



Headline Partner



**LEICESTER CASTLE
BUSINESS SCHOOL**
DE MONTFORT UNIVERSITY

EVENT ORGANISER HANDBOOK

PLANNING PROCESS PROMOTION PRESENTING

ESSENTIAL INFORMATION ON HOW TO HOST AN AMAZING EVENT
WITHIN LEICESTER BUSINESS FESTIVAL



Event Organisers Handbook

Leicester Business Festival

About

What is the Leicester Business Festival (LBF)?

The LBF is an annual, two-week Festival incorporating hundreds of free business events which take place throughout the Leicester and Leicestershire region.

Events of all descriptions are staged by local businesses to benefit the people and businesses in the region; help business and economic growth; challenge and stimulate; and to draw attention to region.

The dates for 2018 are **Monday 29th October to Friday 9th November**.

How can I get involved?

Any business or organisation can apply to host an event. Business Festival events are all put on by local businesses to benefit the people and businesses in Leicester and Leicestershire, and therefore help business growth, ultimately having a positive impact on the region's economy.

Other ways to get involved include:

- Partnership/sponsorship
- Becoming a venue host
- Promoting the festival
- Attending events

Please contact hello@leicesterbusinessfestival.com to discuss any of the above ways to get involved.

Presenting

Final Tips Leading Up To The Festival

Reminders/Joining Instructions

We will send out reminders to registered attendees the day before your event. We do this simply because some people will have booked onto events months ago, and we want to ensure that you get your full delegation attending your event. These reminders do not contain details of the event, so it is useful to send your own to confirm location, time etc.

Pre-event Top Tips!

- We would strongly recommend that you send an email to all attendees confirming the details of the event around one week prior, including date, timings, venue, information re car parking/location (include a map if the venue can provide one)
- Confirm your timings (always arrive at your venue nice and early to set up before attendees start arriving)
- Have you been to visit your venue, so you are familiar with the layout/facilities?
- Confirm your numbers and preferred room layout.... so, you have enough seats or not too many!
- Confirm your catering requirements if you are providing these (you may want to check your attendees don't have any special dietary requirements or other special requirements on the day)
- Check the car parking arrangements at the venue
- Ask the venue if they will be providing any directional signage on the day or do you need to provide this, so attendees know where to go on arrival? It is always good to see branding when you walk into a venue!
- Do you want to provide name badges for you attendees?
- We would advise having a sign in sheet, so you know who has attended
- Health & Safety - Check the venue doesn't have any planned fire drills that day and where the muster points are located, should you need to evacuate! It is often good to announce this at the beginning of your session!

Event Hosts and Organisers should take out the relevant comprehensive and associated insurance to cover their events

Festival branding

Yes please – branding and logos can be downloaded from the LBF website (media and downloads page). If you need any assistance with this then please get in touch!

Please don't forget to keep in line with the brand guidelines if you are creating your own marketing materials. When circulating any information about the festival please also remember to include the festival logo.

Presentation slides

The LBF Presentation deck is to be used at all events where there is a PowerPoint or keynote in use. This is a great branding asset and is a major part of providing a 'festival feel' when attendees are going to multiple events.

There are three slides at the start of the presentation deck that we ask you to keep in place, along with two at the end.

The slides will be available on the LBF website

Roller Banners

To enhance the 'Festival feel' across the region and show that you are part of it; we are providing a huge volume of banners to display at every event to place the brand far and wide. We have allocated each event two banners and these will need to be collected and returned for the next person to use.

Further information regarding the banners will be available nearer the date.

If you wish to produce any of your own marketing banners this is absolutely fine however you will need to incur any costs. Festival branding can be downloaded from the LBF website.

Official Programme

We would be delighted if every event organiser can take a minimum of 100 copies of the official programme (more if you can!) to use in the build-up of the festival and at the festival itself.

If you are based at a venue/office and can display these in your reception area/staff canteen/coffee lounge or other, this would also be fantastic.

Brochures will be delivered to all event organisers in September 2018. More information will follow nearer the date.

The Festival

What happens during the festival?

The festival opens with a launch event on the first morning. All event organisers, sponsors, partners and friends are invited to celebrate the opening of the event attended by key business leaders and politicians. Keep an eye out for your invitation.

Events then take place across the region each day for the ensuing two weeks.

The festival organisers will send out a daily news update featuring daily events, best photos and best 'tweets' of the day, so keep an eye out for these.



On the last day, a closing event will take place. This is an opportunity to celebrate the end of the festival and thank the partners, sponsors and all those that took part in some way, shape or form for their hard work and support. All sponsors, event organisers, sector leads, venue hosts and attendees are invited. Again, keep an eye out for your invitation.

Statistics from the festival will be released and we will look back at the highlights that took place over the two weeks.

Filming

The festival organisers will have a crew out and about throughout the fortnight. Unfortunately, not all events can be filmed, however we will try to capture events that we think will be visually exciting for the promotional videos.

If you would like to film your own event and share online or via social media, that's great but don't forget to tag us! @LBFestival #LBF2018

Dates for your diary

Opening event: Monday 29th October around 7.00am – 9.30am

Closing event: the afternoon of Friday 9th November

Feedback

Feedback and Surveys

To build the Festival for 2019 we will be sending all attendees a feedback survey after they have attended an event. We kindly ask that at the end of your event, you encourage attendees to fill this out.

Shortly after LBF 2018, we will be sending you (the event organiser) a very short feedback form around your experience as an event host during #LBF2018. This feedback is critical in making LBF 2019 event better so please do let us know what you think.