This is a guide to some of the resources available within the British Library Business & IP Centre relevant to the Hospitality & Event planning industry.

Inside you will find sources of information such as market research (statistics, trends and developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the Hospitality & Event planning industry and also for those wanting to further their knowledge within this area.
Start-Up Information

The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

accessible via
electronic
databases

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation etc. and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

Audio-Visual Equipment Hire BOP210
Bridalwear Retailer BOP200
Children’s Entertainer BOP324
Corporate Event Organiser BOP038
DJ and Mobile Disco Service BOP006
Entertainment Agency BOP375
Fashion Accessories Agency BOP109
Fashion Designer BOP003
Florist BOP055
Jeweller BOP106
Specialist Event Vehicle Hire BOP536
Speciality Cake Maker BOP346
Wedding Favour Maker BOP509
Wedding Planner BOP444
Wedding Stationery Maker BOP476

Business Information Fact Sheets

A Guide to opening a Business Bank Account BIF043
A Guide to Alcohol Licensing in England and Wales BIF437
An Introduction to Business Regulations when Starting Up BIF341
An Introduction to Creating a Food Safety - Management System (FSMS) BIF502
An Introduction to Intellectual Property Rights BIF012
A Checklist for Running a Business from Home BIF017
Choosing the Right Business Legal Structure BIF032

Mini Business Information Profiles

Barbecue and Hog Roast Catering MBP005
Flower Confetti Producer MBP022
Personalised Gift Retailer MBP379

Sector Update

Food and Drink SEC008

UK Market Synopsis

Cleaning Services SYN067
Wedding Services SYN014
Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business; the collection is located in the Business & IP Centre.

A Practical Guide to Event Promotion: Nigel Jackson, Kate Angliss; 1 Online resource & SBH. BT. 1

Become an Event Planner: how to begin your event planning career: the complete step-by-step guide with ‘secrets to success’: Alessandra Bird SBH. BT. 7

Event Planning: learn how to start event planning business – planning, promoting and running a successful event business: Margaret Brown SBH. BT. 28

How to run and grow your own business: Kevin Duncan. (Published by Teach Yourself, 2016) SBH. 1 Online resource & SBH. STAR.51; 20 ways to manage your business.

Event planning and Management: by Ruth Dawson & David Bassett SBH. BT.27 & 1 online resource; a practical handbook for PR and events professionals. Published by Kogan Page Ltd.
**Running a Successful Photography Business:** by Lisa Pritchard SBH.BT.163
A handbook for freelance photographers looking to stand out from the crowd and stay profitable. Freelancers will learn how to target their marketing more effectively and expand client list, manage complex pricing and shoot production; learn how to handle copyright and other legal issues.

**Start Your Own Transportation Service:** by Cheryl Kimball, SBH.BT.113
Learn how to create a revenue stream by thinking outside the traditional transportation box; features information how to start businesses in the areas of ridesharing, executive car service, special events, medical transport and pedicab/party services.

**Starting a Business from Home:** by Colin Barrow (3rd Edition), SBH.BT.160
A guide to planning and running a Home Start-up, reaching a market and creating a profit.

**The Practical Guide to Organising Events:** by Philip Berners, SBH.BT.161
A short, accessible and practical guide on how to successfully plan and organise a variety if event types in a wide range of contexts. The content is structured around the key stages of event management: pre-event, on-site and post-event; offering practical insight and guidance throughout the whole process.

**Wedding Photography Kickstart:** by Peter Wright and Liliana Wright, SBH.BT.156
Learn about branding, identifying and targeting an ideal client demographic, making connections at bridal shows, creating successful workflow with vendors to boost referrals. Learn how to avoid photographic mistakes, tips on navigating and surviving the ever-changing wedding industry.

**Working with Venues for Events: A Practical Guide:** by Emma Nolan, SBH.BT.165
A book for aspiring event managers, providing both a theoretical and practical guide to selecting and working with venues. Explores the different types of venues available to event managers, such as, historical buildings and theatres to sporting and academic venues, analysing the specific characteristics, benefits and drawbacks. Key aspects of venue management including staffing, marketing, legislation, production, scheduling and administration. Sustainability, ethics and technology are also integrated throughout, plus industry examples of different venue types and events from around the world.
Miziker’s Complete Event Planners Handbook: by Ron Miziker
YKL.2015.a.16495 A guide-book to planning and executing special events: for professionals and beginners alike; designed to be a quick reference ensuring an educational or entertaining event comes together on time and within budget. Includes information about layout, techniques, terminology, protocol, quantities, or procedures; key information is presented in charts or diagrams, a wide variety of special events are included.

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.

Please note that some articles about Hospitality & Events planning are available on the Business News & Journals databases: Business & Industry (Gale), Business Source Complete (EBSCO) and ABI have global information.
Printed & Online Market Research Reports - Items are on the open access shelves in the Reading Rooms, please ask for help in finding these.

**UK hospitality black book** – by London: Henley Media Group, 2011. (B)MKT 647.94068 - is a database for the UK hospitality industry that includes directories of equipment and supplies; a comprehensive volume of references for hospitality professionals in every sector of the industry; information on venues and services for corporate and social events in and around London.

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**Trade Magazines and Newsletters**

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Ordered via Explore the British Library (please ask for help).

**THE CATERER**

The Caterer: (P) 647.950941-E (1) Business Weekly Journal, items 2015 onwards available for reading room only (Last 2 years).

**Event**

Event – Bus (P) AB 44-E (5), this magazine includes reports on brand experience with case studies, advice and special reports, Sector Insight and the Event 100 Club. [http://www.eventmagazine.co.uk](http://www.eventmagazine.co.uk)

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**Directories**

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.

**Global Event Planner 2017**: [(B) DIR 658.456 BUS], this directory offers a snapshot of approximately 20 countries from a conference and event perspective. It details contemporary event space available worldwide, (Haymarket Brand Media).
Harden’s party, conference & event guide: [(B) DIR 647.9542105 BUS], venue and services for corporate and social events, business.

Venuefinder.com (blue & green): [(B) DIR 674.969102541 Bus], the technical & specialist guide to venues in the British Isles.

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

Alliance of Mobile and Party DJs (AMPdj) - where benefits include: £10m Public Liability Insurance, member discounts, free web hosting, extra client enquiries, advice and support.
Tel: 0845 680 8247
https://www.ampdj.co.uk

Association of British Professional Conference Organisers: the Association of British Professional Conference Organisers, (ABPCO) - a Professional body for Association Conference & Event Organisation. They provide membership services to conference and event organisers, and their industry colleagues, deliver not-for-profit and association conferences, welcome students.
http://www.abpco.org

Association of Event Organisers - is the trade body representing companies which conceive, create, develop or manage trade and consumer events. It is run by a members elected council, specialist working groups and a fulltime secretariat.
http://www.aeo.org.uk

Companies House - provides registration and filing services for companies and partnerships, as well as useful leaflets and information. Tel: 030123 4500.
www.gov.uk/government/organisations/companies-house

Confetti - an online retailer of wedding-related products that also provides a list of forthcoming wedding fairs and events.
www.confetti.co.uk

Event.org – event organisers and suppliers. This site has listings for event organisers and suppliers across The UK.
http://event.org.uk

Foodhawkers - an online resource that provides industry news and details of markets and events for food traders across the UK.
http://www.foodhawkers.co.uk

Giftware Review - the review is a print publication aimed at buyers in the giftware industry with articles also available online.
http://www.giftwarereview.net
Gifts Today - a trade publication for the giftware industry available online or in print.
http://www.gifts-today.co.uk

Ice the Cake - award winning cakes - Bedfordshire; Provides cakes for all occasions - special events, wedding, birthdays; and proms.
http://www.labellecakecompany.co.uk

National Association of DJs (NADJ) - a national support network of DJs & Branches, sharing their experience, skills & knowledge. Tel: 0800 468 1363
http://www.nadj.org.uk

National Association of Professional Wedding Services (NAPWS) - NAPWS is the UK’s only national wedding association, once accepted as a member you will be added to the Wedding Association Directory.
http://www.theweddingassociation.co.uk

The Autumn Fair - this is an annual gift and home ware trade event held each September at the NEC, Birmingham.
http://www.autumnfair.com

The Event Hire Association (EHA) - is a trade body representing providers of plant, tool and equipment hire in the UK and overseas. It provides training, legal help and financial advice for its members, as well as specialist support services such as safety checks. Tel: (0121) 380 4600
Website: www.eha.org.uk

The Event Services Association – ‘The Event Services Association’ Magazine is the official journal of TESA - the UK body representing event organisers and suppliers to the industry.
http://www.tesa.org.uk

The Flowers and Plants Association - a trade body representing firms involved in growing and selling flowers and related products.
www.flowers.org.uk

The Food People - is an online resource that provides the latest industry news and food trend reports.
http://www.thefoodpeople.co.uk

The Food Standards Agency - an independent government department that provides information about legislation, training requirements and safety and hygiene advice.
http://www.food.gov.uk

The Giftware Association - represents retailers in the gift, home and fashion accessories industry.
http://www.ga-uk.org

The Nationwide Caterers Association - represents catering services, including fast food retailers and mobile caterers, and provides information and training. The annual fee for standard membership is £219.
http://www.ncass.org.uk

The Purple Guide - provides information on health, safety and welfare at music and other events. There is a subscription fee £25 for 12 months access to the Purple Guide website.
http://thepurpleguide.co.uk

The Royal Horticultural Society (RHS) - provides seasonal tips and expert guides for growing flowers.
www.rhs.org.uk
People 1st - this is the sector skills council for hospitality etc. in the UK.
http://www.people1st.co.uk

PRS for Music - a UK based license organisation to play, perform or make available copyright music on behalf of their members and those of overseas societies, distributing the royalties to them.
Tel: (020) 7580 5544
https://www.prsformusic.com

Professional Lighting and Sound Association (PLASA) - PLASA helps its members by providing solutions, guiding the industry and facilitating business growth. Their network of companies and individuals supply creative technologies and innovative services to an event, entertainment and installation industries worldwide
Tel: (01323) 524120
https://www.plasa.org

Real Food Festivals - is an online resource that provides news about the regular Real Food markets and festivals taking place in London.
http://www.realfoodfestival.co.uk

Wedding DJ Alliance (WDJA) - specialise in wedding disco entertainment
Tel: 0845 680 8247
http://www.weddingdja.co.uk
Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue “Explore the British Library” (http://explore.bl.uk) for more details.

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