

INTRODUCTION

World Energy Week is entering a bold new chapter. Aligned with the Council's 2025 strategic priorities, World Energy Week is evolving to enhance its relevance, accessibility and value for Member Committees and our network.

This evolution reflects the Council's commitment to being the **world's most inclusive and impactful energy community**, creating greater opportunity and visibility for our collective voice in the global energy dialogue.

MODERNISING FOR GREATER IMPACT AND REPRESENTATION

For more than 40 years, **World Energy Week** (formerly the Executive Assembly) has convened the Council's member community to connect regional realities and priorities with the global energy agenda.

Whilst this has created rich legacies of collaboration, the existing event has become increasingly constrained for both the Council and local hosts – limited in scale, financial sustainability and flexibility, especially in today's rapidly changing and competitive events landscape.

We are conscious that participants value quality content and networking in particular, and that a four-day event is a significant time commitment. By rebalancing the content and networking alongside the governance meetings, we are able to offer more choice to our stakeholders with enhanced high quality programmes and networking.

This modernisation is designed to:

- **Facilitate a stronger, more energised and more active member community**
- **Deliver more frequent, geographically diverse and accessible touchpoints to sustain community engagement year-round**
- **Offer a more compelling and commercially attractive platform for local hosts, sponsors, partners and other stakeholders**
- **Increase visibility and value for Member Committees, within both national and regional ecosystems and on the global stage**

WHAT'S CHANGING?

From 2027, World Energy Week will **evolve into a stronger, more scalable and more inclusive engagement platform.**

Current

Local host responsible for end to end organisation

Host takes on all costs and financial risk with typical event delivery costs in the region of £650,000 and a break-even model

One event every two years

Four day duration, comprising two days of governance meetings and two days of content programme

Fixed October slot

400-500 attendees

Limited hosting opportunities

From 2027

Global Secretariat responsible for end to end organisation, with local host collaboration and support

A sustainable, partnership-based model: The Global Secretariat assumes full responsibility for costs and financial risk, while the host contributes a seed investment of £100,000 and benefits from a share in the profits creating a low-risk, high-opportunity framework

2–3 events per non-Congress year, strategically distributed across regions to reduce travel burdens and offer more accessible options for members to engage

Circa two day duration, with the key change being the reduction of the two full days of governance element – the two day content programme and networking opportunities remain the same

Flexible dates to suit regional dynamics and themes, option to bolt onto an existing appropriate event to enhance visibility, attendance and synergy

Ambition to build towards 600–800 attendees per event

Member Committees as well as any interested party with local ecosystem support

WHAT ARE THE DIRECT BENEFITS OF THIS EVOLUTION?

For Member Committees:

- **More touchpoints** through more accessible and geographically diverse editions
- **More value for your stakeholders**, through richer and more frequent engagement
- **More influence** in shaping the energy dialogue, locally and globally
- **More connections** with our global energy network
- **More opportunities to host or participate**, with a scalable format
- **More compelling** hosting opportunity

For host destinations:

- **Industry spotlight:** More host destinations are positioned as regional hubs for the energy industry, attracting future investment and partnerships
- **Economic impact:** More host destinations benefit from high-value delegates and spending in their city, impacting hotels, venues and local services
- **Legacy:** More host destinations gain strengthened local energy networks and stakeholder engagement

This approach positions the modernised World Energy Week to become a **globally recognised series of events**, bolstering the Council's **value proposition for members** whilst also maintaining our independent voice and convening power, as well as future-proofing our strategic value and financial sustainability.

REFRESHING THE BRAND

The name of this modernised platform is a **crucial part of its identity**. It will carry forward the spirit of collaboration, action and shared purpose that defines our community, whilst signalling fresh energy and a bolder presence on the world stage.

The new name will be shared in the next release of materials in week commencing 12 May 2025.

FREQUENTLY ASKED QUESTIONS (FAQS)

1. **Why is this evolution happening now?**

Our community has grown more diverse, and the global energy conversation is accelerating. This evolution ensures the Council remains relevant, resilient and at the forefront of the global energy dialogue.

2. **How will this improve the member experience?**

By increasing event frequency, geographical distribution, accessibility and scale, you gain more opportunities to engage, spotlight your energy leadership and connect your stakeholders into the global energy community.

3. **Will Member Committees still be able to host?**

Absolutely. In fact, this updated approach opens the door to more hosts per year, provided there is demonstrable ecosystem support and alignment with our hosting requirements.

4. **Will the existing Request for Proposals (RFP) process change?**

Yes, we are updating the host selection process to make it simpler and more accessible. Rather than a traditional Request for Proposal (RFP), we will invite interested parties to submit expressions of interest, in the form of a pitch, to bring the event to their region.

For 2027, a fixed timeline will apply, with full details of the hosting requirements and a closing date for pitches to be published in week commencing 12 May 2025. Looking ahead, our intention is to introduce a rolling submission process, allowing prospective hosts to propose opportunities aligned with their local priorities and planning timelines.

This refreshed approach is designed to be more flexible, inclusive and responsive to the needs of prospective hosts.

5. **What financial implications are there for hosts?**

Hosts contribute a minimum of £100,000. This host fee provides the essential seed funding for the Global Secretariat to initiate the event, including venue bookings, supplier engagement and marketing activities. Under the new profit-sharing model, hosts benefit from a 20% share of the event's gross profit, creating a mutually rewarding partnership and minimising the risks the host was previously exposed to.

6. **Where does the funding for the host fee come from?**

There are significant economic and strategic benefits for all involved in the hosting process, from showcasing the host city and its government as leaders in energy transition, to new business and investment opportunities and direct economic impact on the host city.

We know that being the host destination for a World Energy Council event carries prestige and value. Member Committees familiar with the Council's previous RFP process have had great success in leveraging their local networks and connections to secure a mix of support for hosting one of our events, including:

- **Direct grants** from government entities, city councils, convention bureaus and convention centres, many of whom have existing schemes designed to support high quality events with international delegates

- **Anchor sponsorships** from leading national or regional companies and financial institutions
- **Partnerships** with innovation centres, research institutions, business associations and development agencies, including partnering with an existing intergovernmental event being hosted by the national government

For Member Committees who may be new to this process, the Global Secretariat can support you by facilitating introductions to potential funders, developing compelling value propositions and even co-delivering pitch materials and presentations. The Council's experience, brand strength and convening credibility can help open doors and reinforce the strategic case for investment to prospective supporters.

7. **What is the practical role of Member Committees from 2027?**

Member Committees are central to the success of the modernised World Energy Week. Whilst the Global Secretariat takes responsibility for the end-to-end delivery, we rely on Member Committees to bring their local ecosystem to the table, ensuring each edition is grounded in regional relevance and local impact.

Your role includes:

- Bringing local insight and expertise to help shape the event narrative and theme
- Contributing to the agenda by identifying key regional priorities and thought leaders
- Engaging with your government and city leaders to secure their involvement
- Acting as ambassadors and promoting the event within your networks

This is a truly collaborative approach – the Global Secretariat brings convening power, brand strength and delivery capability, while Member Committees bring the local knowledge and relationships that make each event unique, meaningful and successful.

8. **Is the Council removing the Member Committee vote for hosts?**

For 2027 and beyond, our intention is to work with all potential hosts who are interested in collaborating on the event, enabling more events to come forward and making the opportunity to host more inclusive. We therefore do not expect to require voting as we will work with all eligible hosts to deliver a successful event.

9. **Will the Executive Assembly and other governance meetings still be part of the modernised event?**

We are committed to offering flexible options for the Executive Assembly and governance meetings that cater to the diverse needs of our members and stakeholders. As part of this approach, we expect to hold the Executive Assembly alongside one edition in each non-Congress year.

10. **Will the Council have capacity to deliver more events?**

Yes. With dedicated resourcing, a scalable and replicable event design and clear World Energy Congress timelines, the Secretariat is building the capabilities to plan and deliver these events efficiently across regions.

11. How is this event different to World Energy Congress?

World Energy Congress is the Council's flagship global convening. It is a large-scale, biennial global event that shapes the energy leadership agenda.

The modernised World Energy Week is a regionally anchored, more frequent and agile series of events, designed to deepen engagement, support the broader energy dialogue with local relevance, and provide more touchpoints throughout the Council calendar. It is also more accessible to potential hosts, with different hosting requirements.

Together, they are complementary. The modernised World Energy Week reinforces and sustains the Council's convening power between Congresses, enabling our community to stay connected, visible and influential.

12. How will the modernised World Energy Week stand out in a crowded marketplace?

In today's fast-moving and increasingly crowded events landscape, standing still is not an option. The modernised World Energy Week is designed to **stand apart by playing to the Council's unique strengths** – our century-long credibility, trusted global network and unparalleled ability to convene across sectors, geographies and interests.

NEXT STEPS

We invite all Member Committees and other interested parties to take the lead and seize the opportunity to bring this exciting event to your region.

Details on how to submit your pitch and what needs to be included will be shared in **week commencing 12 May 2025**. Pitches will be due by **1 August 2025**.

We are confident that this evolution will better serve the whole Council community. Thank you for your continued commitment and for inspiring this modernisation through your feedback and ambition.

Together, let's shape the future of energy.