### Appendix 1: Industry Standard Classification of Events

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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</table>
| **MEGA EVENTS**   | - Peripatetic events with global reach  
                      - Major bidding effort  
                      - High level of government resource and support  
                      - Come with broadcast partners  
                      - E.g. Olympic, World Cup |
| **MAJOR EVENTS**  | - Peripatetic and one off events  
                      - Required to be bid for  
                      - Rights owned by a third party  
                      - International reach through media coverage  
                      - Significant national (out of area) and some international attendance  
                      - Significant economic impact  
                      - Partnership bidding effort  
                      - Mostly sporting, sometimes cultural  
                      - E.g. Grand Depart Tour de France, MTV awards |
| **SIGNATURE EVENTS** | - Recurring event - annually or periodically  
                                   - Home produced or commissioned  
                                   - Distinctive to the location  
                                   - Enhance senses of place and visitor experience  
                                   - National reach through media coverage  
                                   - Local, regional and international attendance  
                                   - Economic, social and cultural impact  
                                   - Often require public funding  
                                   - E.g. Edinburgh Festivals, London Marathon |
| **GROWTH EVENTS** | - Recurring events; occasionally peripatetic  
                                      - Regional or sectorial event or new local events ambitions to become signature events  
                                      - Distinctive to the location  
                                      - Grow the capacity of the place and visitor experience  
                                      - Regional reach through media coverage  
                                      - Mainly local attendance but with potential to attract visitors  
                                      - Economic, social and cultural impact  
                                      - Mostly cultural events, sometimes sporting  
                                      - E.g. White Night, mixed arts festivals |
| **LOCAL EVENTS**  | - Recurring events; occasionally on-off  
                                      - General interest but aimed mainly at residents  
                                      - Citywide interest  
                                      - Local media coverage  
                                      - Local attendance  
                                      - Limited economic impact, often significant social impact  
                                      - E.g. Civic Events |
| **NEIGHBOURHOOD EVENTS** | - Recurring events; occasionally on-off  
                                      - Aimed at single community / community of interest  
                                      - Of limited citywide interest  
                                      - Low or no local media coverage  
                                      - Local attendance usually from one community  
                                      - No economic impact, often significant social impact  
                                      - E.g. Bonfire Parties, Party in the Park |