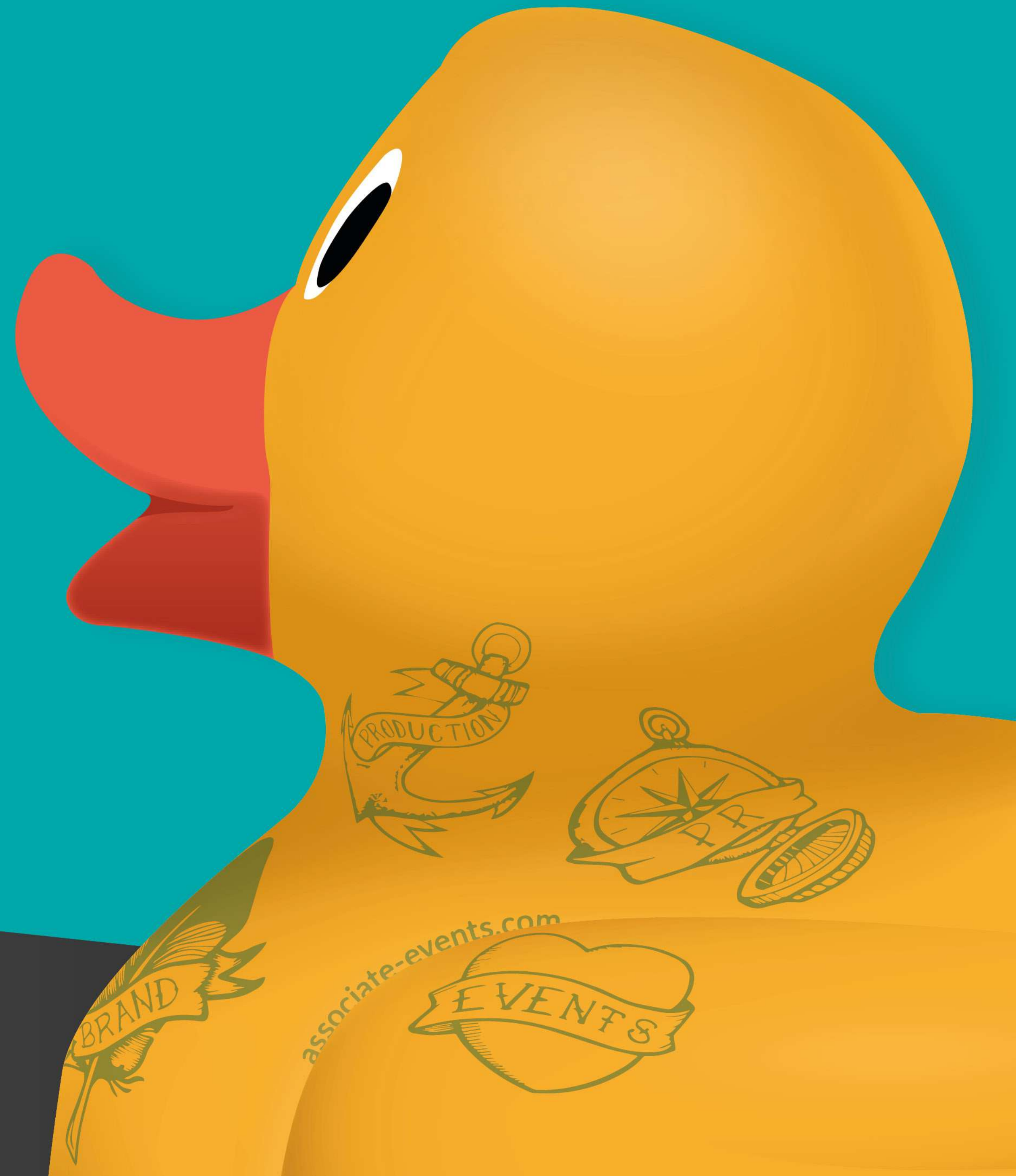


associate events

events | production | brand | pr

your full service agency
from concept to delivery



Official Festival Report

Leicester Business Festival 2019



Official Festival Report Leicester Business Festival CiC

WELCOME



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

CONTENTS

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A Look at LBF2019 04

Headline statistics, gallery, sponsorship, timeline

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Events data, venue partners, coffee hubs

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Looking Ahead 27

Recommendations, dates for next year

Thank You 29

#LBF2019



www.leicesterbusinessfestival.com

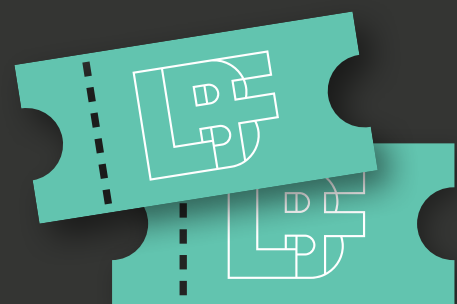
01.

A Look at LBF2019



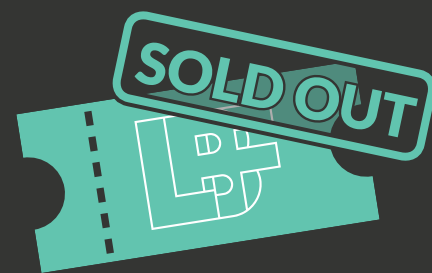
Official Festival Report Leicester Business Festival CiC

HEADLINE STATISTICS



122

REGISTERED EVENTS



16.4%

EVENTS SOLD OUT



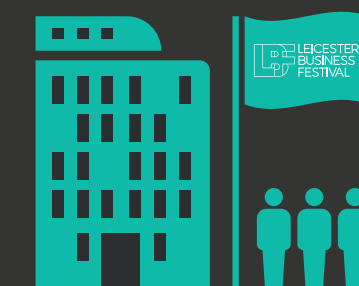
6,336

TOTAL ATTENDEES



1,013

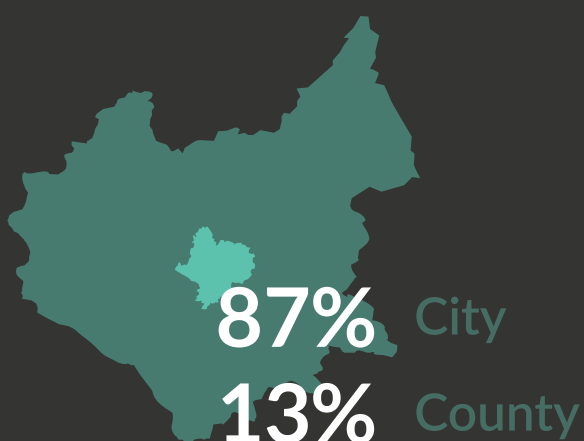
ATTENDEES FROM
OUTSIDE THE REGION



1,285

BUSINESSES ENGAGED

#LBF2019



87% City
13% County

CITY / COUNTY
SPLIT OF EVENTS



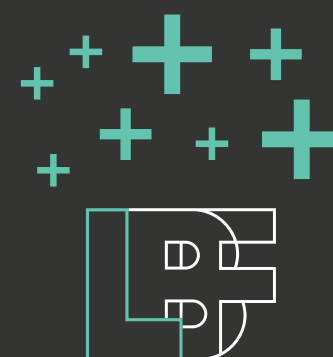
86.9%

EVENTS RATED
'GOOD TO EXCELLENT'



96.5%

WOULD RECOMMEND
THE LBF TO OTHERS



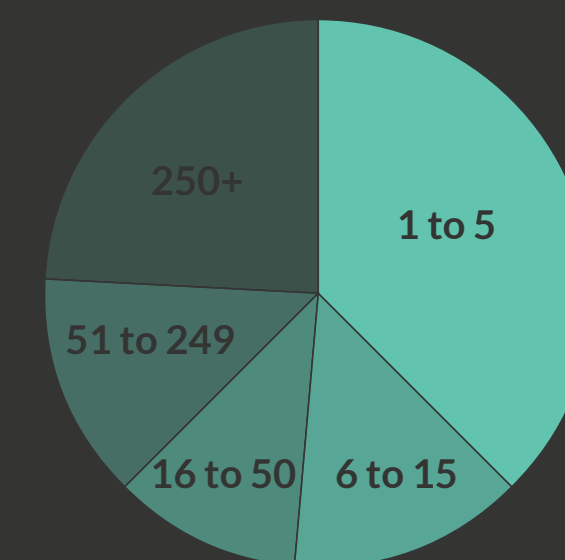
94.6%

FELT LBF HAD A POSITIVE IMPACT
ON THEM OR THEIR BUSINESS

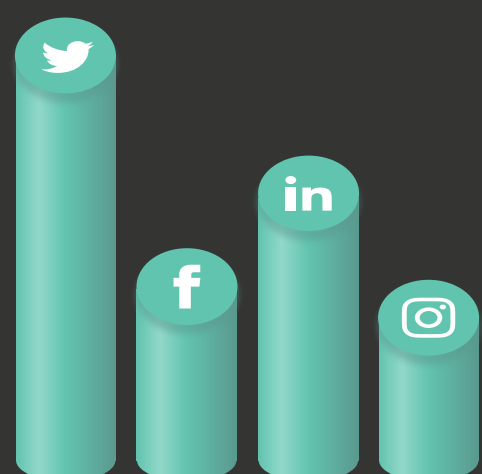


48%

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

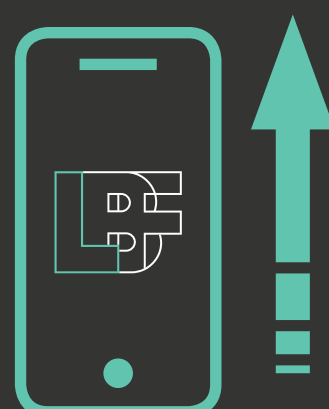


BUSINESS SIZE	
1 to 5	37.6%
6 to 15	13.9%
16 to 50	11.1%
51 to 249	13.4%
250+	24.0%
Private sector	
Public Sector	1802
Other	563
	458



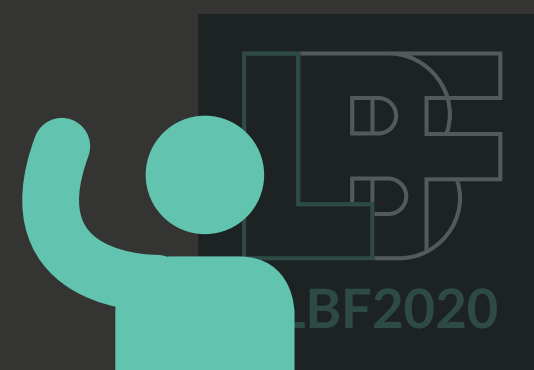
528,238

SOCIAL MEDIA IMPRESSIONS



42%

INCREASE IN USERS
OF THE LBF APP



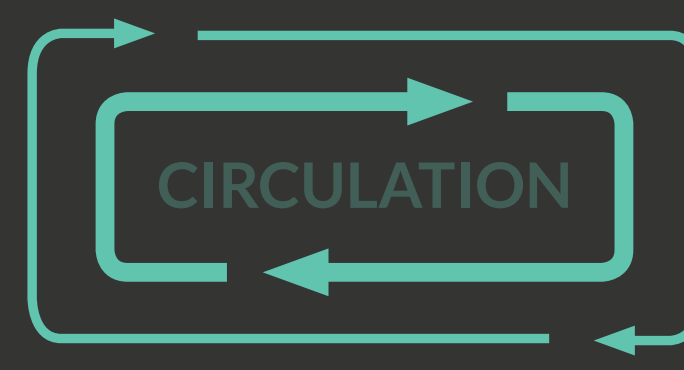
81%

WANT TO BE INVOLVED
IN LBF2020



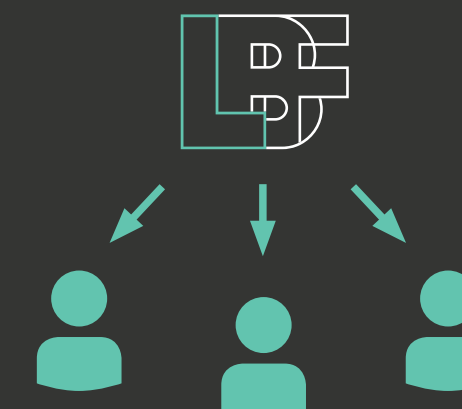
51.6%

FIRST TIME ATTENDING
THE LBF



20,632,780

TOTAL MARKETING CIRCULATION



11,564,723

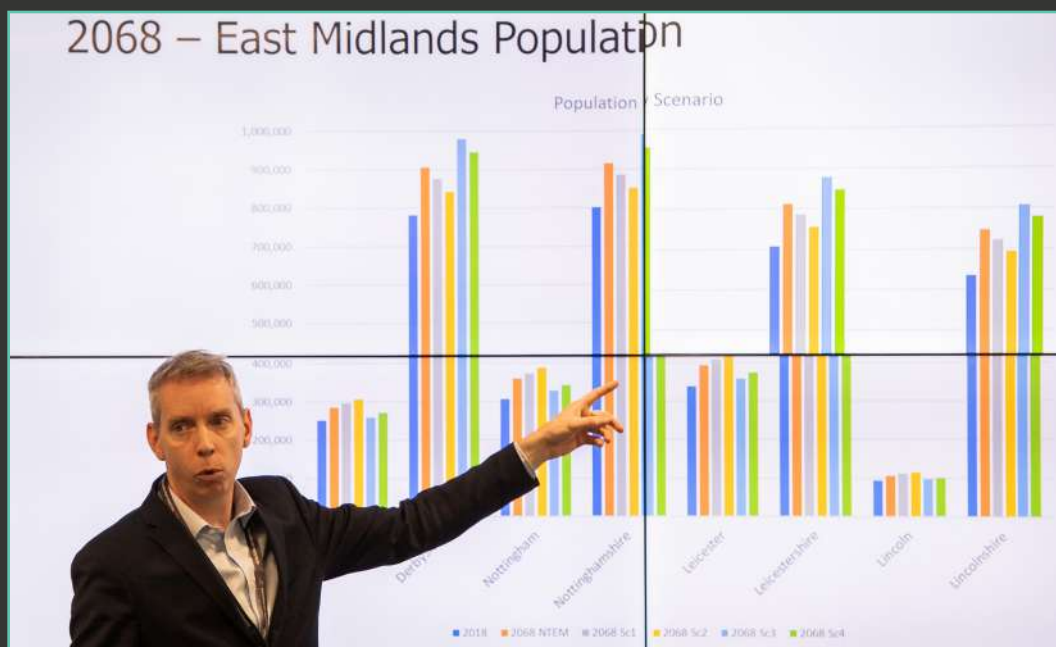
TOTAL MARKETING REACH

All figures estimated
as of 15/11/18

Official Festival Report Leicester Business Festival CiC

GALLERY





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

Official Festival Report

Leicester Business Festival CiC

BRAND PLACEMENT & ADVERTISING



Highcross Leicester

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

Sandicliffe 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

5,519,160

TOTAL CIRCULATION

1,434,982

TOTAL REACH

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BRAND PLACEMENT & ADVERTISING

City Centre Director Report May

City Centre Director Report June

Transport Network

Leicester Business Live Online Adverts

Leicester City Coucil email

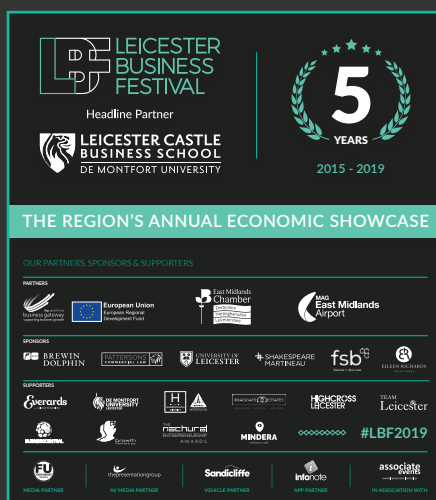
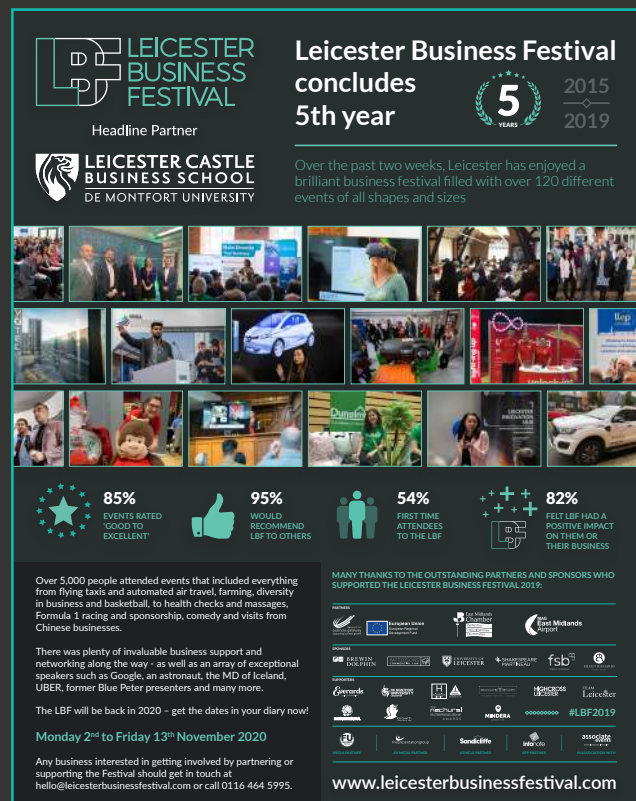
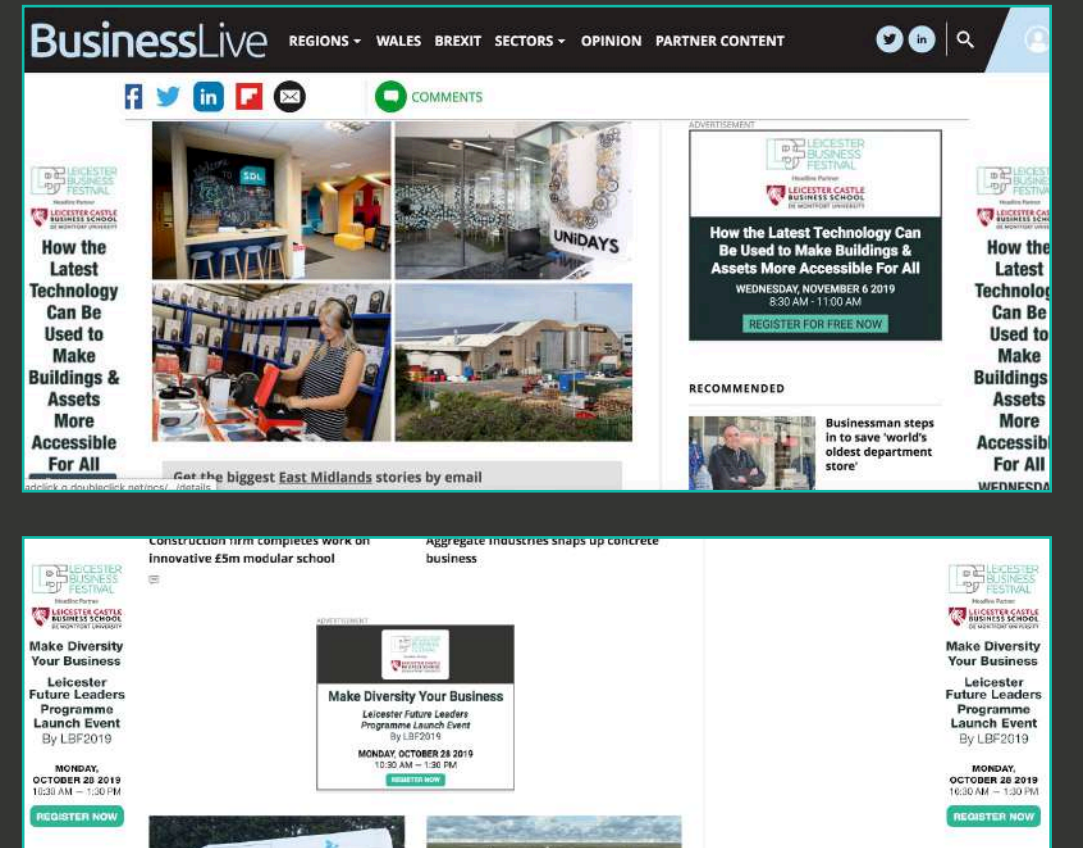
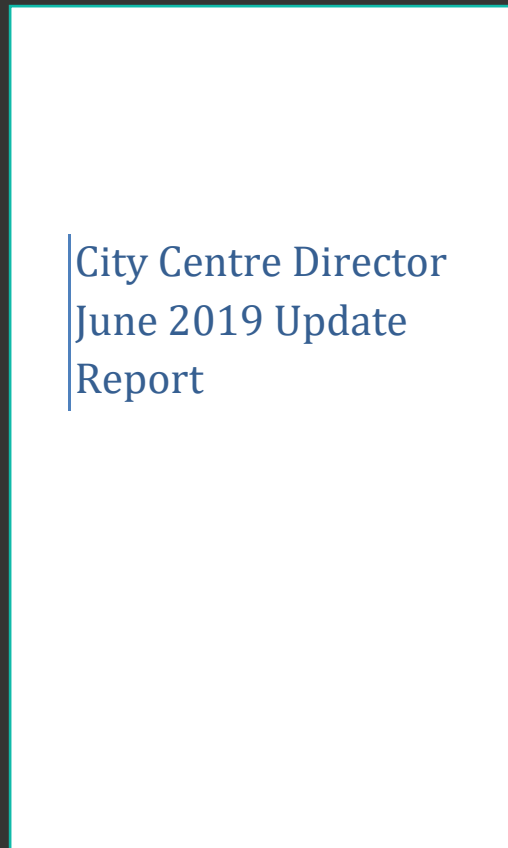
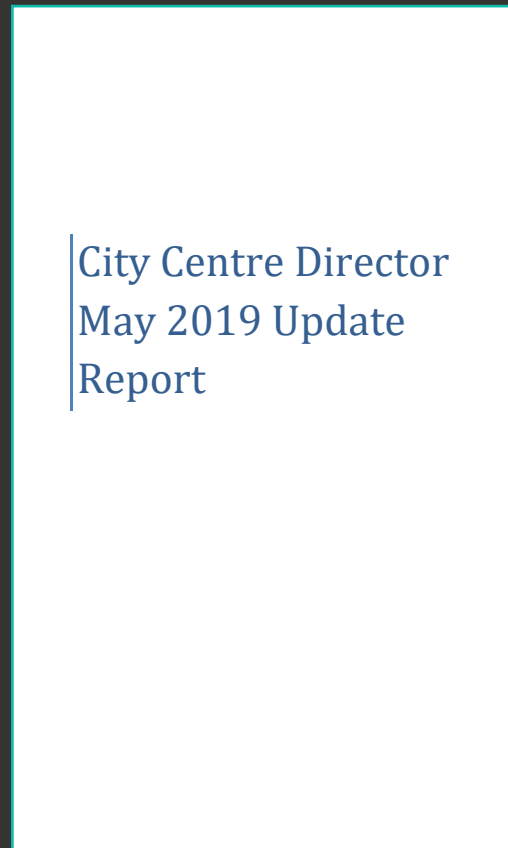
LATi email

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	
TOTAL	136,994	218,790	

www.leicesterbusinessfestival.com

Social media Referrals

To www.leicesterbusinessfestival.com



Twitter

47.50%



LinkedIn

23.55%



Facebook

28.94%

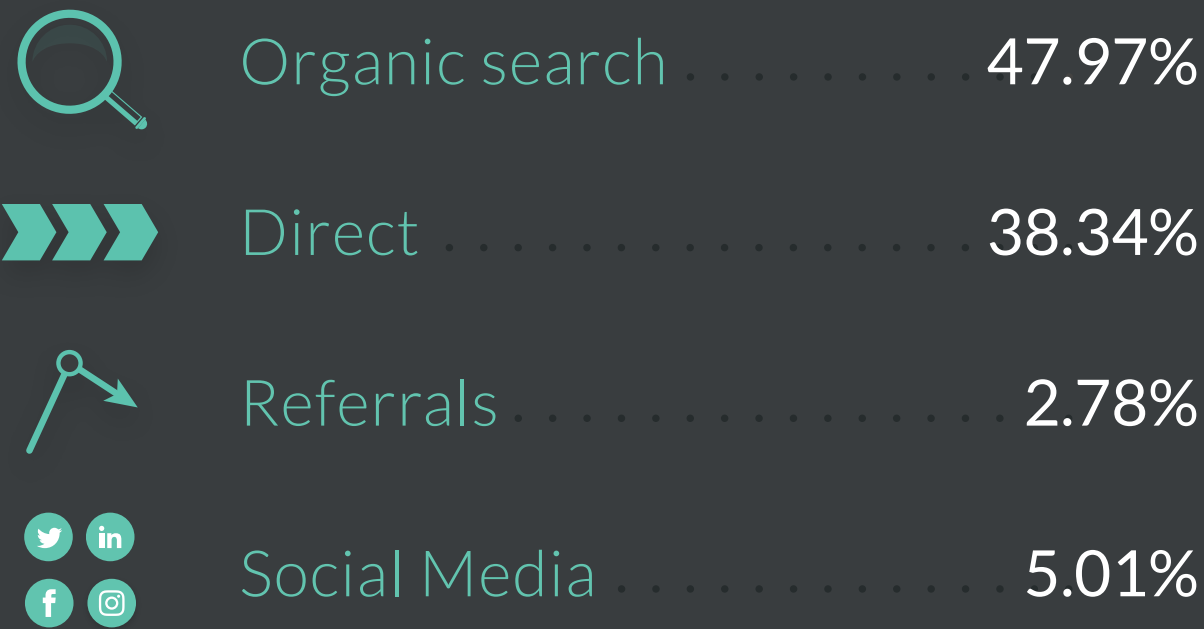


Instagram

N/A

Traffic acquisition

Based on www.leicesterbusinessfestival.com session times



Device access

When visiting www.leicesterbusinessfestival.com



Desktop

86.7%



Mobile

11.7%



Tablet

1.7%

81.1%

NEW USERS

18.9%

RETURNING VISITORS

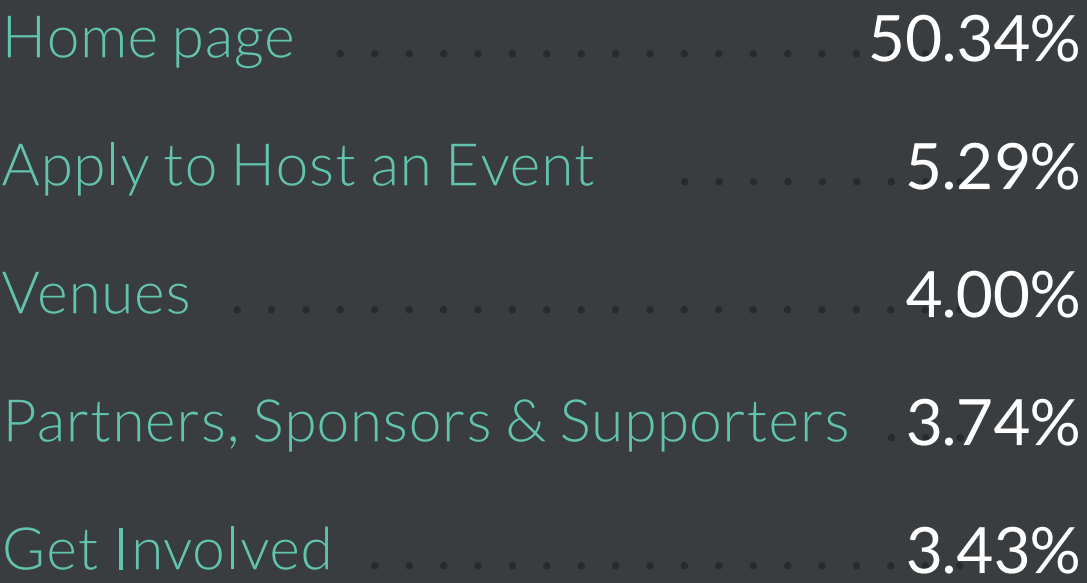
PEAK
DAY

Monday 28 October



Top 5 most visited pages

Based on page views



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)

TransportNetwork

llep growth hub

business gateway

supporting business growth

European Union

European Regional Development Fund

llep

Leicester & Leicestershire Enterprise Partnership

creating economic prosperity

City Centre Directors Report

LATi

IOD

Inspiring business East Midlands

fsb

Experts in Business

East Midlands Chamber

Derbyshire Nottinghamshire Leicestershire

DLUXE

FOR BUSINESS AND LEISURE MAGAZINE





Your Leicester

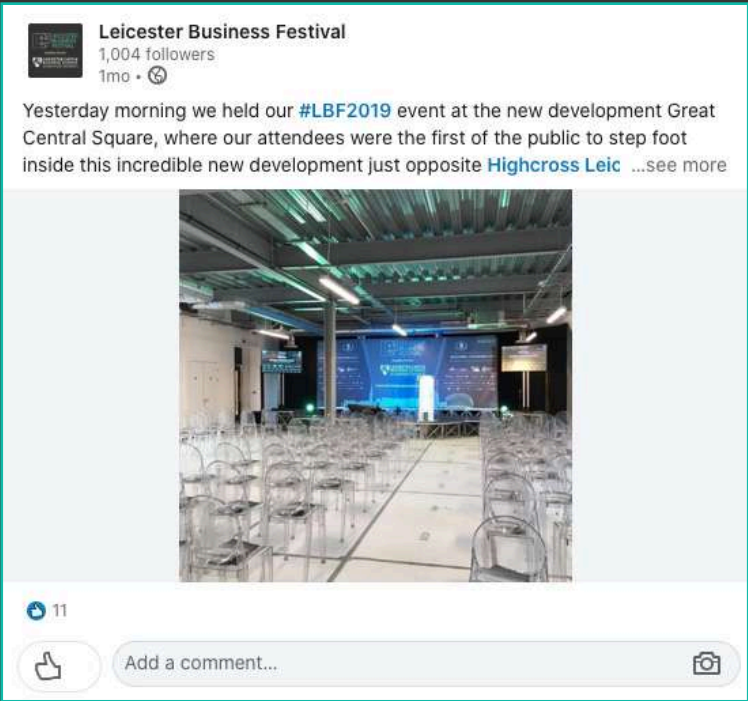
Leicester City Council

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

SOCIAL MEDIA

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

	 Impressions	 Reach	 Impressions	 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
TOTAL	502,445	14,718	46,814	13,961



TOTAL REACH
577,938

Over 100% increase
in Twitter followers from
LBF2018

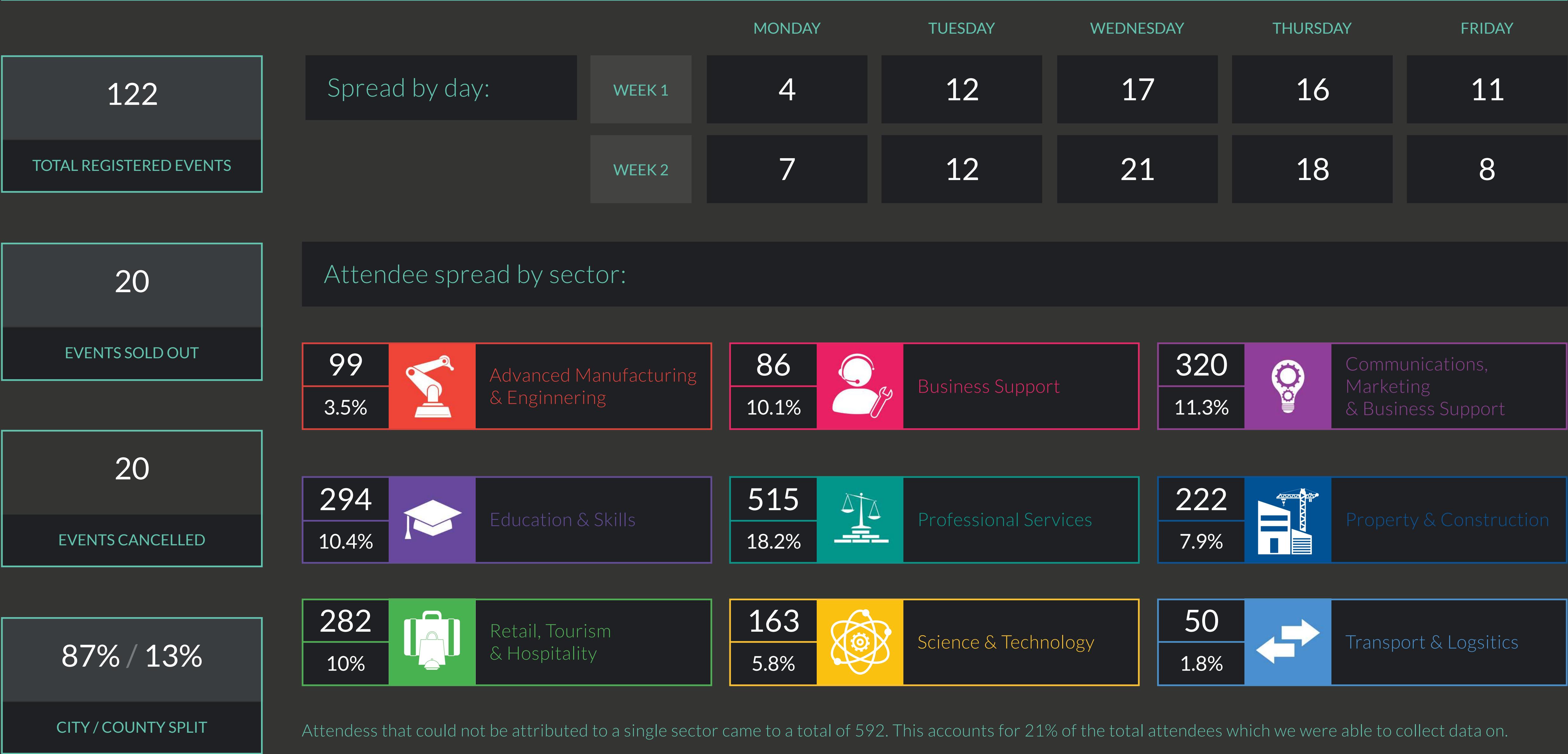
- Improved filtering and search functionality
- Promotion of online content
- Push notifications

03.

Events



EVENTS DATA



Official Festival Report Leicester Business Festival CiC

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

Official Festival Report

Leicester Business Festival CiC

ATTENDEE & BUSINESS DATA

Attendee data:



Ticketleap Registrations
Independent tickets (known)

2823
3513

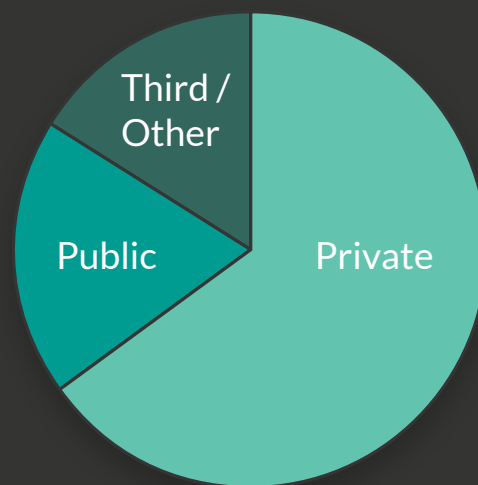
TOTAL ATTENDEES

6336



Attendees from outside the region*

16%



Private / Public Sector Split:*

Private Sector

1802

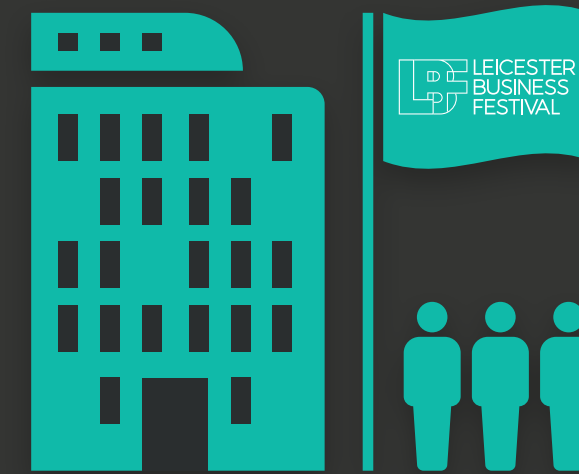
Public Sector

563

Third Sector / Other

458

Business data:

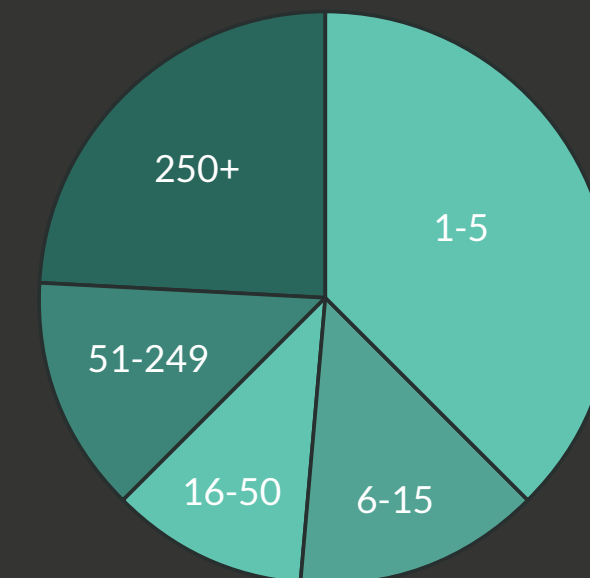


TOTAL BUSINESSES ENGAGED

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

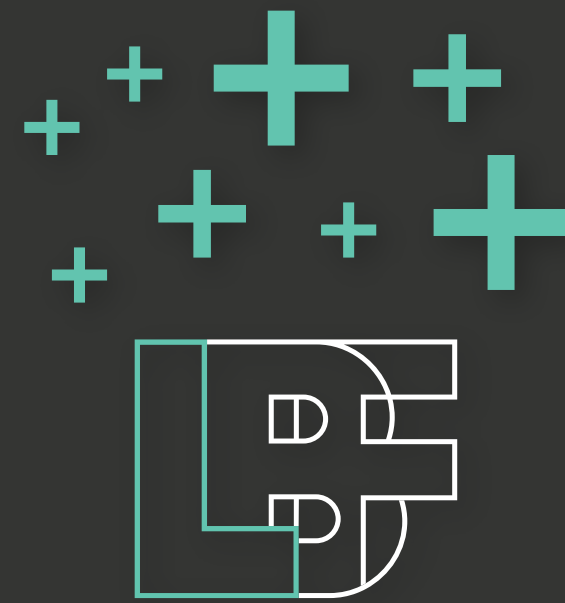
RESPONSES

*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

LBF2019 Event Feedback

Thank you for being part of Leicester Business Festival 2019. We hope you enjoyed the event you attended, and we would like to get some feedback. Please fill out this quick survey and let us know your thoughts.

* Required

What was the title of the event you attended? *

Your answer

What did you find most useful about the event? *

Your answer

Overall, how would you rate the quality of the event? *

☐ Excellent

☐ Very Good

☐ Good

☐ Fair

☐ Poor

How did you find out about Leicester Business Festival? *

☐ Social media

☐ Word of mouth

☐ Search engine

☐ Website

☐ Printed media

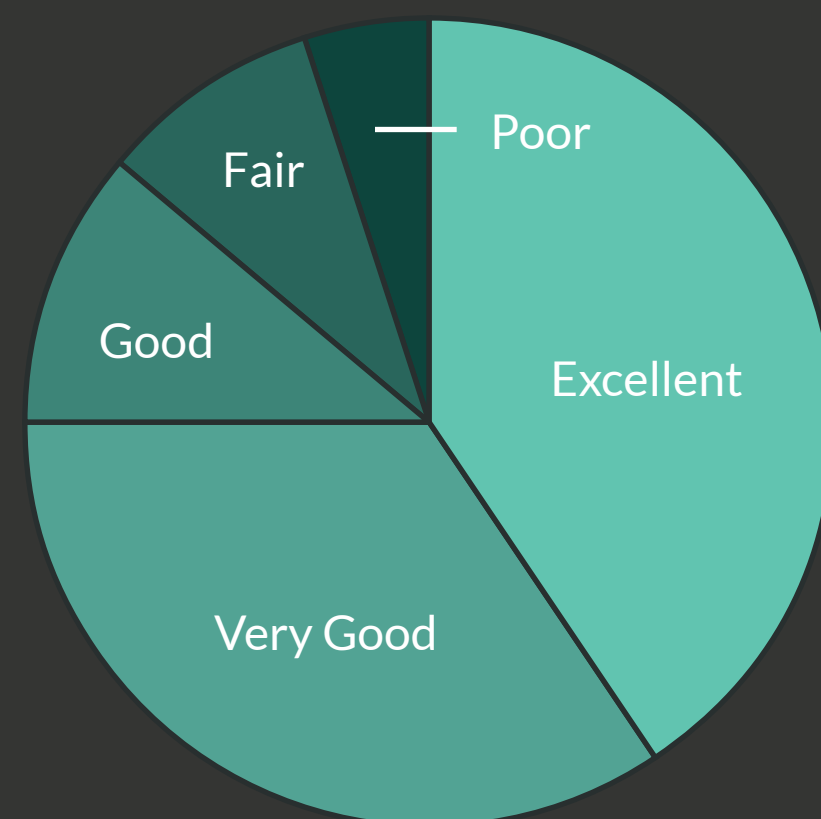


How did you find out about LBF2019?

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

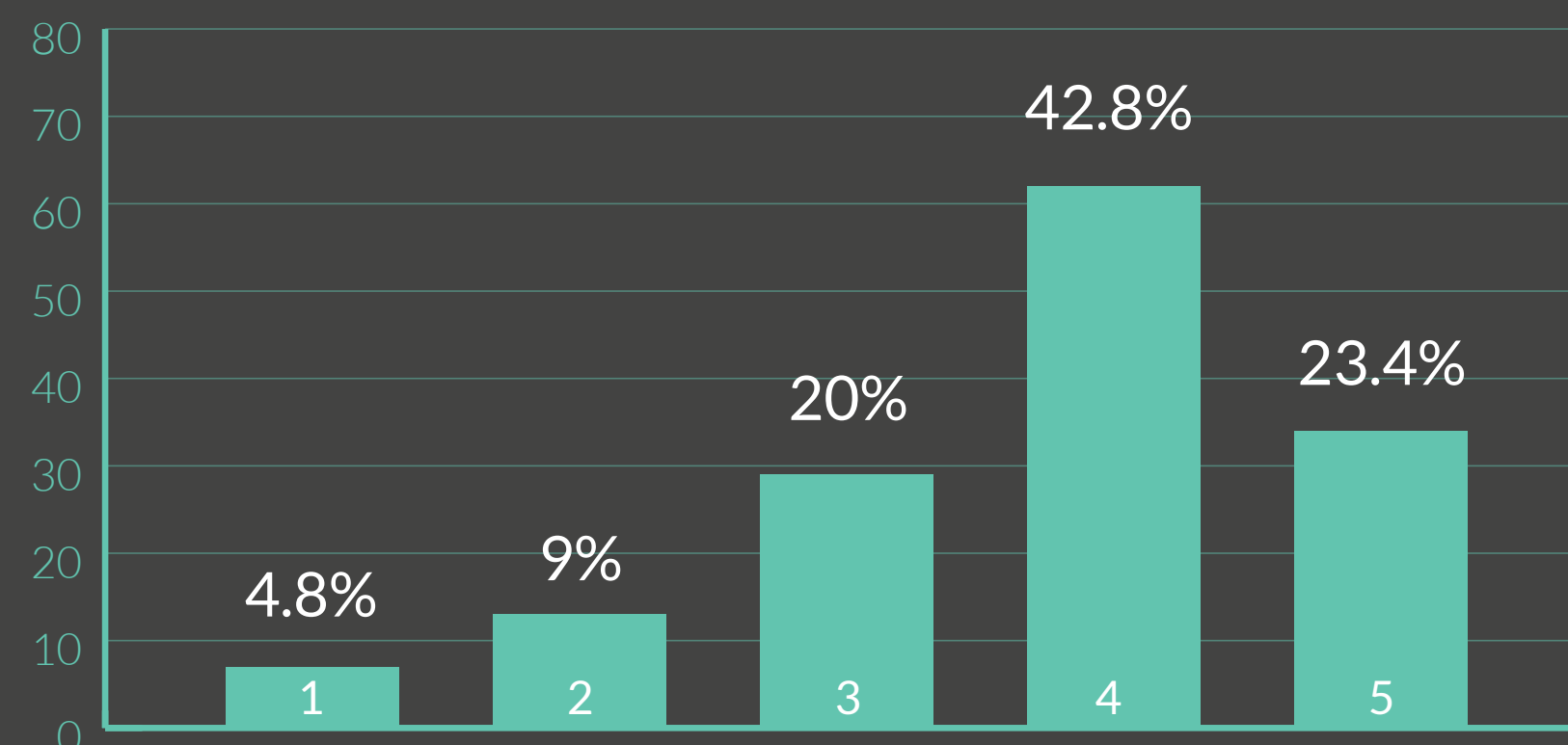
Excellent	40.7%
Very Good	34.5%
Good	11%
Fair	9%
Poor	4.8%

86.9%
Rated
'Good to
'Excellent'



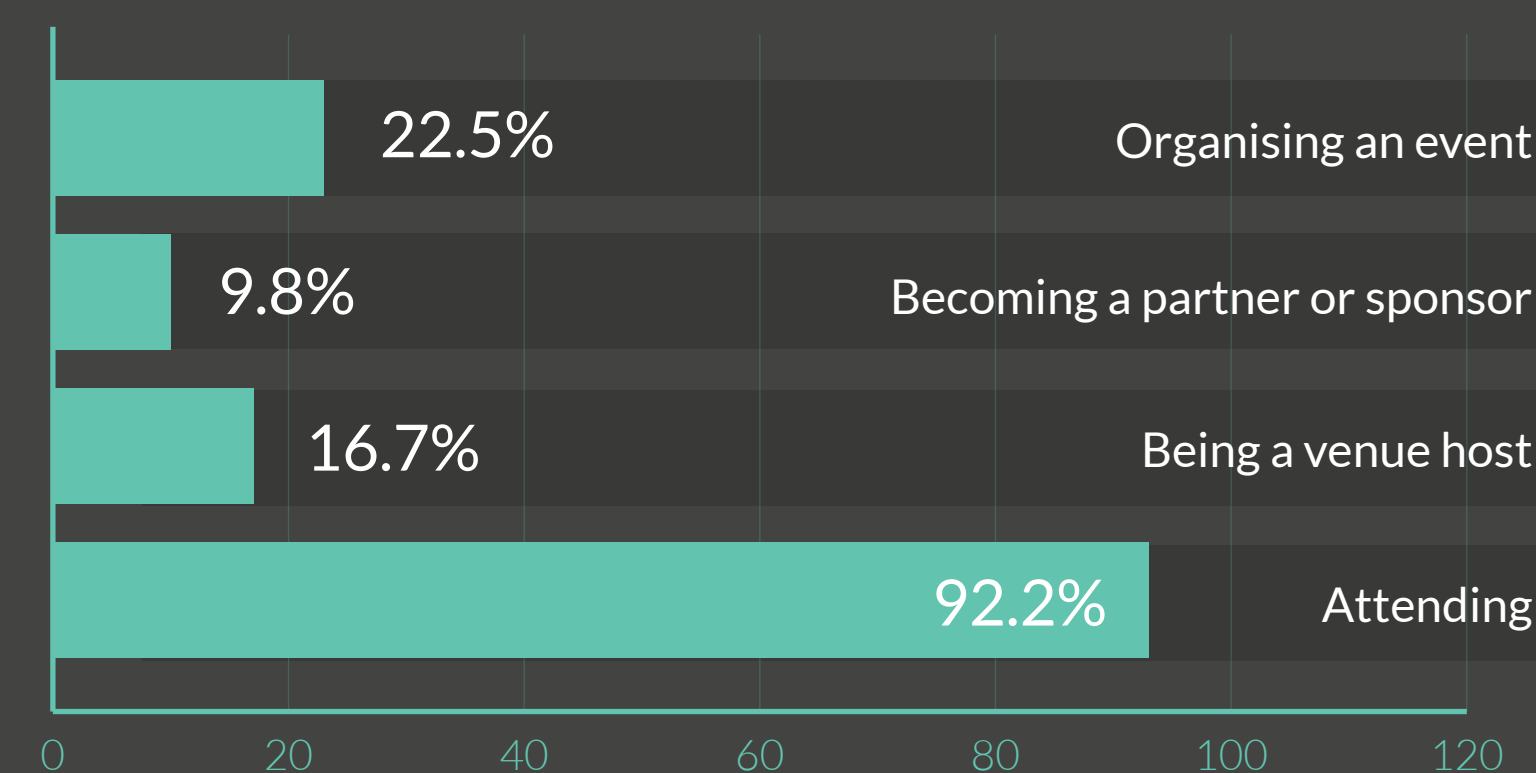
Did you or your business benefit from LBF attendance?

On a scale of 1-5



Would you be interested in getting involved in LBF2020?

102 responses



Official Festival Report

Leicester Business Festival CiC

AWARDS

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



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.



LBF 2019 Engagement Award



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.'



Pioneering Event Award



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