their journey alongside both online and face to face training.

The group will be advocates for the ESSA Sustainability module, working with ESSA to develop the module following feedback from users and new regulation. Group members will support ESSA in ensuring venues and organisers understand the value in the accreditation process and to use as a supply chain industry standard for measuring.

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# Diversity & Inclusivity

This group meets on a quarterly basis. You are not expected to attend all meetings but ESSA would appreciate you attend at least 50% of meetings.

The ESSA Diversity & Inclusivity Working Group aims to support members in creating a sustainable, driven industry which allows everyone to be included, be motivated and to thrive.

The Group aims to support members in achieving the above by:

- Feel empowerment individually and organisationally (interdependent)
- To change individual and company thinking
- Understand why 'difference' means something? Why do we develop these thoughts
- To change the way we think
- To make a difference in the industry
- To protect the industry (millennials) talent has choice we need them to pick us
- Global appeal virtual world now opens us up to an international audience immediately
- To form a sustainable company
- Creating online and offering face to face training

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# Sales/Commercial

This group meets on a quarterly basis. You are not expected to attend all meetings but ESSA would appreciate you attend at least 50% of meetings.

The ESSA Sales/Commercial Working Group's purpose is to help member businesses of all sizes, and sales people at all career levels to discover new approaches and techniques with a view to increasing sales effectiveness & delivering greater value to customers.

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# ESSA Events Committee

This group meets on an ad hoc basis.

With events being a key member benefit to ESSA, the events committee focuses on developing relevant content to promote learning and engagement for all members.

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# What does Cross Association mean?

Together with ESSA's sister associations AEO (Association of Event Organisers) and AEV (Association of Event Venues) ESSA members have access to working groups with representation from each association.

This brings a broader range of talent and expertise to the table to express common issues, aims and practices that are better shared, tackled and discussed as a collective.

It's within these groups that ESSA brings its internal industry leadership and representation to the fore.

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**AEO** | ASSOCIATION  
OF EVENT  
ORGANISERS

**AEV** | ASSOCIATION  
OF EVENT  
VENUES

**ESSA** | Event Supplier and  
Services Association



# Cross Association Health & Safety



This group currently meets on a bi-monthly basis. ESSA would appreciate you attending 50% of the meetings.

## Group Purpose;

Considers general health & safety issues faced by the industry, including CDM, to feed into the e-guide.

## ESSA & its members will;

Lead and represent members and the broader services and supply chain of the business events industry in all matters health & safety that directly affect them. To gain advocacy for Use an ESSA member, ESSA Accredited, ESSA training and our "Industry asks".



# Cross Association HR



This group meets on a bi-monthly basis. You are not expected to attend all meetings but ESSA would appreciate you attending 50% of the meetings.

## Group Purpose;

Captures and defines member wants and needs within the human resources sector, expresses common issues, aims and practices that are better shared, tackled and discussed as a collective.

## ESSA & its members will;

Lead and represent members and the broader services and supply chain of the business events industry in all matters HR. To drive advocacy for ESSA Training to support members with inducting new members of staff and refreshing existing members of staff.

Pull out initiatives to support smaller members who may not have a fixed HR resource.

# Cross Association Sustainability



This group meets on a quarterly basis. You are not expected to attend all meetings but ESSA would appreciate you attending 50% of the meetings.

## Group Purpose;

Focuses on the important issues around sustainability and to work together to help reduce the event industry's impact on the environment.

## ESSA & its members will;

Lead and represent members and the broader services and supply chain of the business events industry in all matters sustainability that directly affect them. To gain advocacy for Use an ESSA member, ESSA Accredited, ESSA training and our "Industry Asks".

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# Cross Association Technology



This group meets on a quarterly basis. You are not expected to attend all meetings but ESSA would appreciate you attending 50% of the meetings.

## Group Purpose;

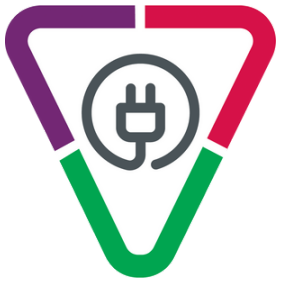
Analyses current and future technology challenges and opportunities, focusing on finding joined up solutions for the entire industry, improving business performance and customer experience.

## ESSA & its members will;

Lead and represent members and the broader services and supply chain of the business events industry in all matters technology health & safety that directly affect them. To gain advocacy for Use an ESSA member, ESSA Accredited, ESSA training and our "Industry Asks".



# Cross Association Electrics Technical



This group meets twice a year. ESSA would appreciate you attending all of the meetings.

## Group Purpose;

Discusses current technical issues, focusing on temporary electrical installations at events, discussing risk and defining their collective findings and suggested methodologies.

## ESSA Aims within the Group;

To lead and represent members and the broader services and supply chain of the business events industry in all matters electrics that directly affect them. To gain advocacy for Use an ESSA member, ESSA Accredited, ESSA training and our industry asks.

Encourage transparency in this area with the rest of the industry and competency.

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# Cross Association Diversity, Equity & Inclusion



This group meets on a bi-monthly basis. You are not expected to attend all meetings but ESSA would appreciate you attending 50% of the meetings.

## **Group Purpose;**

The group will focus on promoting diversity and inclusion across all communities within events and exhibitions.

## **ESSA & its members will;**

Lead and represent members and the broader services and supply chain of the business events industry in all matters diversity, equity and inclusivity that directly affect them.

Pull out initiatives to support smaller members who may not have resource to invest in DEI.

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# Next Steps

To sign up to any of the working groups mentioned please fill in the form found on [www.essa.uk.com/about-essa/cross-association-working-groups](http://www.essa.uk.com/about-essa/cross-association-working-groups)

Please note that there may be a requirement to re-register for your selected working group every 2 years.

To ensure groups continue to be manageable ESSA has set a maximum number of members per group and with this we would appreciate only one attendee per company. Reserves can be nominated if you are unable to attend a meeting.

If you have any further questions about working groups feel free to contact [nicola@essa.uk.com](mailto:nicola@essa.uk.com)