

#LBF2020



2 - 13 NOVEMBER 2020

hello@leicesterbusinessfestival.com
0116 464 5995

Headline Partner



HOW TO HOST AN AMAZING DIGITAL / PHYSICAL / HYBRID EVENT

Partners



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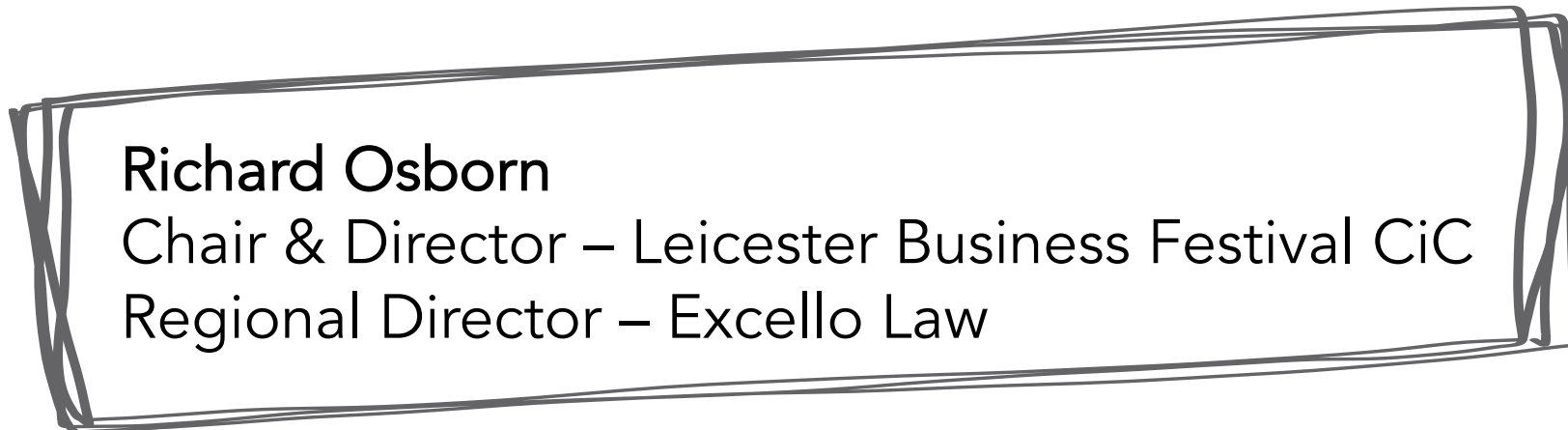
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Richard Osborn

Chair & Director – Leicester Business Festival CiC

Regional Director – Excello Law



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How to Host an Amazing Digital/ Physical / Hybrid Event

12:00pm – Introduction – Richard Osborn – Chair & Director – Leicester Business Festiva CiC

12:10pm – Presentation - Associate Events: How to Host an Amazing Event

12:50pm – Questions

12:55pm – Close

Online Etiquette

- Please keep your microphone on 'mute'
- Utilise the comments board for questions which will be answered at the end

Share: #LBF2020 & @LBFestival

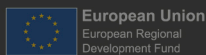
Please Note: This presentation will be recorded and available online from 10am tomorrow at: <https://www.leicesterbusinessfestival.com/>



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Partners



Sponsors



Interested in becoming a partner or sponsor?

Get in touch today to find out how your business could benefit:
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Supporters



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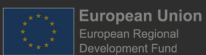
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Alister de Ternant
Managing Director - Associate Events



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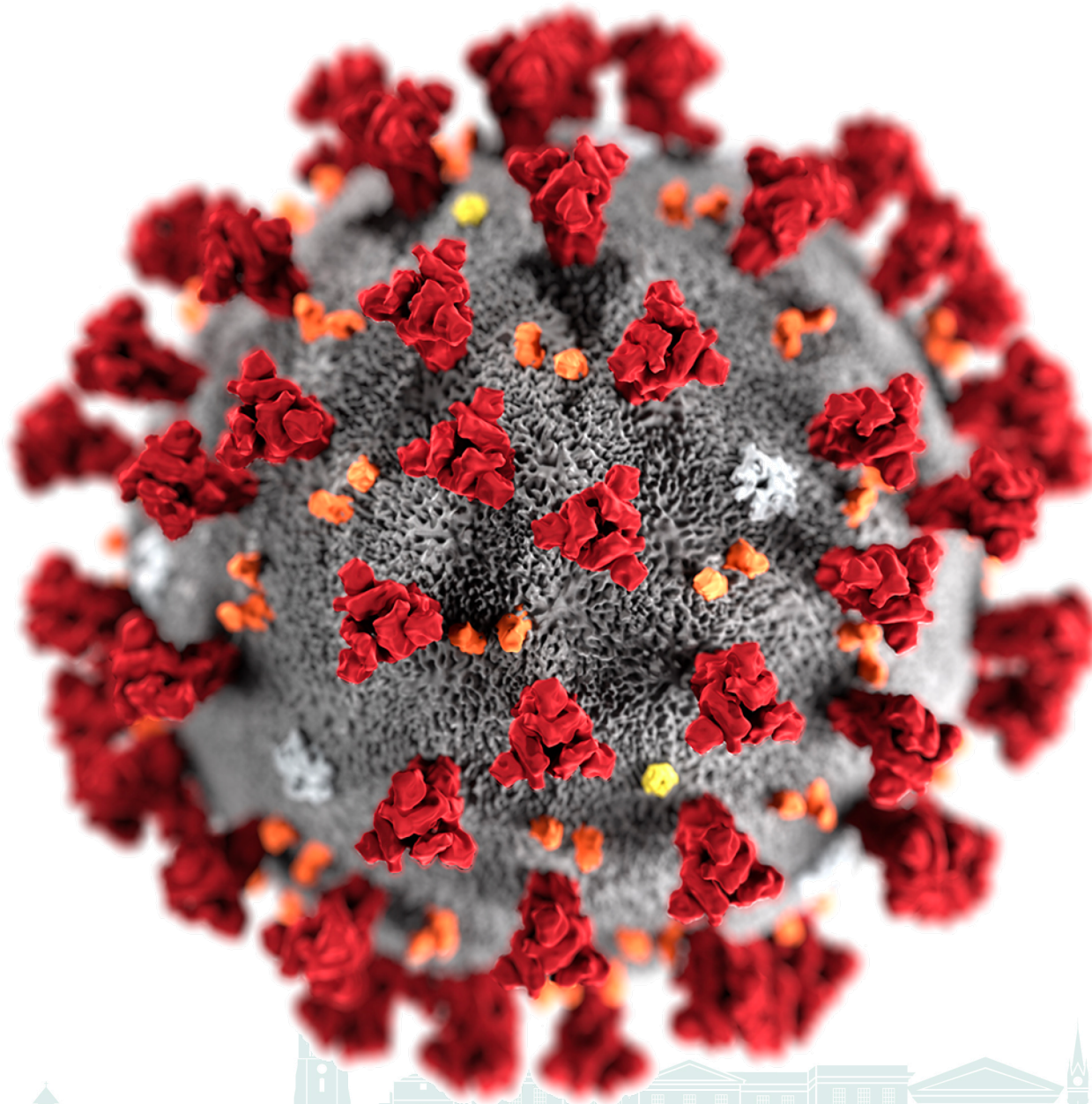
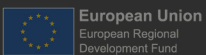
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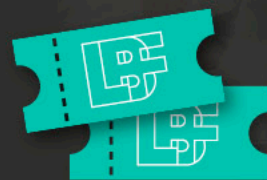


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2020: Leicester Business Festival

- 50+ expressions of interest already noted for November
- LBF WILL go ahead as a **Physical and Digital Hybrid**, taking the form of all the things you know and love about LBF!
- Huge Thanks To Our Partners, Sponsors and Supporters
- LBFCiC & Associate Events have invested heavily in ensuring this unique and amazing venture will go ahead, in a format that is accessible, supportive and easy to utilize.



122

REGISTERED EVENTS



16.4%

EVENTS SOLD OUT



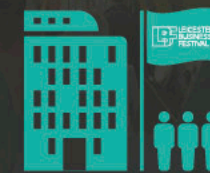
6,336

TOTAL ATTENDEES



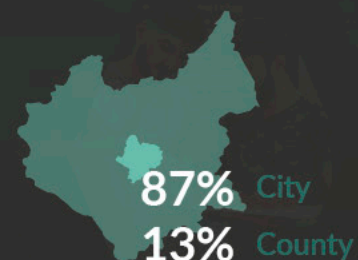
1,013

ATTENDEES FROM OUTSIDE THE REGION



1,285

BUSINESSES ENGAGED



CITY / COUNTY SPLIT OF EVENTS



86.9%

EVENTS RATED 'GOOD TO EXCELLENT'



96.5%

WOULD RECOMMEND THE LBF TO OTHERS



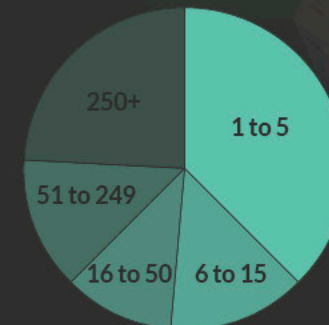
94.6%

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



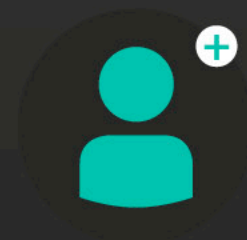
42%

INCREASE IN USERS OF THE LBF APP



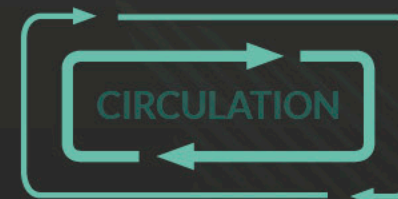
81%

WANT TO BE INVOLVED IN LBF2020



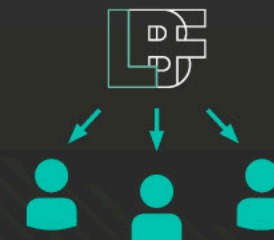
51.6%

FIRST TIME ATTENDING THE LBF



20,260,920

TOTAL MARKETING CIRCULATION



11,417,485

TOTAL MARKETING REACH

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BUSINESS SCHOOL**
DE MONTFORT UNIVERSITY

#LBF2019



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Vehicle Partner

Sandiclarfe

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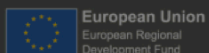
thepresentationgroup

Planning: What type of event is suitable?

Your event can take any shape or form digitally/ physically with social distancing if required/ hybrid of both:

- Seminar, Roundtable or Discussion
- Roadshow, Conference or Expo
- Webinar, Tutorial or Direct Live Stream
- Workshop, Tour or Showcase

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- Business Support & Knowledge Sharing
- Innovation
- Health
- Resilience



Planning: Criteria

Does your event...

- Benefit or Support local businesses?
- Showcase the region and/or sector?
- Bring people in/viewing from outside the area?
- Drive engagement and collaboration?
- Increase economic growth through inward investment?
- Have a controversial or politically poignant subject?

It must not be purely self promotional



Planning: *The basics are the most important aspect*

- How would your event meets the LBF criteria?
- Audience – who are you aiming the event at? How will you reach them?
- Subject – will it be interesting and attractive to the audience you're targeting?
- Why would people come/view online? What is the draw? How will they benefit?
- What is your own objective?
- Funding or promotion - do you need event partners?

LBFCiC
Board of Directors

Partners & Stakeholders

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FESTIVAL**

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**DE MONTFORT
UNIVERSITY
LEICESTER**

Associate Events

Business Community

Programming Board & Sector
Leads

Process: The basics for your physical application & event

- Location – venue, access, parking & facilities
- Venue – type and selection
- Capacity – be realistic, especially if social distancing is still in place
- Time, Duration and Structure – pace, pace, pace
- The Sell – Subject, topic, speakers, appeal – be clear & consistent
- Budget – venue and/or refreshment costs
- Delivery – management, staffing and onsite operations
- Health and Safety – Take into account any social distancing measures
- Marketing Communications

Process: The basics for your digital application & event

- Location – venue, visibility and appropriateness (connectivity)
- Online Capacity – be realistic, what can you really manage?
- Structure of Event - Time, Duration and Format
- The Sell – Subject, topic, speakers, appeal – this will be have a different appeal to physical events – consider the audience!
- Budget – Tech requirements to deliver your event
- Delivery – Tech and Content management
- Periphery Options – Breakout Rooms, Comments, Networking
- Recording – Changes the format of your presentation
- Marketing Communications – How will you reach your defined digital audience?

Process: Your Application

- Submit online via LBF website – deadline Friday 4th September
- Assessed by the Board against the aforementioned criteria
- Response within 2 weeks
- We will work with you to review and develop your event
- Event goes 'on-sale'
- Ticketing & Reporting – using LBF systems only



...Then...Get promoting!!

That HOW!

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zoom



Process:

- When the event is setup and due to go 'on-sale' you as the event organiser will receive a bespoke Zoom link from LBF
- All sales will go through the LBF website and ticketing platform
- Seamless Customer Journey
- Event Organisers will receive a personalised login to LBF's Zoom account.
- Audiences will receive their link and password to gain access to the online event, via the LBF ticketing system.
- 2 weeks prior to the festival a 1-2-1 online test with each event organiser will be scheduled with Associate Events to run through, test and support you with the technical capacity and delivery of your event.
- You will be responsible for delivering the event on Zoom.
- All other aspects of delivery and reporting will remain constant.

Process: What we provide...

- Overarching Umbrella Brand
- Ticketing, Downloadable Sales Reports & Data
- Digital Event Platform – Via Corporate Version of Zoom
- Event Guidance & Support
- Venue Partners
- Digital Event Brochure
- Online Event Organiser Handbook
- Online Event Organiser Toolkit – All you'll need in one page
- Branded Collateral – e.g. banners, presentation slides, graphics
- Festival Wide Newsletters & e-Marketing
- The 2nd largest B2B placement of any brand in the UK

Promotion: What to do once your event is live...

- Promote, Promote, Promote:
 - Social Media
 - E-Marketing
 - Newsletters
 - Advertising
 - Sectorial Engagement
 - Printed Materials
 - Press-Releases
 - Internal Communication
 - Brand Alignment – E.g. Email Footers
 - Word of mouth
- Tech, Speaker & Venue Confirmation if applicable
- Check Delegate Numbers
- Read the T&C's & consider your event as part of the wider Festival



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Presenting: Your Event

- Joining Instructions for all types of event
- Make sure your content is prepared and consistent with what has been advertised
- Style – Digital to Physical (vastly different)
- Ensure everything is 'on-brand' for you – and LBF
- Check last minute arrangements with the venue if required
- Ensure there is signage at the venue if applicable
- Keep your audience up-to-date and engaged on the lead up
- LBF Banners (applicable for physical events only)
- Online preparation – If hosting your event online log on at least 30 minutes before your event is due to start and test everything is working and in order
- Check Your Tech – and don't be afraid to set out the format of online etiquette
- Have fun, engage and enjoy the experience!

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“

Key dates

”



- How to Host an Amazing Event – 16th July
- Event applications close: 4th September
- All tickets will be live by: 18th September
- Stakeholders & Partners Drinks: 18th September
- Full programme released Online: 18th September
- Event Support Packs: w/c 5th October
- Event Numbers Available: w/c 5th October
- Full Digital Brochure Distributed: w/c 12th October
- Event Attendance Reports Available: w/c 19th October
- Online Tests with Event Hosts: w/c 19th October
- Festival dates: 2nd – 13th November 2020



Remember - There's many ways to get involved

- Partner / Sponsor
- Run an event
- Be a venue partner
- Attend
- Promote

“Thank You: Your Questions”

Share: #LBF2020 | @LBFestival

This presentation has been recorded and will be available online from 10am tomorrow at: www.leicesterbusinessfestival.com

Event Organisers Handbook available online now.

hello@leicesterbusinessfestival.com

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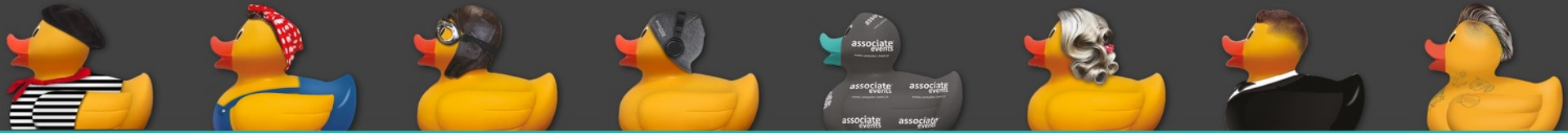
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