

#LBF2020



2 - 13 NOVEMBER 2020

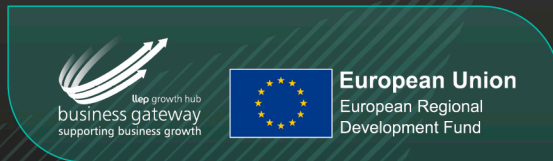
Headline Partner

hello@leicesterbusinessfestival.com
0116 464 5995



HOW TO HOST AN AMAZING EVENT

Partners



Sponsors



Supporters



Media Partner



App Partner



In association with



www.leicesterbusinessfestival.com





Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



Leicester Business Festival CiC

Alister de Ternant, Managing Director
Associate Events Limited

4 Essential elements for a successful event:

1. Planning
2. Process
3. Promotion
4. Presenting



Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



Last Year...

<https://youtu.be/dPNdwuliLHg>





Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



BREWIN
DOLPHIN



Headline Partner



Partners



European Union
European Regional
Development Fund



Sponsors



BREWIN
DOLPHIN



Interested in becoming a partner or sponsor?

Get in touch today to find out how your business could benefit:
0116 464 5995 | hello@leicesterbusinessfestival.com

Supporters



TEAM
Leicester

Media Partner



App Partner



In association with

associate
events

0116 464 5995 | hello@leicesterbusinessfestival.com

www.leicesterbusinessfestival.com



Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



Planning: What type of event is suitable?

- Your event can take any shape or form:
 - Seminar
 - Webinar
 - Roadshow
 - Workshop
 - Exhibition
- A whole range of topics can be covered; focusing on:
 - Innovation
 - Culture
 - Commerce



Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



Planning: Criteria

Does your event...

- Benefit local businesses?
- Showcase the region and/or sector?
- Bring people in 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!





Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



Planning: Think about...

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



0116 464 5995 hello@leicesterbusinessfestival.com

www.leicesterbusinessfestival.com



Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



Process: The basics for your application

- Location – venue, access, parking & facilities
- Venue type and selection
- Capacity – be realistic
- Time, duration and structure – pace, pace, pace!
- The Sell – subject, topic, speakers, appeal – be clear and consistent
- Budget – venue or refreshment costs
- Delivery – management, staffing and onsite operations
- Health and Safety
- Marketing Communications – product, price, place, promotion and people
- Consistency, Quality & Brand Alignment
- Sustenance & Caffeine

Process: Your application

- Submit online – deadline Wednesday 4th September
- Assessed by the board
- Response in 2 weeks
- We will work with you to review and develop your event
- Event goes live on the website
- Ticketing – using LBF systems only
- Get promoting!





Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



Process: What we provide....

- Overarching Umbrella Brand
- Ticketing, Downloadable Sales Report & Data
- Event Guidance & Support
- Online Event Tool Kit & Handbook
- Event Brochure
- Branded Collateral – E.g. Banners and Slides
- Festival-wide Newsletters & e-Marketing





Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



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

- Event Promotion:
 - Social Media
 - E-Marketing
 - Newsletters
 - Advertising
 - Printed Materials
 - Press-Releases
 - Internal Communication
 - Brand Alignment – E.g. Email Footers
 - Word of mouth





Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



Presenting: Your Event

Just before your event:

- Joining Instructions
- Make sure your content is prepared and consistent with what has been advertised
- Check last minute arrangements with venue
- There is signage at the venue so people know where to go
- Have fun, engage and enjoy the experience!



0116 464 5995 hello@leicesterbusinessfestival.com

www.leicesterbusinessfestival.com



Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



Key dates

- Event applications close: 4th September
- Full programme released: 30th September
- Event Support Packs: 3rd October
- Festival dates: 2nd – 13th November 2020





Headline Partner



2 - 13 NOVEMBER 2020



European Union
European Regional
Development Fund



Thank You

- Any questions?

Associate Events

hello@leicesterbusinessfestival.com

0116 464 5995



0116 464 5995 hello@leicesterbusinessfestival.com

www.leicesterbusinessfestival.com