



## Three first steps for creating an events strategy (downloadable pdf)

[Creating the Golden Thread](#), a report we commissioned from Warwick Business School, outlines a national ambition for UK major events, advocating for a unified strategy that strengthens the social, cultural, and economic impact of events through a common evaluation framework, improved collaboration among stakeholders, and long-term legacy planning. It provides advice relevant to those thinking through an events strategy at a regional or citywide level:

### 1. Decide where events fit with your overall aspirations for the place

Clearly establish goals for your events strategy (e.g., economic growth, community engagement, infrastructure development) and think about how a portfolio of events can help achieve these. Whilst one event cannot do everything, thinking about the bigger picture of events in your place can help cover more ground.

Be realistic: events are not a panacea, but can help accelerate progress towards targeted and specific goals.

Think about how your events strategy speaks to other events strategies on different levels – both vertically and horizontally – and identify common priorities and opportunities to link events to others, increasing their impact.

### 2. Map your local Event Ecosystem stakeholders

Check out page 17-21 of the [Creating the Golden Thread](#) report for a draft of the event ecosystem and considerations for how to map it when thinking through:

- Policy & investment
- Destination management & delivery
- Evaluation & learning

### 3. Identify their relationships to external ecosystem stakeholders

Many of the funding and policy levers are at the UK Government level, particularly for the largest events.

Event strategies will include the identification of moments where you are competing with other places (and advocating for the distinct qualities of your own), as well as opportunities to collaborate with and learn from them.

Whilst a strong City or Regional Events Strategy necessarily requires a deep understanding of place, if it is to promote excellent and ambition, connect new alliances and enable innovation, it needs to be outward looking, too.