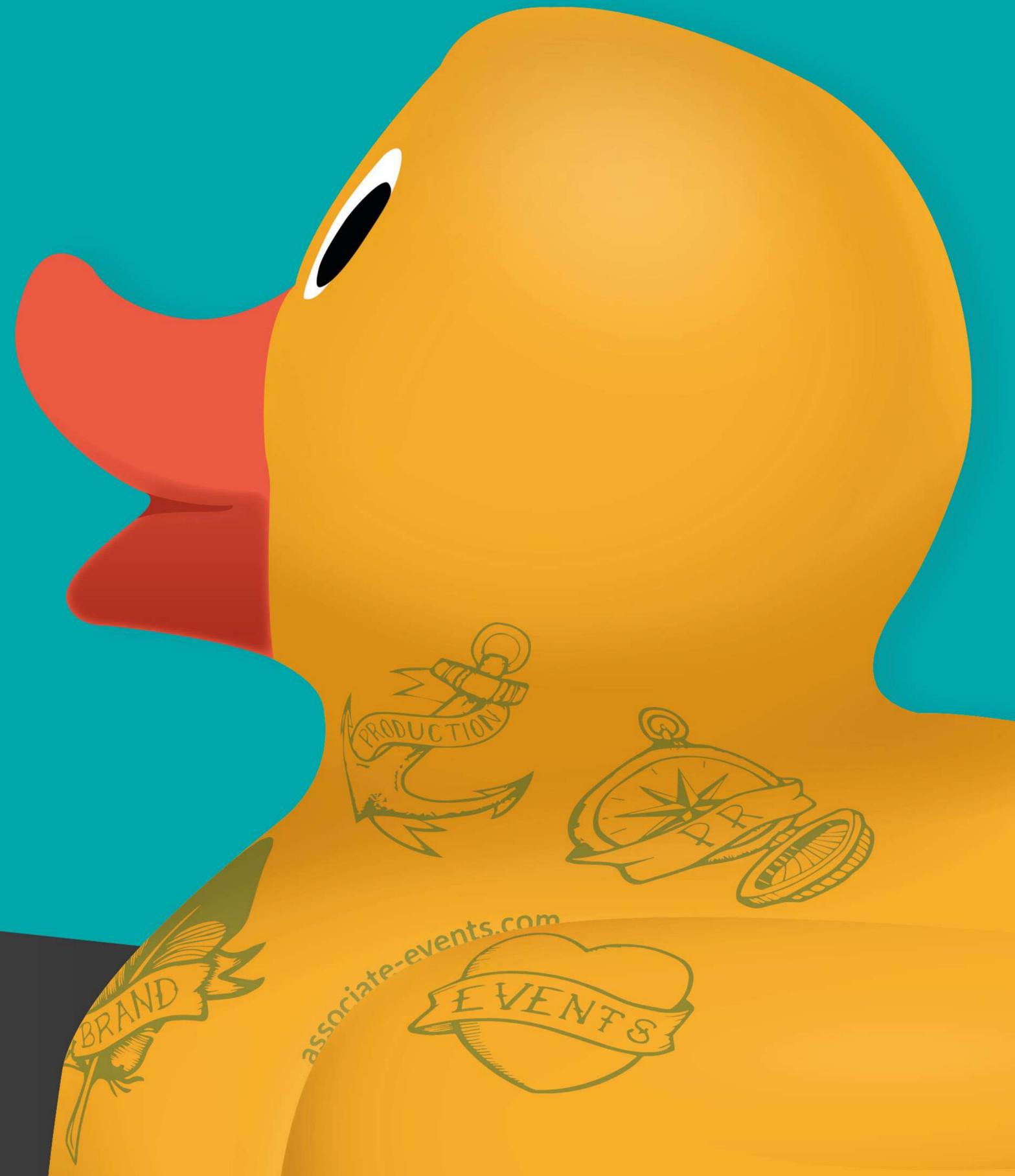


# associate events

events | production | brand | pr

your full service agency

from concept to delivery





Headline Partner



# Official Festival Report

Leicester Business Festival 2019





We have now completed five years of the Leicester Business Festival. I have been involved in it for a number of years now - not only as a sponsor, sector lead and event organiser but also as a board member. So when I took over from Scott Knowles as Chair of the LBF Steering Group at the beginning of LBF2019, I already knew I was going to be heading up a very successful operation.

Although the LBF is clearly already a well-oiled machine that year in, year out, operates very smoothly, I believe it is still on a forward-moving journey.

I feel like the business community completely understands the LBF and as time moves on, it becomes even further entrenched into the annual calendar. But the events that we saw this year, really took the LBF to another level - with a diverse assortment of events that could be described as none other than outstanding.

We saw everything from farming, flying taxis, automated air travel, basketball, health checks and massages to diversity, Formula 1 racing, comedy and doing business in China. There was an array of outstanding speakers which included Google, an astronaut, the chief executive of Iceland, BBC TV's Diane Louise Jordan, UBER, and the CEO of East Midlands Airport - to name but a few.

But alongside those 'stand-out' events, were many incredibly important business development events that underpin the entire festival because of their popularity and mass appeal.

As everyone is well aware, the LBF is funded entirely through partnership arrangements with local organisations. This year we were fortunate enough to benefit from a great line up of partners, sponsors and supporters led once again by headline partner, Leicester Castle Business School, De Montfort University. As ever, we are extremely grateful to LCBS and all our partners for their continued support across the duration of the festival year.

Finally, I would like to commend and congratulate everyone that has been involved in the Leicester Business Festival 2019 in whatever way that may be. It was yet another highly successful fortnight - I'd even go as far to say it was arguably the best Festival yet - and this comes across loud and clear in this report.



**Scott Charlish**  
Chair of the Steering Group  
Head of East Midlands Financial Planning, Brewin Dolphin

Thank You

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- Introduction ..... 03
- A Look at LBF2019 ..... 04  
*Headline statistics, gallery, sponsorship, timeline*
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- Events ..... 20  
*Events data, venue partners, coffee hubs*
- Engagement ..... 23  
*Attendee data, business data, feedback*
- Looking Ahead ..... 27  
*Recommendations, dates for next year*
- Thank You ..... 29

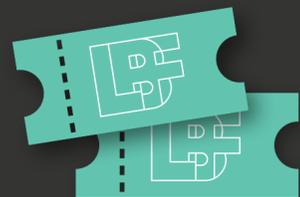
#LBF2019





# 01.

# A Look at LBF2019



122

REGISTERED EVENTS



16.4%

EVENTS SOLD OUT



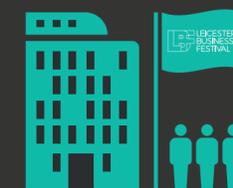
6,336

TOTAL ATTENDEES



1,013

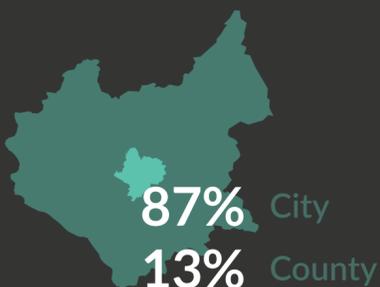
ATTENDEES FROM OUTSIDE THE REGION



1,285

BUSINESSES ENGAGED

#LBF2019



CITY / COUNTY SPLIT OF EVENTS



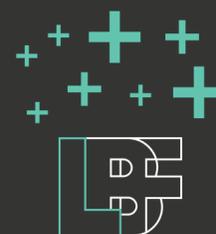
86.9%

EVENTS RATED 'GOOD TO EXCELLENT'



96.5%

WOULD RECOMMEND THE LBF TO OTHERS



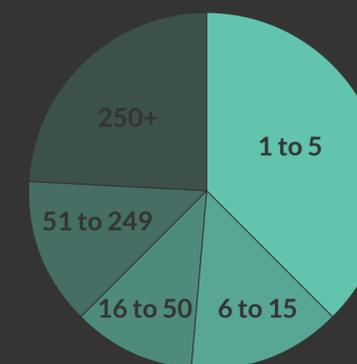
94.6%

FELT LBF HAD A POSITIVE IMPACT ON THEM OR THEIR BUSINESS

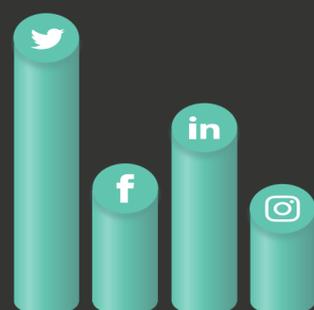


48%

ATTENDEES WHO HAD NOT BEEN TO A BUSINESS EVENT IN THE LAST 6 MONTHS

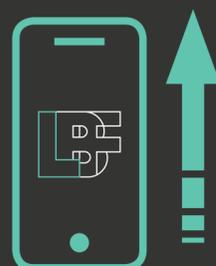


Private sector	1802
Public Sector	563
Other	458



528,238

SOCIAL MEDIA IMPRESSIONS



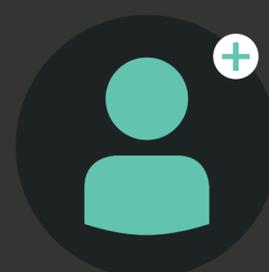
42%

INCREASE IN USERS OF THE LBF APP



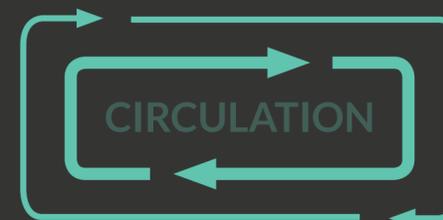
81%

WANT TO BE INVOLVED IN LBF2020



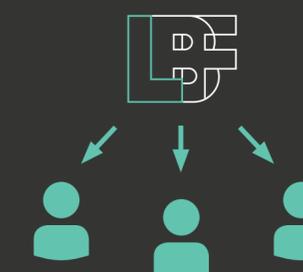
51.6%

FIRST TIME ATTENDING THE LBF



20,632,780

TOTAL MARKETING CIRCULATION



11,564,723

TOTAL MARKETING REACH

All figures estimated as of 15/11/18





LEGEND

- Key milestone
- Press release
- e-communications

JUNE 2019

- Applications opened  
13th June
- Leicester Business Festival propels into fifth year  
13th June
- How to Host an Amazing Event  
18th June
- How to host a successful Leicester Business Festival event  
27th June

JULY 2019

- Joining Instructions (Market Harborough)  
1st July
- Joining Instructions (Leicester)  
2nd July
- How to Host an Amazing Event (Market Harborough)  
2nd July
- How to Host an Amazing Event (Leicester)  
3rd July
- Summer is the time to get Business Festival events organised  
11th July
- Newsletter  
12th July

AUGUST 2019

- One month to submit events  
1st August
- Newsletter  
5th August
- Last call for Business Festival events  
21st August

SEPTEMBER 2019

- Applications closed  
4th September
- Official Programme Launch Invitation  
18th September
- 115 events confirmed in Leicester Business Festival  
20th September
- Newsletter  
24th September
- Official Programme Launch Invitation Reminder  
25th September

OCTOBER 2019

- Official Programme Launch Joining Instructions  
2nd October
- Official Programme Launch Event  
3rd October
- Fifth anniversary Leicester Business Festival brochure unveiled  
3rd October
- Newsletter  
3rd October

- Two weeks until the start of the biggest business event in the region  
11th October

- Opening Event Invitation  
11th October
- Newsletter  
14th October
- Countdown to start of fifth Leicester Business Festival  
18th October
- Newsletter  
21st October

- Opening Event Invitation Reminder  
22nd October
- Opening Event Invitation Reminder  
24th October
- Newsletter  
25th October
- Opening Event Joining Instructions  
25th October

- Official Opening Event  
28th October
- Countdown to start of fifth Leicester Business Festival  
28th October
- Daily News (x10)  
28th October - 8th November

NOVEMBER 2019

- Closing Event Invitation  
1st November
- Closing Event Joining Instructions  
7th November
- Official Closing Event  
8th November
- Leicester Business Festival concludes fifth year and announces 2020 dates  
8th November
- LBF2019 Highlights  
12th November



# 02.

# Publicity & Promotion

# PRINT & DIGITAL MEDIA

Press releases issued:

11

Circulation:



Print:

663,661

Digital:

13,256,523

Media titles included:



Leicester Mercury; Metro; Dlux Magazine; Transport Network; Insurance Age; Asian Today; Derby Telegraph; Burton Mail; Nottingham Post; Swadlincote Times; Commercial News Media; Harborough Mail.

**Leicester Mercury** **METRO**

**DLUXE** **TransportNetwork**

**insuranceage** **ASIAN** **Derby Telegraph**

**BurtonMail** **Nottingham Post** **Swadlincote Times**

**CN COMMERCIAL NEWS MEDIA** **Harborough Mail**

Articles mention LBF:

123

Breakdown by month:

January	4
February	5
March	1
April	1
May	3
June	5
July	6
August	5
September	9
October	47
November	37

Equivalent advertising value:

January	£12,425.12
February	£16,109.69
March	£432.79
April	£1,974.56
May	£9.63
June	£25,927.26
July	£15,816.34
August	£832.90
September	£32,033.72
October	£18,825.05
November	£48,360.52

## TOTAL REACH & CIRCULATION



Encompassing print & digital media, broadcast media, brand placement & advertising, e-marketing, partner communication and social media

20,632,780

TOTAL CIRCULATION

11,564,723

TOTAL REACH

## BROADCAST MEDIA

Radio Leicester Interview 17-Sept, by event organiser, Danielle Fletcher, Lively Social Media



169,000

TOTAL CIRCULATION



# BRAND PLACEMENT & ADVERTISING



Highcross Leicester  
20 x A1 posters  
Brochure placement  
Car park exit banner 5m x 1.5m  
Car park barrier sleeves

Sandiccliffe Branded Vehicles  
2 x vehicles with LBF branded graphics roaming for duration of the Festival



Ramada Encore Hotel  
Large projected image

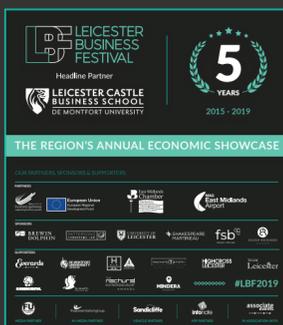
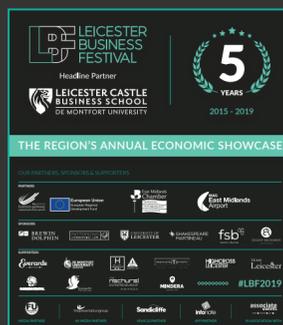
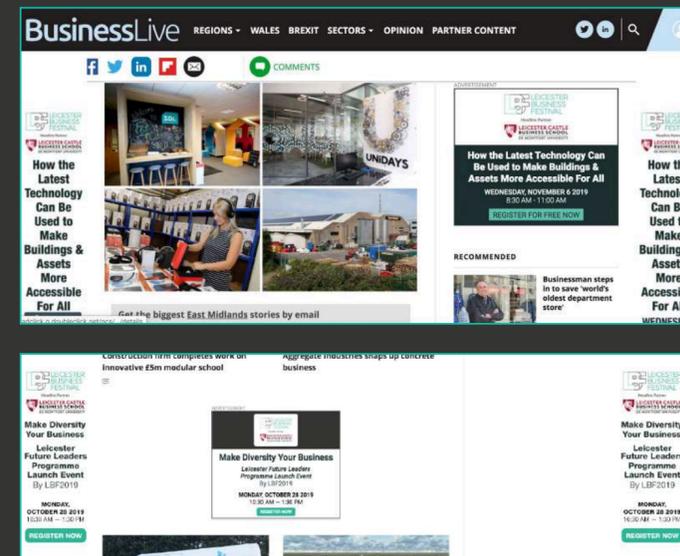
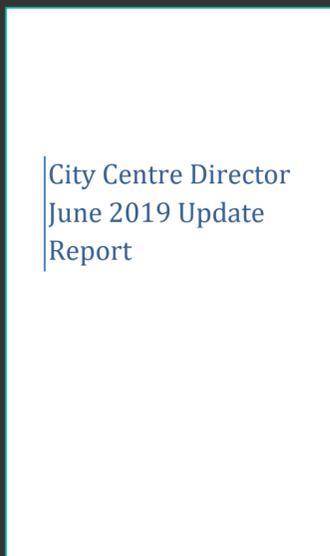


Leicestershire Business Awards Sponsorship  
Leicester Business Festival sponsored the 'Entrepreneur of the Year' category at the 2019 edition of the Awards



- City Centre Director Report May
- City Centre Director Report June
- Transport Network
- Leicester Business Live Online Adverts
- Leicester City Council email
- LATi email
- East Midlands Chamber email
- Leicestershire & Rutland Sport email
- LLEP email

METRO newspaper adverts covering all Festival sectors plus full page editions for the opening and closing dates



# WEB & ONLINE

	SESSIONS	PAGE VIEWS	USERS
Ticketleap	10,329	18,203	5,817
LBF Website	126,665	200,587	
<b>TOTAL</b>	<b>136,994</b>	<b>218,790</b>	

www.leicesterbusinessfestival.com

## Traffic acquisition

Based on www.leicesterbusinessfestival.com session times

	Organic search	47.97%
	Direct	38.34%
	Referrals	2.78%
	Social Media	5.01%

**81.1%**  
NEW USERS

**18.9%**  
RETURNING VISITORS



**PEAK DAY** — **Monday 28 October**

## Social media Referrals

To www.leicesterbusinessfestival.com

			
Twitter	LinkedIn	Facebook	Instagram
<b>47.50%</b>	<b>23.55%</b>	<b>28.94%</b>	<b>N/A</b>

## Device access

When visiting www.leicesterbusinessfestival.com

		
Desktop	Mobile	Tablet
<b>86.7%</b>	<b>11.7%</b>	<b>1.7%</b>

## Top 5 most visited pages

Based on page views

Home page	50.34%
Apply to Host an Event	5.29%
Venues	4.00%
Partners, Sponsors & Supporters	3.74%
Get Involved	3.43%

There were 31 LBF campaigns sent out, including: How to host communications; newsletters; launch event; event organisers' communication, daily Festival round-ups; and communications about the closing event.

This generated an overall circulation of over 69k and had an open rate of 21% across all the campaigns

TOTAL CIRCULATION	TOTAL REACH
69,487	22,110

AVERAGE OPEN RATE	21%
-------------------	-----

LBF LIVE	Sent to	Opened (%)
LBF LIVE Day 1 - 28/10/18	3831	23
LBF LIVE Day 2 - 29/10/18	3823	21.3
LBF LIVE Day 3 - 30/10/18	3813	20.6
LBF LIVE Day 4 - 31/11/18	3776	17.4
LBF LIVE Day 5 - 01/11/18	3768	18.2
LBF LIVE Day 6 - 04/11/18	3760	17.7
LBF LIVE Day 7 - 05/11/18	3753	16.7
LBF LIVE Day 8 - 06/11/18	3747	16.9
LBF LIVE Day 9 - 07/11/18	3740	18.8
LBF LIVE Day 10 - 08/11/18	3733	18.6

## Partner Communication

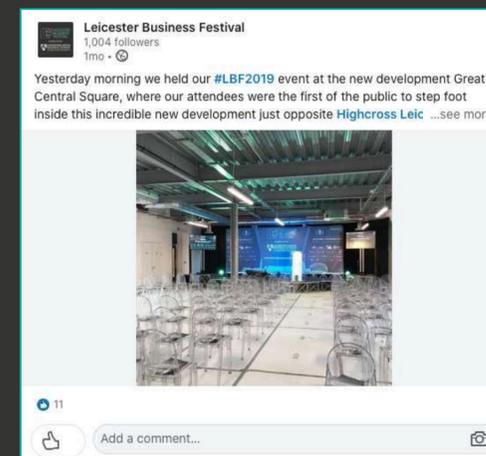
Including (where we were informed): Transport Network bulletin (national publication); LLEP BIZ Gateway; LLEP; City Centre Directors Report; LATi; IOD; FSB (including solus email to 11,000 non-members) East Midlands Chamber; Dlux Magazine, Your Leicester (City Council public facing magazine)



TOTAL PARTNER CIRCULATION	TOTAL PARTNER REACH
223,941	67,182

Encompassing Festival social media including Facebook, Twitter, LinkedIn and Instagram

	Twitter Impressions	Facebook Reach	LinkedIn Impressions	LinkedIn Engagements
NOV	26,700	428	1075	42
DEC	11,800	832	1393	65
JAN	22,900	1038	1132	4
FEB	25,200	447	1218	2
MAR	33,200	298	607	281
APR	34,700	355	600	5
MAY	27,500	662	656	125
JUN	37,500	401	1609	1666
JUL	39,100	395	8791	329
AUG	57,400	1776	7453	201
SEP	62,200	2536	9407	1371
OCT	118,000	5550	12,873	8648
NOV	6,245	-	-	1222
<b>TOTAL</b>	<b>502,445</b>	<b>14,718</b>	<b>46,814</b>	<b>13,961</b>

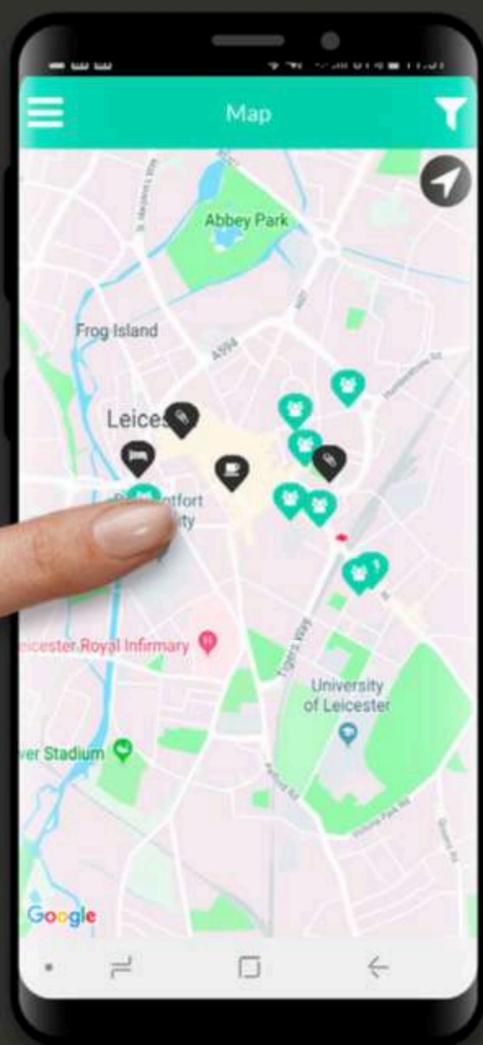


**TOTAL REACH**  
**577,938**

**Over 100% increase**  
**in Twitter followers from**  
**LBF2018**

The LBF App was first developed for the Business Festival in 2018 by Infonote Datasystems. It saw an overhaul of the system and a much-improved version was re-introduced in October

Usage of the app increased by 42% on 2019.



42% increase

APP USERS COMPARED TO 2018

DEVELOPED BY



Specialising in bespoke software development, cross platform app development, database development, API development and web services to customers across the UK.



Improvements for 2019

- Improved filtering and search functionality
- Promotion of online content
- Push notifications

# 03.

# Events



			MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
122 TOTAL REGISTERED EVENTS	Spread by day:	WEEK 1	4	12	17	16	11
		WEEK 2	7	12	21	18	8

20  
EVENTS SOLD OUT

Attendee spread by sector:

99 3.5%		Advanced Manufacturing & Engineering	86 10.1%		Business Support	320 11.3%		Communications, Marketing & Business Support
------------	---	--------------------------------------	-------------	--	------------------	--------------	--	--

20  
EVENTS CANCELLED

294 10.4%		Education & Skills	515 18.2%		Professional Services	222 7.9%		Property & Construction
--------------	--	--------------------	--------------	---	-----------------------	-------------	---	-------------------------

87% / 13%  
CITY / COUNTY SPLIT

282 10%		Retail, Tourism & Hospitality	163 5.8%		Science & Technology	50 1.8%		Transport & Logistics
------------	--	-------------------------------	-------------	---	----------------------	------------	---	-----------------------

Attendees that could not be attributed to a single sector came to a total of 592. This accounts for 21% of the total attendees which we were able to collect data on.

# VENUE PARTNERS & COFFEE HUBS

The following venue partners supported LBF2019 by providing event organisers with either free or discounted space in which to hold their events during the fortnight, or use as a base in between events.

26

LBF Venue Partners

8

LBF Coffee Hubs

## Venue Partners



## Coffee Hubs



04.



Engagement

## Attendee data:



Ticketleap Registrations  
Independent tickets (known)

2823

3513

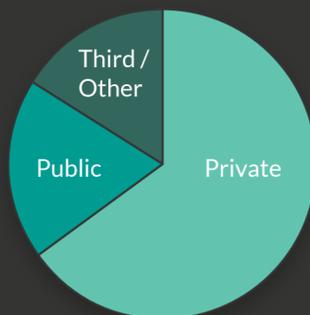
TOTAL ATTENDEES

6336



Attendees from outside the region\*

16%



Private / Public Sector Split:\*

Private Sector

1802

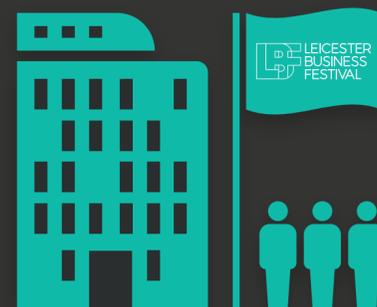
Public Sector

563

Third Sector / Other

458

## Business data:

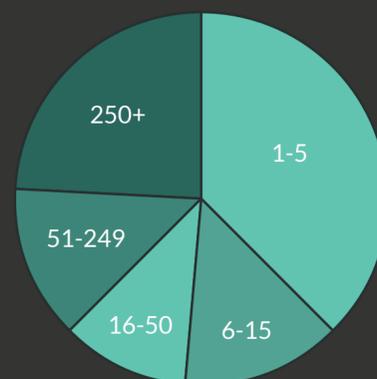


TOTAL BUSINESSES ENGAGED

1285

Increase from LBF2017

+5



Business Size\*

1-5 ..... 37.6%

6-15 ..... 13.9%

16-50 ..... 11.1%

51-249 ..... 13.4%

250+ ..... 24%

N/A ..... 0%

\* from Ticketleap registrations

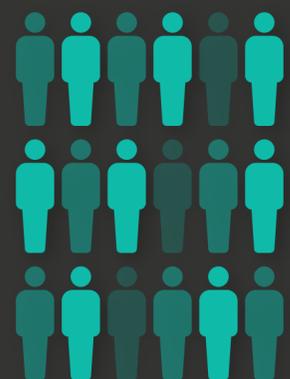


Feedback forms were sent out periodically throughout the fortnight of the Festival using newsletters and social media

145

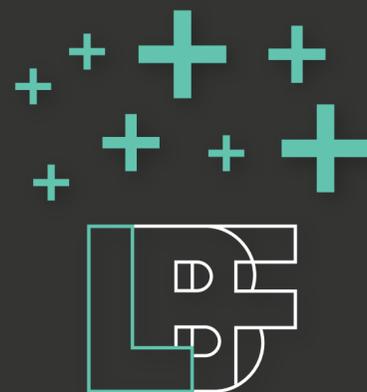
RESPONSES

\*from Ticketleap registrations



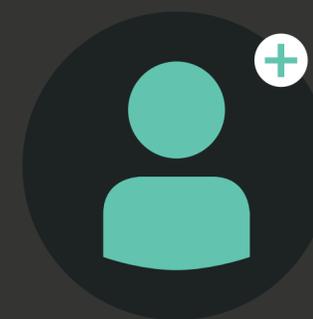
48%\*

ATTENDEES HAD NOT BEEN TO A BUSINESS EVENT IN THE LAST 6 MONTHS



94.6%

FELT LBF HAD A POSITIVE IMPACT ON THEM OR THEIR BUSINESS



51.6%

FIRST TIME ATTENDING AN LBF EVENT



86.9%

EVENTS RATED 'GOOD TO EXCELLENT'



32%\*

EXPRESSED AN INTEREST IN HEARING FROM ONE OF OUR PARTNERS



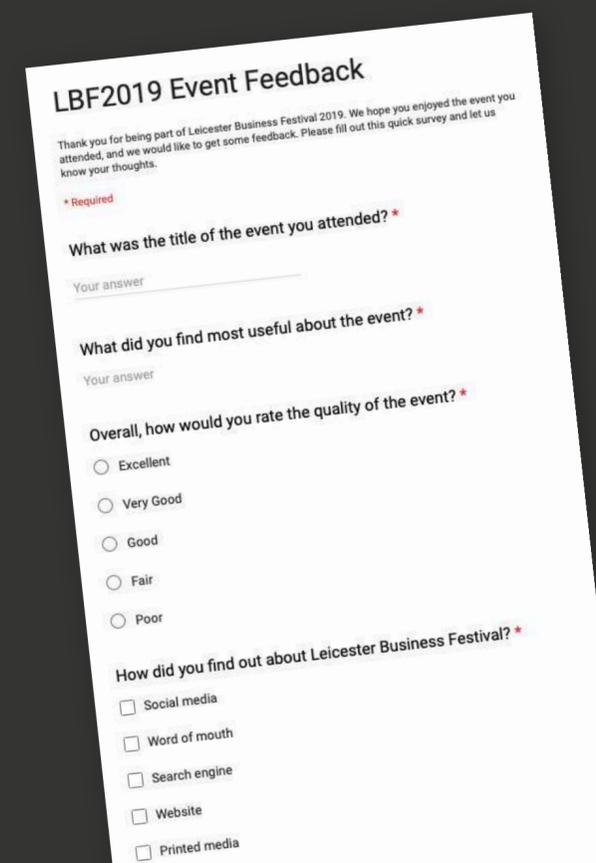
96.5%

WOULD RECOMMEND THE LBF TO OTHERS



81%

REGISTERED AN INTEREST IN BEING INVOLVED IN LBF2020



### How did you find out about LBF2019?

Multiple answers allowed 145 responses

Social media	36
Word of mouth	42
Search engine	3
Website	24
Printed media	4
Via Festival partner	28
Press	4
Radio	1
Brochure	8
Billboard/advertising	2
Been before	2
Email	14



### How would you rate the quality of the event?

Single answer only

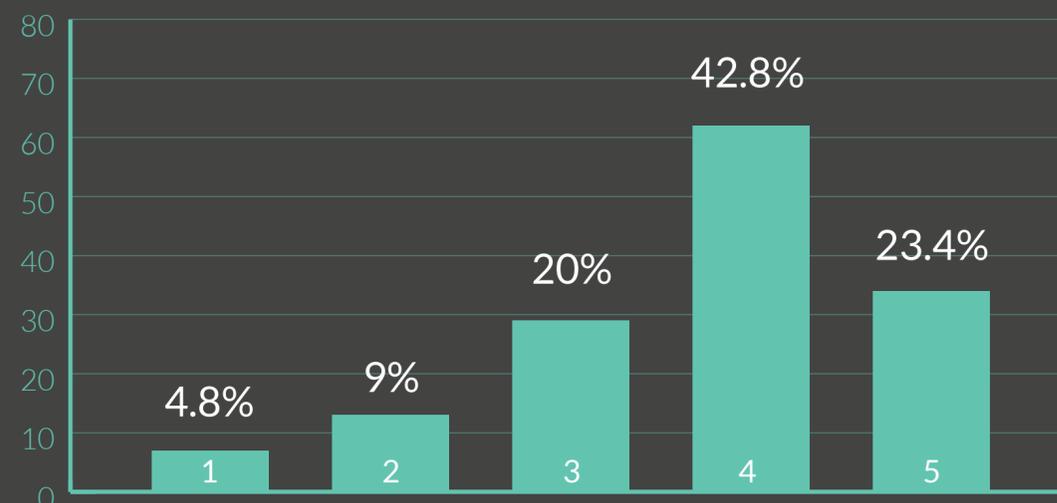
Excellent	40.7%
Very Good	34.5%
Good	11%
Fair	9%
Poor	4.8%

86.9% Rated 'Good to 'Excellent'



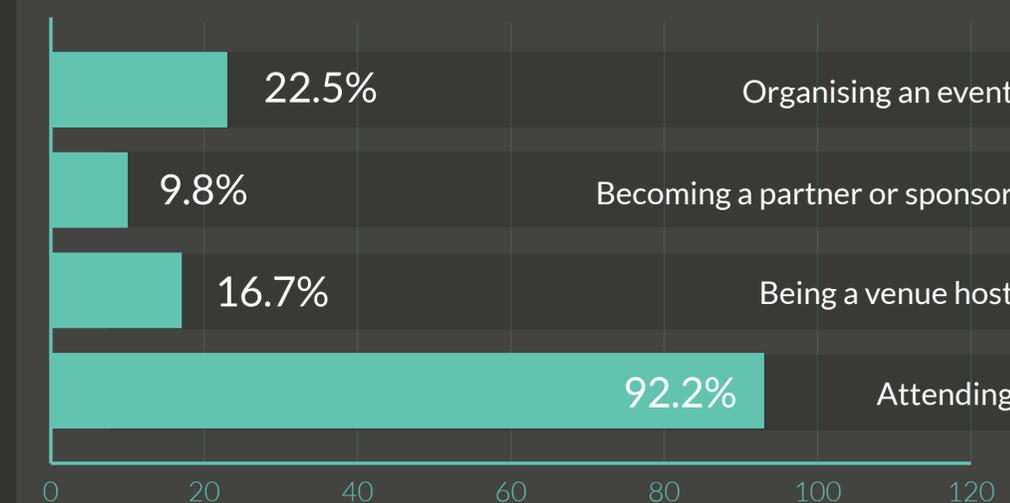
### Did you or your business benefit from LBF attendance?

On a scale of 1-5



### Would you be interested in getting involved in LBF2020?

102 responses



Each year we like to give recognition to events or organisers whom we felt were truly outstanding. This may not necessarily be in terms of numbers of attendees, but instead, it is often about their engagement, effort, something they did that might be particularly unique, well-received or a combination of all of the above! We feel this is an important way of driving up engagement, as celebrating success and acknowledging efforts made within the Business Festival.

This year we gave out the following 3 awards:



### The LBF2019 Award



### LBF 2019 Engagement Award



### Pioneering Event Award



The was won by We Love Surveys, for their event, 'Employee Engagement - Effective Strategies, Stories and Technologies to Get it Right.'

We Love Surveys overcame adversity, having to find a new venue at short notice. The event itself featured quality speakers (including Chief Executive of Iceland) and was very well promoted. Consequently it was very successful.

Won by eatPOS

eatPOS were extremely active in their publicity and promotion -including a competition to give away a free EPOS (Electronic Point-of-Sale) tablet worth nearly £1600 - as well as running an outstanding event, 'Increasing Customer Reach and Retention, and Streamlining Business Operations Through Technology.'

Went to 'The Future of Human Mobility and the Connected Region', run jointly by the LLEP and East Midlands Airport.

This packed-out event was completely innovative. It featured a range of high-profile speakers who championed future technologies like flying taxis, UBER carpools and automated plane flights.



05.



Looking Ahead

A big thank you goes to everyone involved in the 2019 Leicester Business Festival!

As ever, a special acknowledgement goes to all our partners and sponsors, whose support is fundamental to the Festival's ongoing success.

The LBF continues to bring Leicester and Leicestershire's economic and business message under one banner, drive inward investment, catalyse economic growth and raise the region's profile.

With the fifth anniversary Festival now completed, thoughts turn to 2020. We were thrilled to receive the news in October that the future of the LBF is secured for at least another three years through the extended support of Headline Partner, De Montfort University, along with East Midlands Chamber and the LLEP Business Gateway.

The 2020 Festival dates have been moved back very slightly to avoid school holidays in Leicester,

Leicestershire and in the neighbouring areas. Early in the new year, planning will commence. Already there are events in the pipeline and the application process is expected to open in the next couple of months to give event organisers plenty of planning time. Some exciting announcements are also anticipated, too.

Suffice to say, the LBF is continuing to grow in structure, stature and presence, embracing and championing all that this fantastic region has to offer and the Steering Group has firm intentions to ensure it continues on its upward trajectory.

We want everyone to be involved – existing and new businesses and individuals alike, whether this is running events, being a venue host or coffee hub, attending, partnering or sponsoring.

**We look forward to seeing everyone in #LBF2020**

## #LBF2020

LEICESTER BUSINESS FESTIVAL 2020 DATES

# MONDAY 2 - FRIDAY 13 NOVEMBER



Headline Partner



---

Official Festival Report  
Leicester Business Festival CiC

thankyou!

*from*  
**associate  
events**

on behalf of Leicester Business Festival



0116 464 5995

hello@leicesterbusinessfestival.com

[www.leicesterbusinessfestival.com](http://www.leicesterbusinessfestival.com)