



## **P&J Live hosts, Bidding for Global Business Events in Partnership with the University of Aberdeen**

P&J Live in partnership with the University of Aberdeen, hosted a dinner to provide insight into the world of business events. In collaboration with Aberdeen Convention and Events Bureau and VisitScotland the “Bidding for Global Business Events” dinner helped to highlight the importance of bringing national and international association conferences to Aberdeen.

It is very much a key objective of P&J Live to work with leading academics in securing global conferences to the region. The dinner invited the five new interdisciplinary directors and each of the head of schools from the University of Aberdeen to P&J Live. The evening started with an overview of business events at a national level from the VisitScotland Business Events team, who highlighted the importance of the business events sector for driving global events to Aberdeen, helping with regional recovery post COVID.

Our partnership with the University of Aberdeen is essential in influencing and attracting global events to Aberdeen. Working together with key academic influencers will bring further global events to the region, to therefore boost economic benefit and shine a spotlight on the research and key researcher strategies focused on by the University of Aberdeen. As the events industry as a whole, P&J Live have been impacted from the COVID pandemic, it is a key objective of the business to focus on regional recovery and put Aberdeen on the map as the place for international and national conferences.

P&J Live have an ambition and target to be a Top 10 ICCA destination within the UK for hosting global international conferences, and by working in partnership, P&J Live can tap into a wealth of experts and influencers who can bring their specific global event to the region. P&J Live currently sits at 14 out of 30, with Edinburgh 2<sup>nd</sup> and Glasgow 3<sup>rd</sup>. It is beneficial to all stakeholders to come together and work as a team to bring awareness of Aberdeen as the ideal place for association conferences.