



# ICC WALES PROTECT DUTY REPORT

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**ICCA BEST MARKETING AWARD 2022**  
ICC WALES PROPOSAL

# INTRODUCTION

This is what disruptive marketing looks like.

This is not your normal **ICCA Best Marketing Award** Submission.

This is a serious subject.

This was not an easy journey for us.

This is personal.

This is what passion, commitment and drive looks like.

This was not our 'traditional' audience of potential clients; **this was the whole of the Meetings Industry.**

**In a world that is no longer normal, this is about real-life impact and legacy.**

This is about keeping our venues safe.

New Protect Duty legislation is coming, and the Meetings Industry needs to have a real voice in shaping it.

We want everyone to 'go home safely at night'



# THE BACKGROUND

On 22<sup>nd</sup> May 2017, **22 people** tragically lost their lives and over **1,000 people** were injured in one of the deadliest terrorist attacks in the UK at the Ariana Grande Concert at Manchester Arena.

Figen Murray's son, Martyn Hett, was one of the 22 people who lost their lives, and despite her devastating loss, she has channeled her grief into campaigning for a law in her son's name 'Martyn's Law' (now called Protect Duty), to ensure that public spaces and venues put the safety and security of the public first.

# THE CHALLENGE

## We live in an age of Terrorism.

Unfortunately, Terrorism is global - it is estimated an average of **24,000 people** die in Terrorist attacks each year.

In the UK, and most countries around the world, conference venues currently have no obligation to act on advice from Counter Terrorism officers on how to mitigate the risk of a terror act - this new legislation will create a coherent approach to protective security for venues.

This was not an easy journey for us because of the level of sensitivity around the tragedy

that instigated this important legislation, and the level of uncertainty and trepidation that existed within the industry regarding this difficult issue.

However, once immersed in the project, we knew we had to learn more to support the Meetings Industry; we really wanted to make a difference and to create a significant legacy.

# OUR OBJECTIVES

Our objectives were centred around **5 pillars of focus** for the marketing campaign.

These key pillars were integral to all our activity.

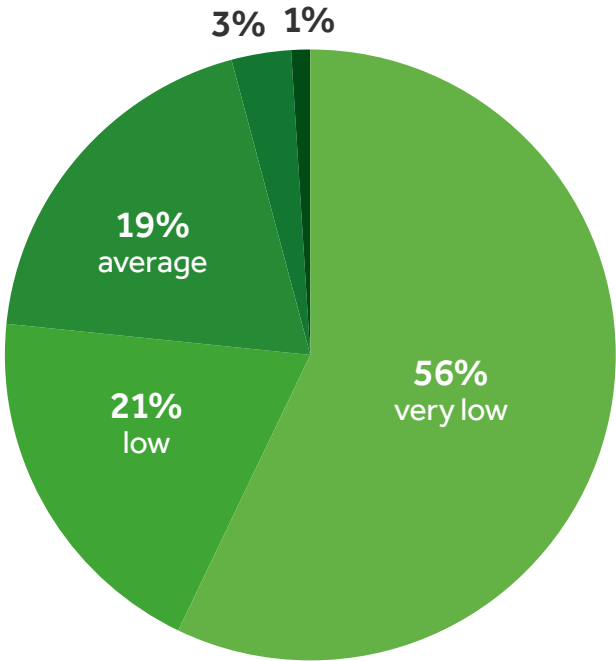


# OUR RESEARCH

Before embarking on this journey, we wanted to understand the level of knowledge of Protect Duty so we issued a Survey to Industry colleagues.

Some of the key results were:

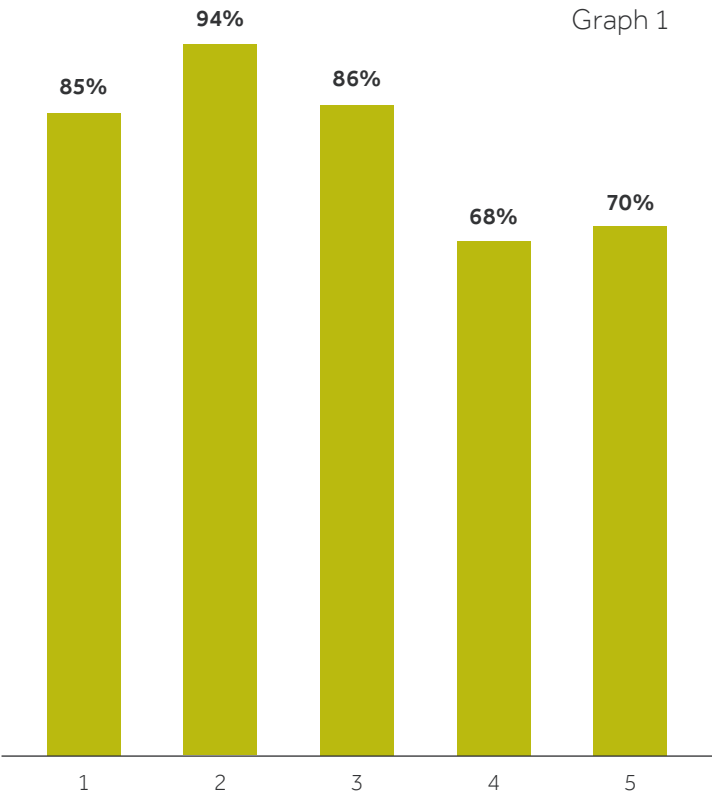
- 52%** were not even aware of Protect Duty
- 77%** stated that their knowledge of Protect Duty was low or very low



**94%** of respondents wanted to know more about their **responsibilities**

Graph 1

| What would you like to know more about? | % of Respondents |
|-----------------------------------------|------------------|
| 1. The potential impact on my event     | 85%              |
| 2. My responsibilities                  | 94%              |
| 3. The venue's responsibilities         | 86%              |
| 4. Timeframe                            | 68%              |
| 5. What do I need to do next?           | 70%              |

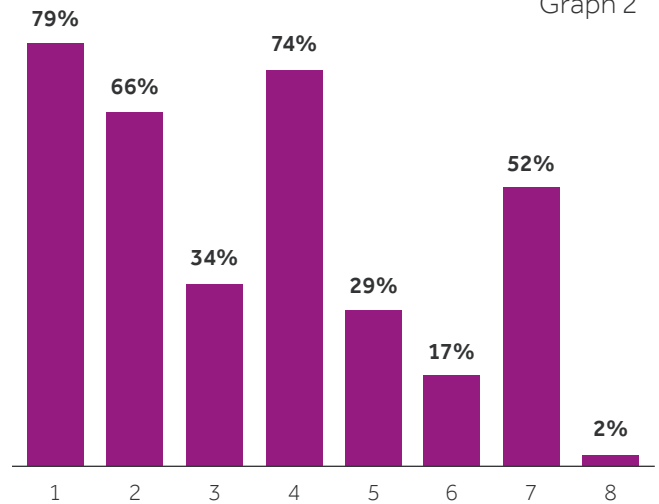


# OUR RESEARCH

**68%** were **confident** about the security measures implemented by their venues

**79%** wanted their venue to have a **Counter Terrorism plan** assessed by an accredited body

Graph 2



| What additional security measures would you like your conference to have in place?                                                        | % of Respondents |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| 1. Venue to have a Counter Terrorism Plan which has been assessed by an accredited body which details the response to a security incident | 79%              |
| 2. Specific Counter Terrorism risk assessment template for completion by the venue                                                        | 66%              |
| 3. Specific Counter Terrorism risk assessment template for completion by Conference Organiser                                             | 34%              |
| 4. Increased accredited security training for venue staff                                                                                 | 74%              |
| 5. Accredited security training for your internal conference team and suppliers                                                           | 29%              |
| 6. External security consultant to develop a security plan for your event to manage safety of your delegates                              | 17%              |
| 7. Visibility of security measures on venue website                                                                                       | 52%              |
| 8. Other                                                                                                                                  | 2%               |

Surprised at the low level of knowledge, our goal was to investigate, research, consult and engage with key stakeholders, and produce a Protect Duty Report that would inform, educate and support our colleagues in the Meetings Industry. The report was welcomed by Industry and aimed to provide an informative starting point for events industry professionals to prepare their response to the upcoming legislation.

We repeated the survey 6 months later and the results demonstrated that half of respondents now described their knowledge of the Protect Duty as high or average, compared to just 23 per cent in the original survey.



# THE TIMELINE

## 2017

**22 May 2017**

Manchester Arena  
Terrorist Attack

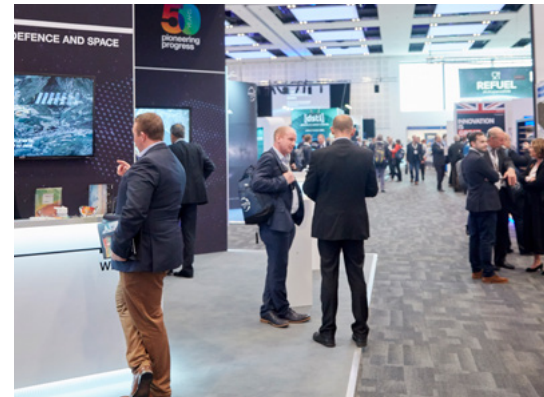
**2018**

Figen Murray starts  
her campaign for  
Martyn's Law  
(Protect Duty)



## 2018

## 2019



**June 2019**

Figen's online petition campaign  
for stricter legislation for venues  
reaches 23,000 signatures

**November 2020**

Public Inquiry into  
Manchester Arena bombing

## 2020

**February -  
July 2021**

Public Consultation  
on Protect Duty

## 2021

**March 2022**

ICC Wales Protect Duty Report  
launched to Meetings Industry

## 2022

**January 2022**

ICC Wales begin  
Protect Duty research

**May 2022**

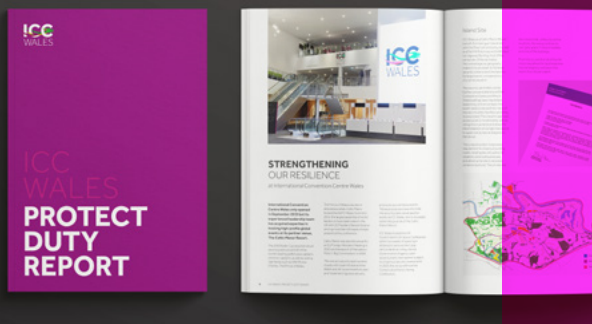
Protect Duty announced  
in Queen's Speech

**July 2022**

Protect Duty Roundtable resolves  
to form Events Industry Group

**October 2022**

Events Industry Group  
Inaugural Meeting

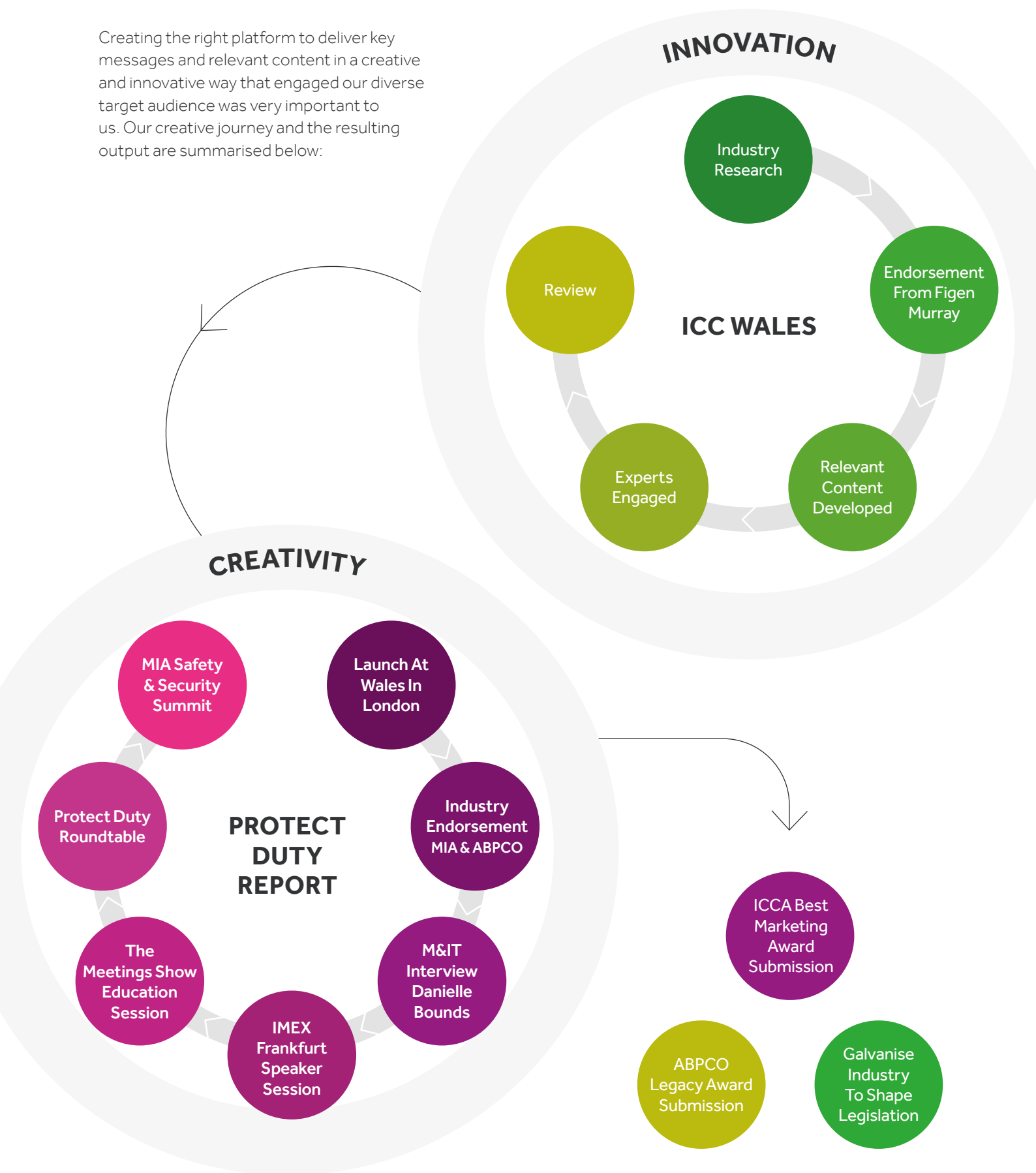


**September 2022**

ICC Wales submit application  
for the ICCA Best Marketing Award

# CREATIVITY & INNOVATION

Creating the right platform to deliver key messages and relevant content in a creative and innovative way that engaged our diverse target audience was very important to us. Our creative journey and the resulting output are summarised below:



# OUR CAMPAIGN SUCCESS

Having developed such a personal interest and passion for the subject, it was crucial that this campaign gained traction and raised awareness of this important issue.

These were our key objectives:

## Education

- + Protect Duty Report
- + Increase in awareness in the industry as evidenced by our follow-up survey

## Engagement

- + Protect Duty Report emailed to 5,000+
- + Keeping the conversation going in the Meetings Industry
- + Galvanising response of planners and organisers
- + If shortlisted, we would leverage the ICCA Marketing Award to further raise awareness and engage global support

## Endorsement

- ▶ Figen Murray welcomes the ICC Wales Protect Duty Report

### Industry Associations & clients

MIA, ABPCO, Visit Britain, AEV, BVEP, DCMS

- ▶ Kerrin MacPhie, MIA Chief Executive welcomes the Protect Duty Report
- ▶ Bhavnita Patel, ASGBI General Manager welcomes the Protect Duty Report

## Expertise

- + Counter Terrorism
- + Technology
- + Developing as thought leaders on this issue

## Evolution

- + Creation of legacy by collaborating with colleagues to evolve Protect Duty to ensure the safety of our venues
- + Shape legislation into a workable solution via Protect Duty Events Industry Group
- + Keep our visitors safe so everyone can go home safely at night

# OUR RESULTS

Within a **6 month time frame** from our launch in March 2022, Protect Duty coverage reached **more than 900,000 people** within the UK Meetings Industry.

## Social Media

Concerted social media activity resulted in the following total reach statistics:

 Facebook  
**18,000**

 Twitter  
**18,500**

 Instagram  
**7,000**

 LinkedIn  
**7,000**

Internal resources and digitisation were used to keep our campaign cost neutral and sustainable. However, we did make a donation to Figen's charity 'Survivors Against Terror.'

ICC WALES ICCA Best Marketing Award 2022

ICC Wales has produced a report investigating the responsibilities of the events sector.

Ian Edwards, CEO ICC Wales said: "From the results of our survey, it is apparent that there currently is a lack of knowledge about the Protect Duty in the events industry.

"We wanted to develop a detailed document which would provide a starting point for education and awareness on this important matter, which venues and event planners can consult as they implement and update their security strategies in line with this proposed legislation."

The report, which can be downloaded [here](#), provides an informative starting point for events industry professionals to prepare their response to the upcoming legislation. A video comment with Ian Edwards can be found [here](#).



### ICC Wales unveils report on Protect Duty legislation

MEETINGS / BY PAUL HARVEY / MARCH 15, 2022 SHARE



Pictured: (L-R) Nancy Mollet director ICC Wales; Danielle Bounds sales director ICC Wales; Figen Murray OBE and TV presenter Gethin Jones

ICC Wales has launched its new report, which provides an in-depth analysis of the UK Government's proposed Protect Duty legislation (Martyn's Law) and its potential impact on the events sector.



#### NEWS

### ICC Wales hosts Protect Duty roundtable

21 July 2022 - Submitted by Louisa Daley

ICC WALES

ICC Wales recently hosted a Protect Duty roundtable to highlight the role that venues and event organisers play in ensuring that they are as safe and secure as possible for attendees.



ICC Wales

A big thank you to all of our industry friends and colleagues who attended the launch of our Protect Duty Report at Somerset House yesterday evening.

We would also like to thank all of our contributors Figen Murray OBE, Phil Boardman, Garry Jones, Lloyd Major and all of the #eventprofs who took part in our survey. You can view and download a copy of the report here - <https://bit.ly/3VcnUJI> #ICCWAlesReimagined



Vanessa Russell, Danielle Bounds and 5 others

Like

Comment

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### See wonder

nbusinessevents.com.au

### ICC Wales hosts Protect Duty roundtable

Event News

Louisa Daley July 21, 2022 No Comments



Home News Concert & Touring

News Concert & Touring Conference News Exhibition News Festival & Outdoors

### New ICC Wales report to raise awareness on proposed Protect Duty legislation for the events industry

By Adam Parry 15th March 2022

981



(L-R) Nancy Mollet, Convention Centre Director, ICC Wales; Danielle Bounds, Sales Director, ICC Wales; Figen Murray OBE and TV presenter Gethin Jones



### ICC Wales says new rules aren't well known

MICE News

Friday, 18 March 2022

A survey by ICC Wales has found poor awareness of new legislation being processed by the UK government to transform the way the events industry thinks about safety and security.

The Protect Duty legislation, also known as Martyn's Law, will formalise the responsibilities and actions that venues and those organising events in the UK must take to mitigate the risk of a terrorist attack.

With the new law impacting public spaces and venues as well as those who organise events, South Wales conference venue ICC Wales has produced a report investigating the responsibilities of the events sector.

Ian Edwards, CEO ICC Wales said: "From the results of our survey, it is apparent that there currently is a lack of knowledge about the Protect Duty in the events industry.

"We wanted to develop a detailed document which would provide a starting point for education and awareness on this important matter, which venues and event planners can consult as they implement and update their security strategies in line with this proposed legislation."

The report, which can be downloaded [here](#), provides an informative starting point for events industry professionals to prepare their response to the upcoming legislation. A video comment with Ian Edwards can be found [here](#).



Tweet

ABPCO @ABPCO

ICC Wales hosts Protect Duty round table - Event galvanises industry response to new security legislation @ICCWAles @ICCWAles\_DanB [abpc.org/news/icc-wales...](https://abpc.org/news/icc-wales...) #eventprofs #learning



11:23 AM - Jul 21, 2022 - Twitter Web App

1 Retweet 3 Likes

# OUR LEGACY

Our primary goal was to have a long-term impact by providing the Meetings Industry with an objective Report that had relevant content in terms of:

**Proposed legislation.**

**What it means for the Industry.**

**Expert opinion.**

**Industry Research.**

**Protect Duty Charter.**

Our secondary goal was to ensure the Meetings Industry had a 'real voice' when Government determines the detail of the legislation. As a result of our Protect Duty Report Roundtable attended by industry leaders, we resolved to galvanise the response of planners and organisers into an Events Industry Group, to ensure that all industry stakeholders have a say in shaping Protect Duty legislation.

Finally, our ultimate goal was to carry on the conversation and share our knowledge globally with the ICCA community to ensure that our venues remain safe and secure for our visitors. "Everyone should be able to come home safely at night."

**This is our legacy.**

ICC WALES  
**PROTECT DUTY  
REPORT**

ICCA BEST MARKETING AWARD 2022  
ICC WALES PROPOSAL



[iccwales.com/protect-duty-report](https://iccwales.com/protect-duty-report)