



STRATEGIC BUSINESS PLAN

www.theeventsgroup.ae

STRATEGIC PILLARS

- Vision 2030 is built on four critical and highly interrelated pillars. Each contributes on its own towards our future but shares and supports the overall outcome.
- The multiple synergies between each of the pillars amplify and reinforce the overall effects of our journey towards Vision 2030.





GOVERNANCE

- The Events Group (TEG) is committed to developing best practices, standards and quality control across the events industry.
- We aspire to enhancing the ways of working and processes so that all players follow our Code of Conduct.



ADVOCACY

- The Events Group (TEG) will become the trusted advisor and go-to-partner for government when considering the events industry in the UAE.
- We will actively engage with regulators and policy makers to ensure optimal growth for the industry.



COLLABORATION

- Stronger together! The Events Group (TEG) believes that the entire eco-system will thrive, grow, and become stronger through the active collaboration of all stakeholders.
- Membership of TEG is synonymous with quality and demonstrates the gold standard in the industry.



TALENT

- The Events Group (TEG) will be the go-to resource for professionals wishing to develop a career in the events industry in the UAE.
- We will nurture talent and focus on attracting, retaining, skills development and training to serve our member companies and their employees.

A hand in a dark suit jacket holds a red dart, poised to throw it. The dart's tip is illuminated by a bright, glowing light. Below the hand, a circular target with concentric rings and radial lines is superimposed over a dark, high-angle view of a city at night. The text "DESIRED OUTCOMES" is centered within the target area. The overall image conveys a sense of precision, focus, and strategic vision.

DESIRED OUTCOMES

By 2030...

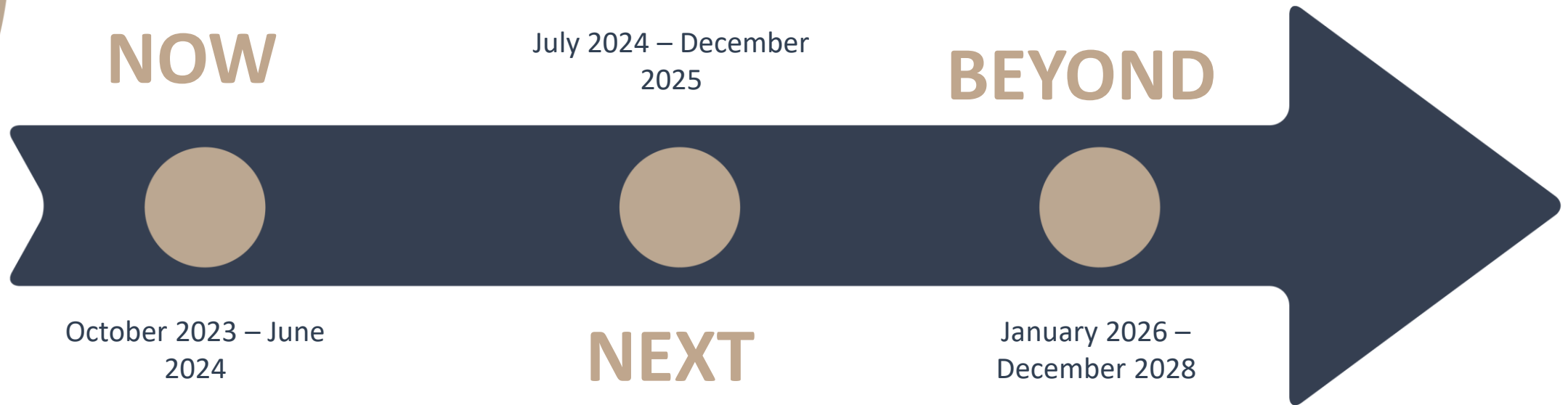
- ✓ TEG is the trusted advisor of the government on all discussions regarding events
- ✓ All TEG members will adhere to the TEG Code of Conduct
- ✓ TEG is the official pathway for new entrants to the events industry
- ✓ Customers and government work only with TEG members
- ✓ TEG's customers and all public and private tenders will adhere to the TEG Standard for Tendering (TST)
- ✓ TEG membership is recognized as the Gold Standard
- ✓ TEG members will only work with TEG Approved Service Providers (ASP)
- ✓ TEG is the go-to-resource for all professionals working, or wishing to work, in the events industry in the UAE
- ✓ The TEG Talent Development Program underpins quality across the industry

VISION 2030

The Journey



HOW WILL WE GET THERE?



Our journey towards **Vision 2030** is a living work in progress. Some of the goals and strategies may be refined as needed through the course of the journey.

In the pages that follow we identify some of the tactics we will action, together with short term and mid term goals.

This is to be considered a living document and ‘work in progress’ to be adapted as task forces unite to accomplish goals and achieve results. It is non exhaustive and reflects early discussions by TEG and industry leaders from the Vision 2030 workshop. These serve as guidance and are to be further developed.



GOVERNANCE

Now

Next

Beyond

MEMBERSHIP SYNONYMOUS WITH QUALITY

- Goal is that TEG membership should become synonymous with quality.
- It is like a stamp of approval/logo that members use on their business cards, in proposals on their website etc.

TEG QUALITY STANDARD

- | | | |
|---|--|--|
| <ul style="list-style-type: none">• TEG will develop a tiered quality standard linked to the adoption of certifications, accreditations and standards.• TF to be established | <ul style="list-style-type: none">• Ratings: TF to define what certifications and/or training programs or adoption of standards members must complete/fulfill to gain TEG Gold, Silver, Bronze Standard. | <ul style="list-style-type: none">• TEG Quality Standard activated.• By early 2026, TEG members commit to working only with TEG members |
|---|--|--|

ADVOCACY

Now	Next	Beyond
TEG STANDARD FOR TENDERING (TST)		TST
<ul style="list-style-type: none">• TEG will create a by-invitation only roundtable discussion with appropriate regulators to discuss and share industry concerns, case studies and how to improve together.• Identify the right regulators/policy makers to invite to workshop.• Identify key issues to discuss at workshop, research and provide specific data/case studies etc.• Create Steering Committee to drive this.	<ul style="list-style-type: none">• Through dialogue the aim is to co-create the industry Standard for Tendering (see more under Collaboration)• Together this group will select X topics to work on and complete by end 2025.• Goal for TEG members to resolve as top priorities include but not limited to: to improve the notice period, define acceptable payment conditions.	<ul style="list-style-type: none">• The TEG Standard for Tendering (TST) will define the procurement process, ways of working, notice periods, payment conditions, obligations etc. of the respective stakeholders.• TST is full established, approved by the government officials/regulators and by TEG by end 2026/27.• By 2030 it is mandated that all public procurement will adhere to the TST.

ADVOCACY

Now	Next	Beyond
TRUSTED ADVISOR		
	<ul style="list-style-type: none">• TEG Steering Committee to be available to advise regulators/policy makers on any event related topic	<ul style="list-style-type: none">• TEG is recognized as the go-to-partner for the government on all things event related.
BUSINESS SET UP		
	<ul style="list-style-type: none">• TEG to recommend to government that there is a pre-qualifying process for individuals/companies wanting to establish and events related business in the UAE.• TEG to develop a pre-qualifying form (only upon successful completion may applicant proceed to business set up).	<ul style="list-style-type: none">• TEG will become the official pathway for new entrants to the market.

COLLABORATION

Now	Next	Beyond
COMMUNITIES OF PRACTICE (COP)		
<ul style="list-style-type: none"> • TEG will create COPs to stimulate knowledge acquisition, sharing of best practices, and generate future ideas and standards. • TEG members volunteer to lead a COP that is of particular interest to them (only with a volunteer champion will a COP be established). • TEG would like the first to be Sustainability and will actively encourage members to step forward. Another topic might be Employee Retention. 	<ul style="list-style-type: none"> • These COPs will generate content, and help develop the Code of Conduct, the TEG Standard for Tendering and the Gold Standard etc. • The COPS will also champion quality control and research into suitable certifications/standards etc. for TEG adoption (see also Governance). 	<ul style="list-style-type: none"> • COPs will evolve and sunset according to member interests and industry demands.
STAKEHOLDERS, PARTNERSHIPS		
<ul style="list-style-type: none"> • TEG will create a process for recommending and evaluating the TEG Approved Service Provider (ASP) for affiliated industries such as insurance, public liability, etc. • In turn TEG members will benefit from preferential pricing. • TF to be established. 	<ul style="list-style-type: none"> • TEG members recommend providers for approval. • TEG members commit to working only with ASPs. 	

COLLABORATION

Now	Next	Beyond
SITE VISITS		
<ul style="list-style-type: none">• To encourage knowledge exchange and best practice sharing, TEG will establish a series of Site Visits to member companies/premises, venues.• Members volunteer to host such site visits by completing sign-up form on TEG website (to be developed).• Interested members register via website.• This is an exclusive offer to TEG members.	<ul style="list-style-type: none">• Number of site visits a year depends on the active participation of members.• These will likely be generated within COPs and made available to the entire membership.	
MENTORING PROGRAM		
<ul style="list-style-type: none">• As an early precursor to the Talent Development Program (see under Talent) TEG members may volunteer (sign-up) to be a Mentor.• TEG will create a Mentor/Mentee matching program on website.• Interested applicants apply via website.	<ul style="list-style-type: none">• Initially, non-member mentees may apply to raise awareness of TEG and its value.• By end 2025 this should be a member benefit reserved for members only.	<ul style="list-style-type: none">• This will become part of the Talent Development Program (See under Talent).

TALENT

Now	Next	Beyond
PROFESSIONAL DEVELOPMENT		
<ul style="list-style-type: none"> • Identify local educational institutions offering event-related content/diplomas. • Provide a series of training courses through partnerships with educational institutions. • Establish TF. 	<ul style="list-style-type: none"> • Aggregate suitable training courses and/or certification programs (see also Governance) from the international events industry. • Provide a series of training courses – some courses will lead to certification. 	<ul style="list-style-type: none"> • TEG will create a Talent Development Program (TDP) • Goal is that TEG helps to develop a long-term view and career path in the events industry in the UAE. • Eventually the mentoring program (see under Collaboration) will be part of the TDP.
RECRUITMENT		
<ul style="list-style-type: none"> • If COP on Talent Retention is created (see under Collaboration), it is asked to identify essential components of initial skills development/trainings and the TDP as well as recruitment goals and actions. 	<ul style="list-style-type: none"> • Create an online job portal to serve member companies and future employees. • Companies can advertise job positions, professionals can look for openings, and freelancers (who are members of TEG) can list themselves 	<ul style="list-style-type: none"> • The goal is that TEG should be at the heart and center, and first port of call for all things related to recruitment.

TEG STRATEGIC OFFERINGS



Governance

- Code of Conduct
- TEG Quality Standard



Advocacy

- TEG Standard for Tendering (TST)
- Official pathway to new entrants
- Trusted Advisor



Talent

- Mentoring Program
- Talent Development Program
- Job Portal



Collaboration

- Communities of Practice (COPs)
- Approved Service Providers (ASPs)

**Vision
2030**

Next Steps



Next Steps – Call to Action

- ✓ Call for Volunteers immediately
- ✓ Formation of key committees around the 4 strategic pillars
- ✓ Roll out of 2030 action plan with the committees
 - ✓ Committee meetings
 - ✓ Phased Roll Out for each strategic pillar
- ✓ Strategic partnerships with international organizations for bringing in the best practices
- ✓ Quarterly reporting on the action plan





GET
INVOLVED

RESOURCES/EXAMPLES

Vision 2030



STANDARDS/QUALITY

Should TEG have its own standard, quality assurance of its member organizations?

Example: About Worldcom Public Relations Group® - Global PR Network (www.worldcomgroup.com)

That's why we developed the **Worldcom Management Standard (WMS)**. WMS is a rigorous peer-review process that is based on the internationally recognized Consultancy Management Standard.

To remain in Worldcom, all partners have to pass a regular assessment under the WMS. This ensures that partners have earned the confidence and support of their clients by delivering

Or develop a standardized Way of Working/Standard Operating Procedures (SOPs)?

Example: About Worldcom Public Relations Group® - Global PR Network (www.worldcomgroup.com)

Some of the communications engagements clients ask us to solve are incredibly challenging. But you can be confident our partners' agencies will deliver what you need, quickly and with greater certainty because Worldcom partners use the same approach embodied in the four qualities of the **Worldcom Way**:

The Worldcom Way embodies 4 qualities:
Expertise | Agility | Connectivity | Action

TALENT

Should TEG aspire to be the platform where professionals look for events industry work in the UAE?

Example: **Global PR and Communication Careers at Worldcom Partner Agencies**
(www.worldcomgroup.com)

Is a job centre a useful service to member companies (as well as prospective new talent)?

Example: **TalentCenter**
(<https://amci.memberclicks.net>)
<https://careers.nitl.org>

It can also be a revenue generator.

EDUCATION

Should TEG develop or authorize a learning path for events professionals?

Example: **Digital Badges**
(<https://amci.memberclicks.net>)

Should TEG develop or promote (approve) certification programs of others, such as:

Certified Meeting Professional
Events Industry Council > CMP > About CMP
(www.eventscouncil.org)

Project Management Professional PMP)
PMI's PMP Certification
There are multiple training partners in Dubai & Abu Dhabi offering pre-certification training courses