**BEST (Business Events Shaping Tomorrow)** 

To capture the benefits that your event delivers we will need some details to set you up.

It may be that you prefer details to be completed just by your organisation and that is fine should it be your preference.

However, the benefit of the BEST community calculator is that your delivery partners in the city can get involved too. The more partners that are involved the more impactful data we can capture to recognise the benefits that business events have in the destinations they are hosted, not only for your delegates and guests but for the wider community too.

Suggested delivery partners would be organisations that you have selected to deliver your business event, such as the main event venue, whether a conference centre or a hotel, it could also include partners such as your social venues or a company that delivers a walking tour or a whisky tasting. We welcome the opportunity to include as many partners as possible.

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| Information required to create you as a partner |

Company Name

Companies House Registration No.

First Name       Surname

Position       Email Address

Telephone Number

Event Name

Event Start       Event Finish

Event Location       Event Contact

Event Contact Email       Event Contact Number

To help us understand a bit more about you it would be helpful to know a bit more about you

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| Additional useful information |

Approximately how many events have you hosted in Edinburgh

Additional event locations

Additional event location contact person

Contact person email address

Contact person telephone number

Now we know who our main contacts are the next question is which impacts would you like to measure.

The questions and evidence that you will be asked to provide covers impacts that are aligned with UN SDGs (see separate document for full questions list)

You can target yourself to achieve in all areas for maximum impact, or if you prefer to concentrate on just one area, such as Good Health and Well-being that is fine too.

And the tool is flexible, so if there are additional areas you would like to include, we can do that too, please just talk through it with your BEST representative.

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| Measure Areas |
|  | **Yes** | **No** |
| Good health and well being | [ ]  | [ ]  |
| Quality Education and Reduced Inequality | [ ]  | [ ]  |
| Responsible Consumption and Production | [ ]  | [ ]  |
| Sustainable Cities and Communities | [ ]  | [ ]  |
| Working with a City that is Globally Responsible (partnership for the goals) | [ ]  | [ ]  |

PLEASE RETURN THIS COMPLETED FORM TO: amandaw@conventionedinburgh.com

Should you have any questions please contact Amanda Wrathall on 0131 519 4090