



Coventry & Warwickshire Business Festival 2017

CWLEP Board Report



20th November – 1st December 2017



INTRODUCTION



The CWLEP Growth Hub (CWGH) engaged Associate Events in September 2016. The request was for the company to review the feasibility around replicating and capitalising upon the successful 'Business Festival' model formed in Leicester in 2014 but with a specific focus on Coventry and Warwickshire.

The objectives of this engagement were four fold. The first was to prove the commerciality of such an initiative and ensure a strong long-term return on investment structure for CWGH. The next was to showcase and promote the region, its businesses and its economy as 'The Knowledge Capital of the UK' on a regional and national level. This would be achieved by uniting the local business community and its advanced business activities under one structured umbrella brand to ultimately drive interest, inward investment and economic growth across the region. CWGH were keen to advance their position as the region's leading 'business support network' by succinctly communicating the range of services they offer, whilst 'softly' showcasing their support and method of building growth across the region - driving initiatives such as the Coventry and Warwickshire Business Festival. Lastly and arguably the more challenging of the four objectives was to increase engagement from those businesses who have not been actively engaged within the 'local business community' over the past year or more - and more specifically those who had yet to engage with or hear of CWGH.

Within seven months of contract execution we developed, designed, launched and delivered the first Coventry and Warwickshire Business Festival (CWBF) in its entirety from concept to delivery generating the exceptional results outlined within this report and delivering upon these four key objectives and all of its contractual terms.

Attending more than 300 meetings, travelling thousands of miles and dealing with more than 3000 operational emails, from a

CONTENTS

Introduction..... 2

Headline Statistics..... 3

Associate Events Deliverables..... 4

Brand Placement..... 6

Media Log 8

Attendee Data..... 14

Events Data..... 15

Feedback..... 16

Testimonials..... 18

standing start, the team has delivered a Business Festival that achieved the budget set and achieved a total media circulation of 31.6M (reach of 5.54M).

The Festival comprised 114 events, saw nearly 5,000 attendees (56.1% of whom had not been to a local business / networking event in the past 6 months or more) across the two weeks and engaged a total of 501 individuals who all subscribed to hear more about CWGH's services. Remarkable, in an incredibly short space of time, the Festival became 'the region's largest business event' attracting national and international attention not to mention attendees.

The seven months of activity successfully engaged the local business community, who truly showcased why the region is such a beacon for investment; with stories of cross-sectorial engagement and examples of inward investment continuing to roll in.

CWBF is something that all partners, suppliers, and the region can be proud of and continue to build on the lessons learnt in 2017 for not only the future of the festival, but also the region too.

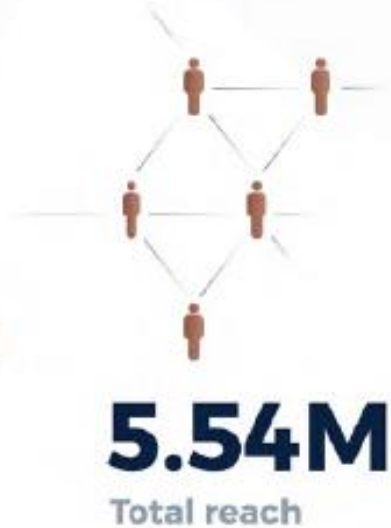
Associate Events has been delighted to be contracted to work on such an innovative and impactful project. There is indeed a great deal to learn, amend and improve from the experiences of 2017 and we look forward to working with the CWLEP and all partners in 2018 onward to build upon this incredible foundation.

I would like to take this opportunity to thank everyone for their continued support and commitment to the venture.

Craig Humphrey
 Managing Director CWLEP Growth Hub

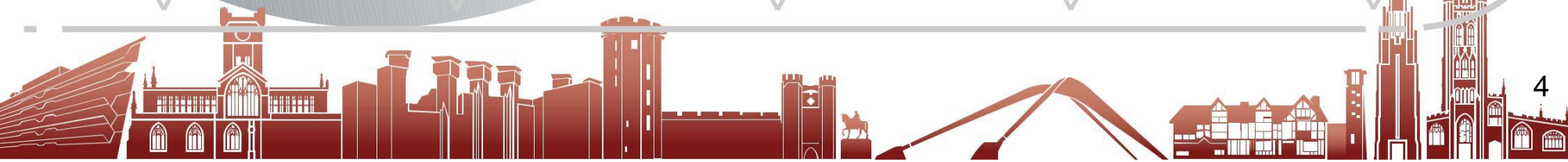
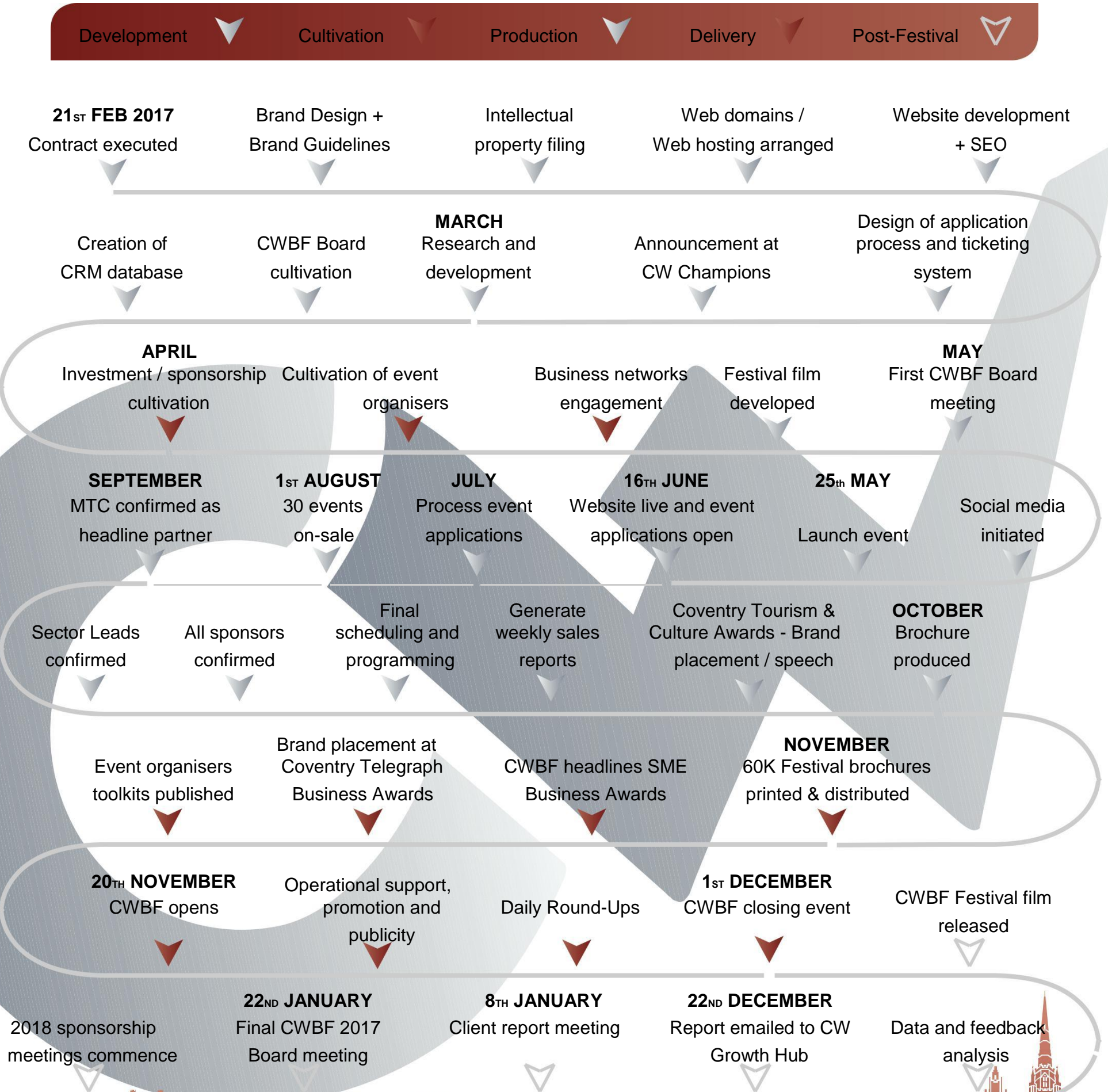


HEADLINE STATISTICS

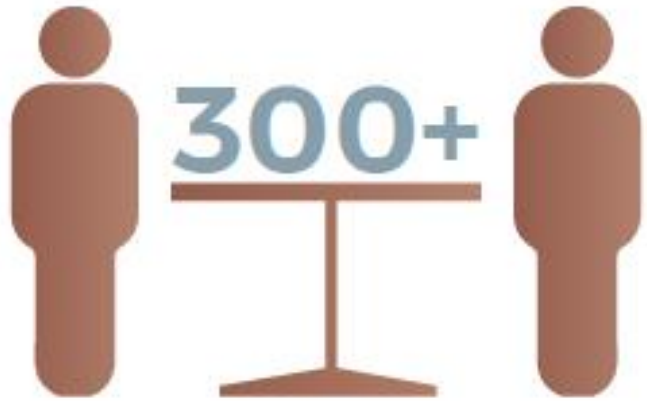


Estimated as of 18/12/17
 *Those who have booked tickets via CWBF

ASSOCIATE EVENTS DELIVERABLES



DELIVERABLES



Over 300 external meetings



More than 3000 operational emails sent



762 post-its scribbled



1905 calls made, including 14 conference calls



1,897 cups of coffee consumed

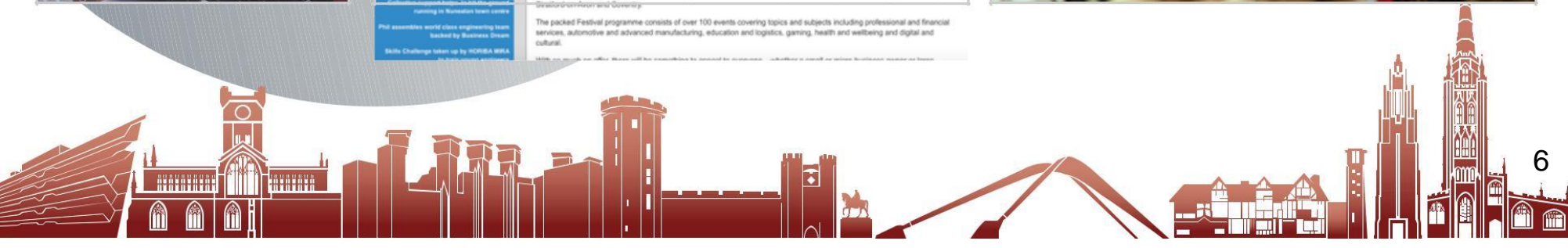
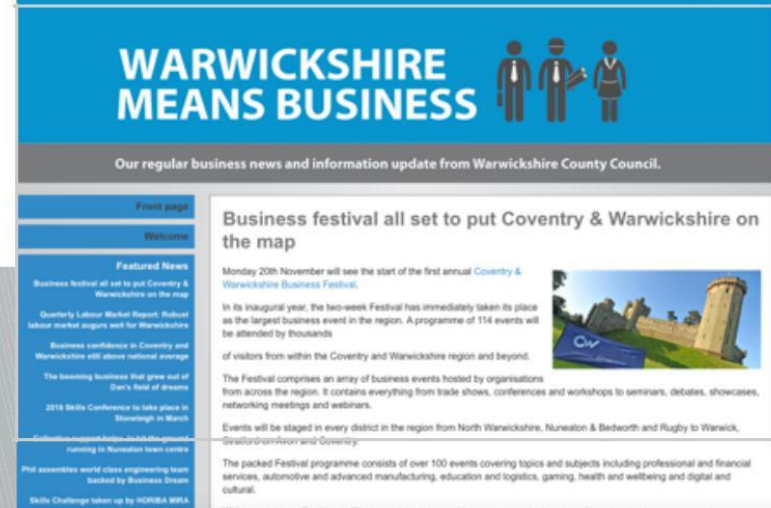
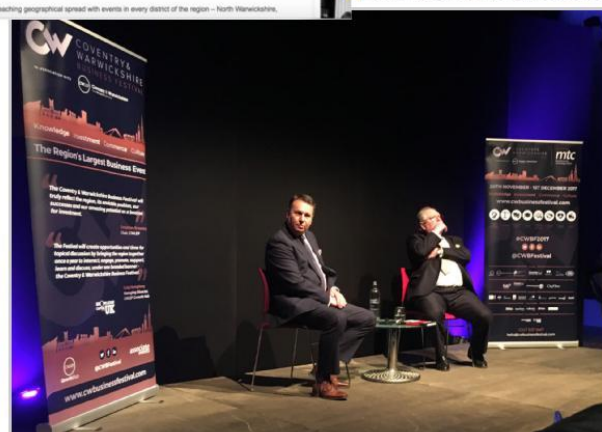


4,324.35 minutes on the phone

Travelled in excess of 2,498 miles



BRAND PLACEMENT



BRAND PLACEMENT

SME COVENTRY & WARWICKSHIRE BUSINESS AWARDS 2017
GRAND FINAL
 28TH NOVEMBER 2017
 DOUGLAS ABBEY HOTEL, SHINKLOW ROAD, BINLEY, WARWICKSHIRE

100 events at first Business Festival

By LEIGH MENCARINI
 Content Direct Editor

7,000 people anticipated to attend - with 15 per cent of these expected to be from outside the region.

Craig Humphrey, managing director of the Coventry and Warwickshire Growth Hub, said: "We wanted to create a brand new concept that would bring the whole business community in together as well as promote the fantastic opportunities that this region has to offer on a global stage."

"With 114 events in the programme, there will be plenty going on over the fortnight, and something for everyone whether they are a small or micro-business owner or a large corporate organisation."

The 2017 Business Festival is being supported by head-line partners, the Coventry and Warwickshire Local Enterprise Partnership (LEP) and the Coventry and Warwickshire Growth Hub, the festival has already become the region's largest business event with 114 events in the programme and more than



active

news

Sovereign Trent looks for new ways to help cut leakage at Coventry and Warwickshire Business Festival

Product Wednesday 20th November 2017

As part of the Coventry and Warwickshire Business Festival, water company Sovereign Trent has announced a four day event that seeks to register open ideas in help tackle leakage.

The company, which has a pipeline network of 1,000 miles, is looking for ideas to help reduce water loss and improve efficiency. The event will be held at the Coventry and Warwickshire Growth Hub, and will be open to all businesses in the region.

Keynote speakers included Margaret James MP Minister for Small Business, Consumers and Corporate Responsibility, Jonathan Browning, Chair of the Coventry and Warwickshire Local Enterprise Partnership, and Ken Young, Technical Director of the Manufacturing Technology Centre (MTC).



Business festival is hailed great success

INAUGURAL EVENT ATTRACTING REGION'S MOVERS AND SHAKERS...
 By TELEGRAPH REPORTER

THE inaugural Coventry & Warwickshire Business Festival is well underway this week after an impressive launch at One Friargate - the first purpose-built building in Coventry's new city centre.

More than 100 guests joined Business Festival launch Coventry & Warwickshire Growth Hub and the first Coventry & Warwickshire Business Festival.

Keynote speakers included Margaret James MP Minister for Small Business, Consumers and Corporate Responsibility, Jonathan Browning, Chair of the Coventry and Warwickshire Local Enterprise Partnership, and Ken Young, Technical Director of the Manufacturing Technology Centre (MTC).

Jonathan Browning, chair of the Coventry and Warwickshire LEP, said: "The Business Festival is not only a celebration of Coventry and Warwickshire but it underlines our ambition to keep growing our economy across all sectors, and emphasises our role as Knowledge Capital of the UK. Headline partner, the MTC playing an integral role in the Business Festival, in addition to running an event for manufacturing SMEs entitled 'Increase Manufacturing Productivity', the organisation is also hosting the Coventry & Warwickshire Small Business Conference organised by the FSB, as well as the closing event of the festival."

The Business Festival encompasses a wide range of events, including seminars, lectures, workshops, conferences, award ceremonies and most events are completely free to attend. Craig Humphrey, managing director of the Coventry & Warwickshire Growth Hub, said: "The momentum around the first Coventry & Warwickshire Business Festival has really been building and there is no more fitting place to launch this amazing two weeks than in one of the newest investment areas in our region."

For more information, email halid@cwbusinessfestival.com

It underlines our ambition to keep growing our economy and emphasises our role as Knowledge Capital of the UK.
 - Jonathan Browning
 CWLEP

BUSINESS & INNOVATION Magazine
 HOME ABOUT REGIONS SECTORS MAGAZINE SUBSCRIPTION ARCHIVE CONTACT US

Coventry & Warwickshire Business Festival is underway!

by Business & Innovation Magazine Reporter • 21 Nov, 2017



Advent
 Award-winning public relations and media services

Home About Us Services Clients Our Work News Our Team Contact Us

024 7663 3636

Coventry & Warwickshire Business Festival launched

Coventry and Warwickshire is set to have a new 'festival of business' taking place from November 20-December 1 this year.

The Coventry & Warwickshire Business Festival will stage an exciting two weeks of inspiring business events across the region.

As the agency is



New festival champions commerce, culture and innovation

Raising the profile of Coventry and Warwickshire as a driving force in business and beacon for investment is at the heart of a new festival for the region.

Jonathan Browning, chair of the Coventry & Warwickshire Local Enterprise Partnership (LEP), said: "The Business Festival aims to raise the profile of Coventry and Warwickshire to a local, regional and national audience in a way that's never been done in this region before."

"It will provide a spectacular platform to show how our businesses can unite to be a driving force in commerce, innovation and culture. We want to use the Business Festival to demonstrate how Coventry and Warwickshire is the 'Knowledge Capital of the UK' and show the rest of the UK Coventry and Warwickshire's strengths, opportunities and potential as a beacon for investment."

Any business or organisation of any size can apply to run an event. They can take any shape from a small networking meeting, workshop or seminar to a large trade show or a national conference.

For more information, or to get involved visit www.cwbusinessfestival.com

COVENTRY & WARWICKSHIRE BUSINESS FESTIVAL
 20TH NOVEMBER - 1ST DECEMBER 2017
 BOOK YOUR TICKETS NOW

Deeley

News

Warwick to showcase business support services to SMEs

Warwick to showcase business support services to SMEs

Press welcome to attend

The University of Warwick is joining forces with the region's first Coventry and Warwickshire Business Festival to showcase its range of business support services to SMEs on Monday 20th November - alongside business events to support Coventry's bid to become City of Culture 2021.

Warwick's annual Meet the University event

WARWICK

News & Events

Press Releases | Expert Comment | Media Centre Services | Knowledge Centre | Team | Events | Social Media

Warwick to showcase business support services to SMEs

Warwick to showcase business support services to SMEs

Press welcome to attend

The University of Warwick is joining forces with the region's first Coventry and Warwickshire Business Festival to showcase its range of business support services to SMEs on Monday 20th November - alongside business events to support Coventry's bid to become City of Culture 2021.

Warwick's annual Meet the University event

touchfm

Coventry & Warwickshire Business Festival

Host an event in the Coventry & Warwickshire Business Festival, from the 20th November to the 1st December.

A fantastic fortnight of events run by business for business. Showcasing the regions knowledge, commerce, culture and innovation.

Proudly partnered by the Coventry & Warwickshire LEP* and Growth Hub, the University of Warwick, Coventry University, the Coventry & Warwickshire Chamber, and managed by

MTC BACKS COVENTRY & WARWICKSHIRE BUSINESS FESTIVAL

Date: Tuesday 17 October 2017

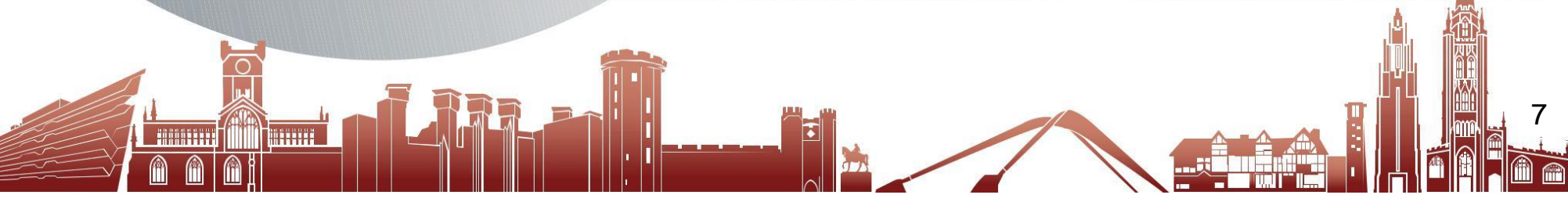
News > MTC backs Coventry & Warwickshire Business Festival

The Coventry & Warwickshire Business Festival has secured the Manufacturing Technology Centre (MTC) as its headline partner.

As one of the country's leading research and technology centres, the MTC is the perfect fit to drive home the region as the Knowledge Capital of the UK.

Based at Arsky Park, Coventry, the MTC is one of seven High Value Manufacturing Catapult centres, and is home to some of the UK's leading experts across a range of areas including digital manufacturing, 3D printing and robotics.

The Business Festival, developed by the Coventry & Warwickshire Growth Hub and the Coventry & Warwickshire



MEDIA LOG PRINT ONLINE BROADCAST RADIO

Encompassing commercial newspapers and magazines; online media channels; television and radio.



22

Press releases issued between 25 May & 4 December (average of 3.6 press releases p.m.)

4K

Nearly 4,000 journalists, bloggers and reporters reached

25.3M

Media online & print circulation

Printed media:

Including Coventry Telegraph, Rugby Advertiser, Leamington Courier, Stratford Herald, Nuneaton News, Cotswold Life, Business & Innovation Magazine

Online media:

Including Coventry Telegraph, Conference News, Midlands Business News, Asian Today, Coventry Observer, Fruitnet.com



24,000 approx.

BBC Coventry & Warwickshire Radio

- Opening event on Monday 20th November
- Live Autumn Budget Review (Thursday 23rd November)



460,000 approx.

ITV Central News

Coverage of Business Festival launch at Warwick Castle on 24th May 2017 reached nearly half a million people.



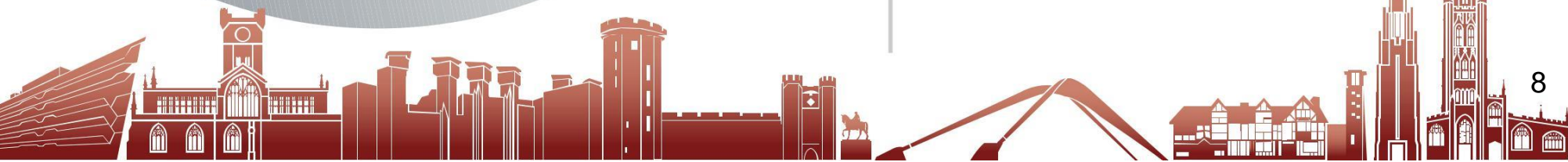
492,000 approx.

Quidem Radio Group (Touch FM, Banbury Sound, Rugby FM)

- 'Get involved' message 4 weeks' (mid-Aug - 15th Sept)
- 'Book Tickets' message 6 weeks' (16th Sept - 17th Nov)

Total circulation: 26.3M

Includes print, online, broadcast and radio.



MEDIA LOG

SOCIAL MEDIA & FESTIVAL WEBSITE



3,877 Links to ticketing system
369 Posts made
746 Mentions
557 Retweets
340 Likes
421 Website session referrals



6,385 Links to ticketing system
252 Posts made
170 Post engagements
107 Website session referrals



2,682 Links to ticketing system
200 Posts made
110 Website session referrals

Total circulation: 168,453 Social media

282% more website session referrals from Twitter than any other social media channel

65% more links to ticketing system through Facebook than any other social media channel



www.cwbusinessfestival.com

CW Business Festival web and on-line traffic, comprising CWBF website and Business Festival booking system, Ticketleap.

Created content and built site which went live on 21 June 2017.

7,742 Website sessions

50.4% New users

49.6% Returning visitors

Peak Day:

Monday 20 November (270 sessions)

Peak Week:

19 - 25 November (1124 sessions)

Traffic Acquisition:

43.95% Direct

34.78% Organic search

31.1% Referral

8.37% Social Media

Popular Pages:

54% Home

5.45% Apply

4.77% Venues

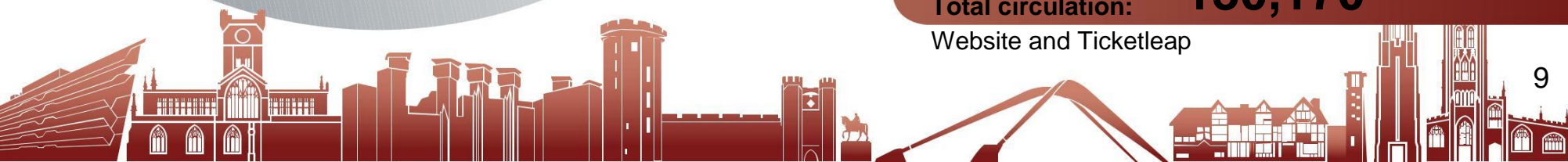
122,428

Ticketleap sessions

Total circulation:

130,170

Website and Ticketleap



MEDIA LOG

EMAIL & ONLINE MARKETING



34%

Open rate (approx. 8,246)
 Industry average 13.6%

24,415

Individual emails sent out

11.75%

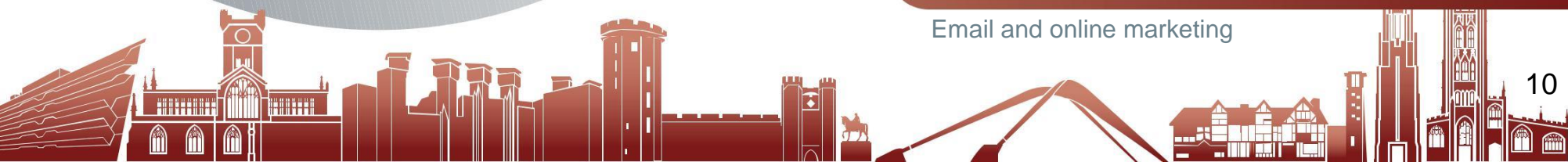
Click rate (approx. 2,868)
 Industry average 1.1%

Set up branded email templates using Mailchimp. Numerous campaigns issued, including the following:

- Launch event**..... Invitations, reminders, joining instructions
- Event Organisers' Information**..... Inviting application submissions; event organisers' newsletter; CWBF Toolkit; roller banner information
- CWBF General Newsletters**..... August, September, October, November
- District Newsletters (x6)**..... Coventry, Rugby, Stratford-on-Avon, Nuneaton & Bedworth, Warwick, North Warwickshire
- Sector Newsletters (x8)**..... Automotive and Advanced Manufacturing; Construction; Creative, Digital, Culture and Tourism; Logistics; Games Development and Serious Gaming; Professional and Financial Services; Healthcare; Education
- Opening Event**..... Invitations, reminders, joining instructions
- Daily Festival Updates (x10)**..... Photo of the day, top tweets, featured events coming up
- Closing Event**..... Invitations, reminders, joining instructions
- End of Festival Round-Up**..... December 4th

Total circulation: 24,415

Email and online marketing



MEDIA LOG

EXTERNAL/PARTNER COMMUNICATION

Numerous partners have engaged with CWBF issuing a variety of communication across varied channels encompassing: emails, newsletters, printed materials, on-line articles, web blogs and posts.



Advocates include:



Circulation:



76,900

Partners' emails, newsletters and printed materials
 (This excludes Associate Events/CWBF emails - covered above)

4,879,777

Partners' web and online communication
 (This excludes CWBF website and Ticketleap figures - covered above)

There have also been many meetings and conferences where CWBF has had a presence and prominent brand placement. This has included for example, the SME Business Awards; Coventry Telegraph Awards; CW Champions event; Tourism & Culture Awards; Apprentice of the Year Awards etc.

62,460

Brand placement at events

Total circulation: 5,019,137

NB. This is based on known communication only. In essence, this figure could be far greater.



MEDIA LOG SECTOR SPECIFIC COMMUNICATION

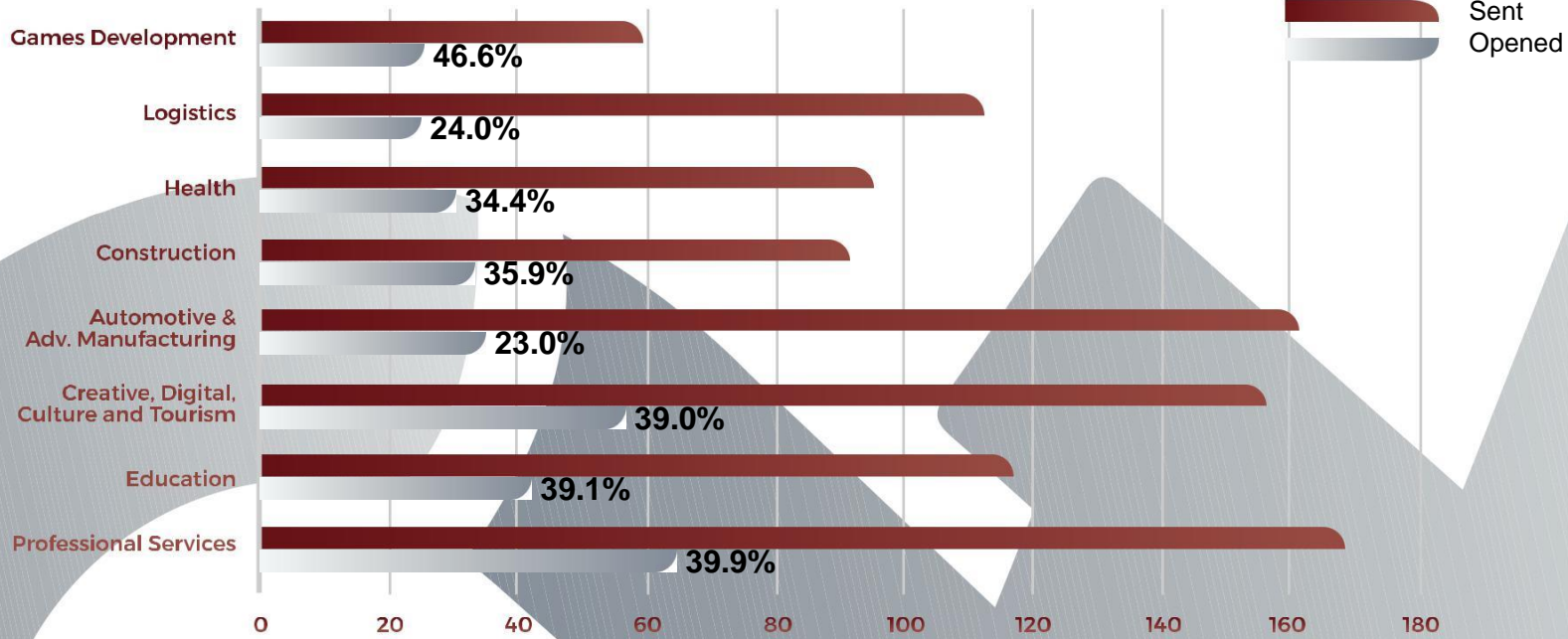
Sector specific newsletters were created for each of the eight key sectors. These highlighted the events in the sector, along with details about the sector and it's importance in the region.

These were sent to the sector leads, relevant sector event organisers and anyone in the database who, from the information they supplied, was deemed to be working in, or had already booked onto an event in that sector.

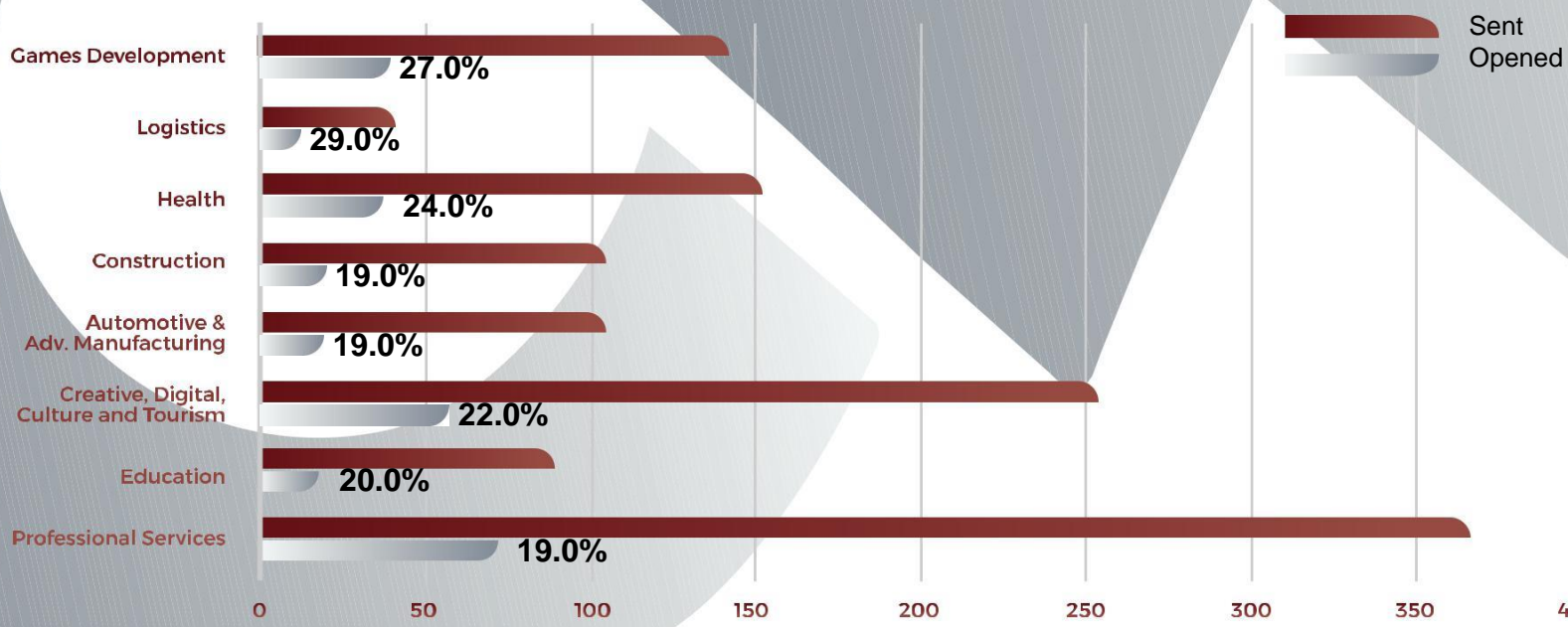
Press releases containing a link to the sector newsletters were also then issued to specialist press, relevant journalists and bloggers, industry and trade press. Each release also included a quote from the sector lead.



Sector Newsletters



Sector Press Releases



Total reach: 2,221

Sector specific communication



MEDIA LOG

PHOTO, VIDEO, NEWSLETTERS

Please click the links below to be taken to your selection online.

Daily Round-Ups

- [Monday 20 Nov](#)
- [Tuesday 21 Nov](#)
- [Wednesday 22 Nov](#)
- [Thursday 23 Nov](#)
- [Friday 24 Nov](#)
- [Monday 27 Nov](#)
- [Tuesday 28 Nov](#)
- [Wednesday 29 Nov](#)
- [Thursday 30 Nov](#)
- [Friday 1 Dec](#)

[Final Festival Round-Up](#)

District newsletters:

- [Coventry](#)
- [Warwick](#)
- [Nuneaton & Bedworth](#)
- [Rugby](#)
- [North Warwickshire](#)
- [Stratford-on-Avon](#)

Sector newsletters:

- [Automotive and Advanced Manufacturing](#)
- [Construction](#)
- [Creative, Digital, Culture and Tourism](#)
- [Education](#)
- [Games Development and Serious Gaming](#)
- [Health and Wellbeing](#)
- [Logistics](#)
- [Professional and Financial Services](#)

Videos:



[Coventry & Warwickshire Business Festival Official Opening](#)



[Coventry & Warwickshire Business Festival 2017](#)

[Coventry & Warwickshire Business Festival 2017 Image Gallery >](#)



[CW Champions Event](#)



[Meet the University of Warwick](#)



[Collaborate to Train Coventry & Warwickshire](#)



[Finances to the Cloud](#)



[Coventry - Our Heart and Soul Headquarters](#)



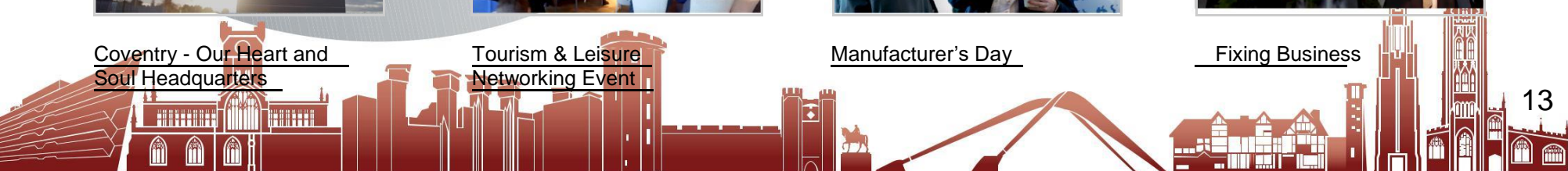
[Tourism & Leisure Networking Event](#)



[Manufacturer's Day](#)

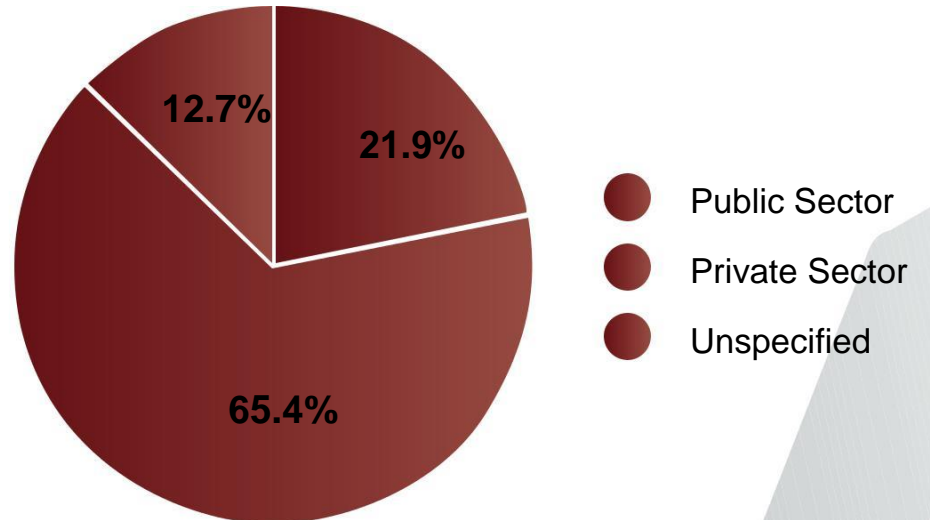
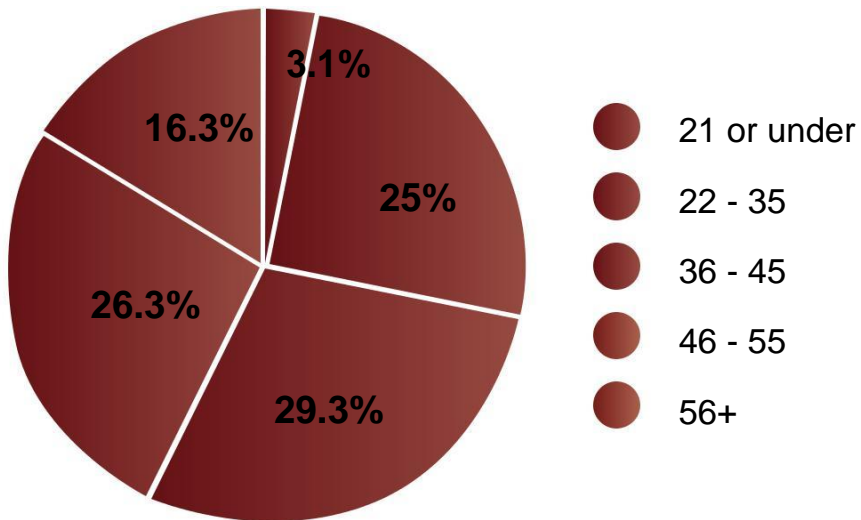


[Fixing Business](#)

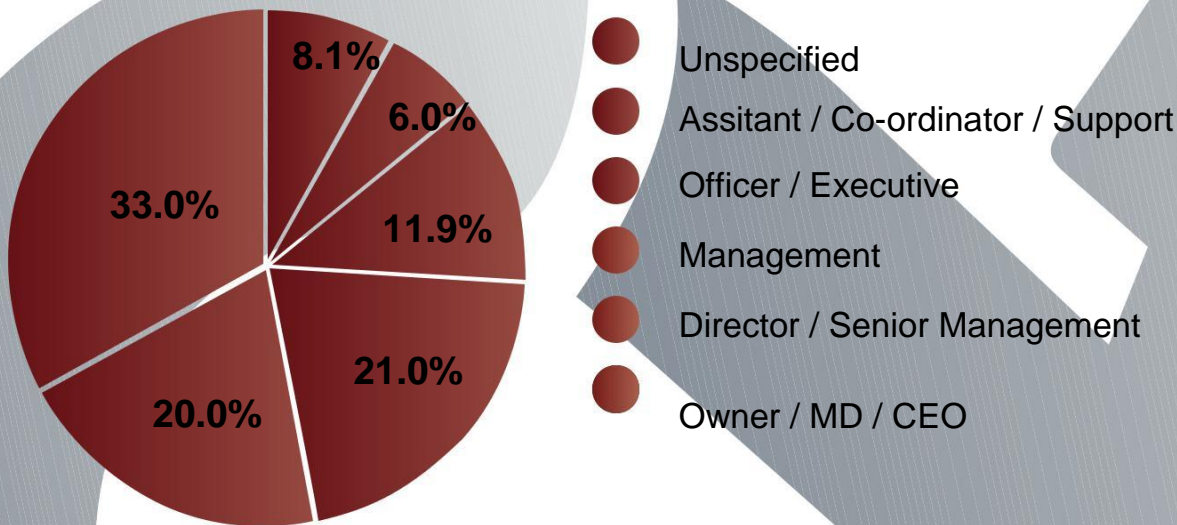


ATTENDEE DATA **TICKETLEAP BOOKINGS ONLY**

Age:



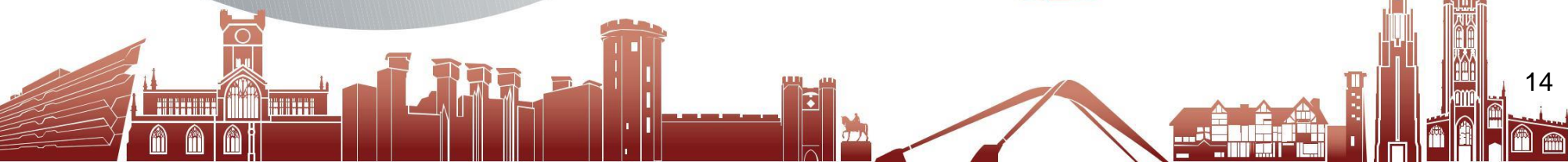
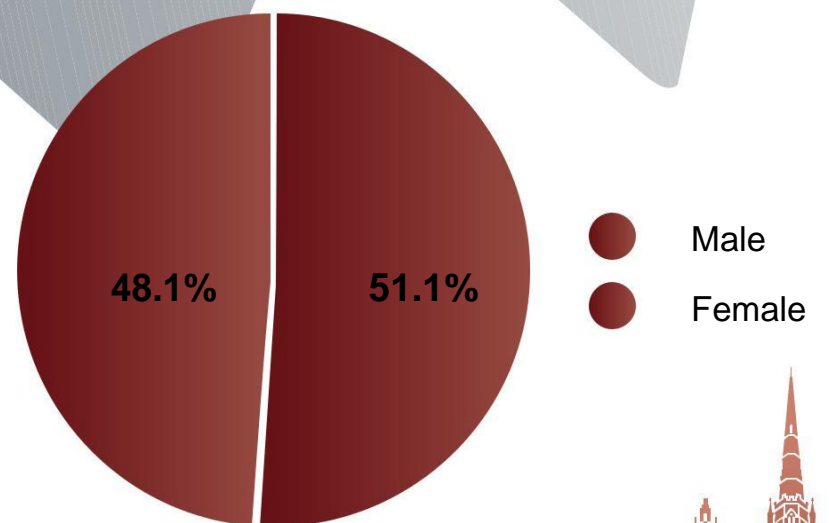
Employment level:



Sector:

Automotive & Advanced Manufacturing.....	8.1%
Construction.....	5.1%
Creative, Digital, Culture & Tourism.....	17.3%
Education.....	10.4%
Games Development & Serious Gaming.....	0.8%
Health and Wellbeing.....	3.5%
Logistics.....	1.4%
Professional Services.....	0.3%
Other.....	1.1%
Full time education.....	31.4%
Unemployed or not in education.....	20.5%

Gender:

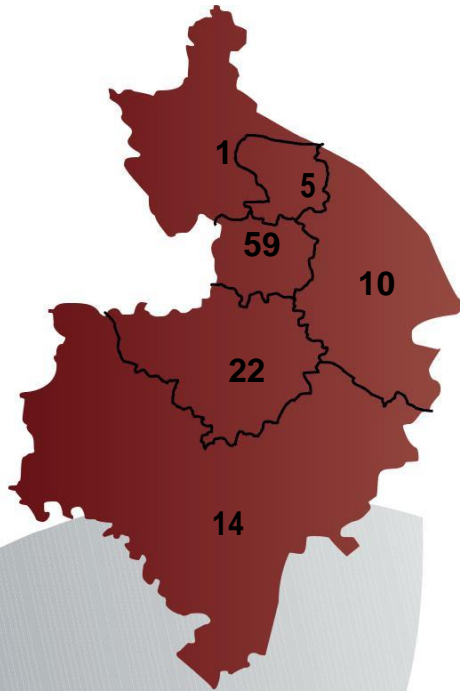


EVENTS DATA

DISTRICT, DAY, SECTOR

EVENTS IN PROGRAMME ONLY

Spread by region:



	Week 1	Week 2	TOTAL
Coventry	24	35	59
Warwick	10	12	22
Nuneaton & Bedworth	4	1	5
Rugby	7	3	10
North Warwickshire	1	0	1
Stratford-on-Avon	9	5	14
Online webinars	1	2	3

Spread by day:

	MON	TUE	WED	THU	FRI	TOTAL
Week 1	8	13	11	12	12	56
Week 2	13	16	14	9	6	58

Spread by sector:



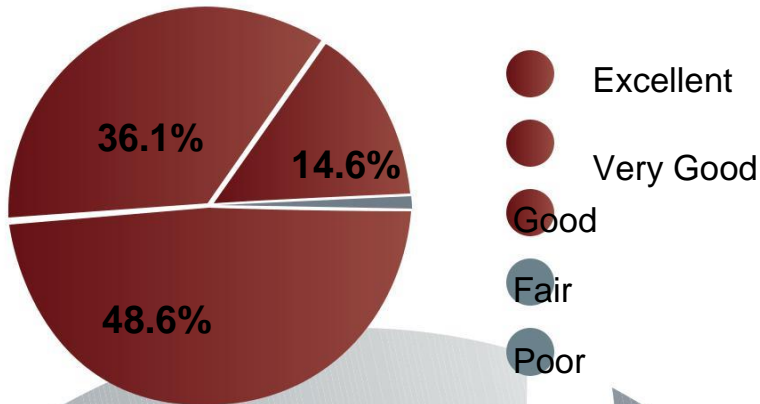
FEEDBACK

RESULTS FROM FEEDBACK FORMS

Following Coventry & Warwickshire Business Festival, feedback surveys were sent to event attendees to gain insight into their thoughts and feelings around the events they attended.



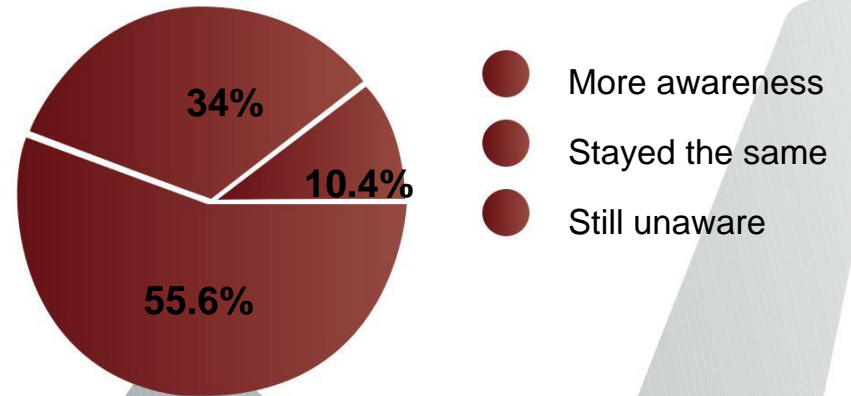
Overall, how would you rate the quality of the event?



99.3%

Rated events 'Good' to 'Excellent'

Are you more aware of the business support available to you in Coventry & Warwickshire as a result of the Festival?

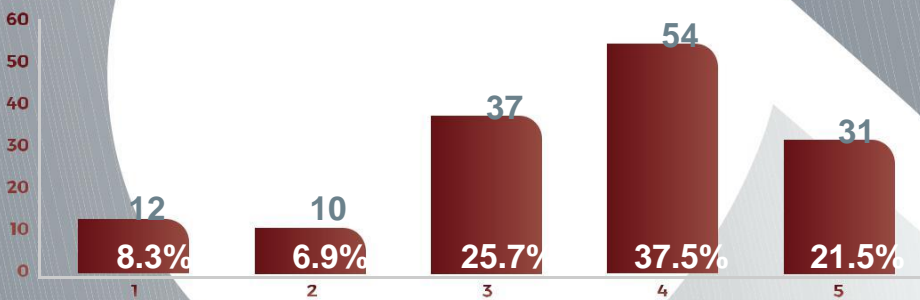


55.6%

More aware of business support in Coventry & Warwickshire

Did Coventry & Warwickshire Business Festival have a positive impact on you or your business?*

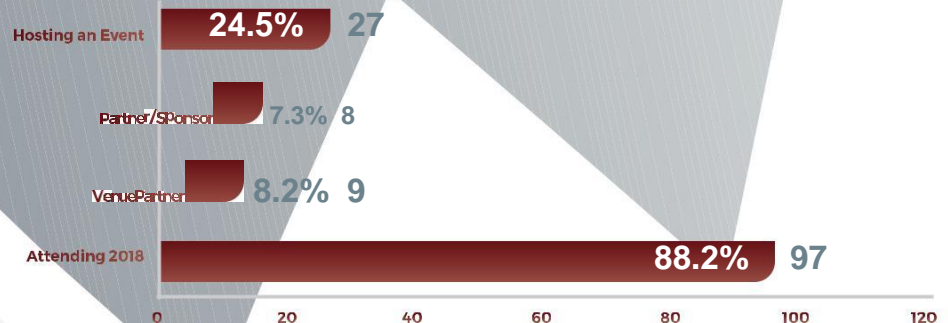
*On a scale of 1 to 5



84.7%

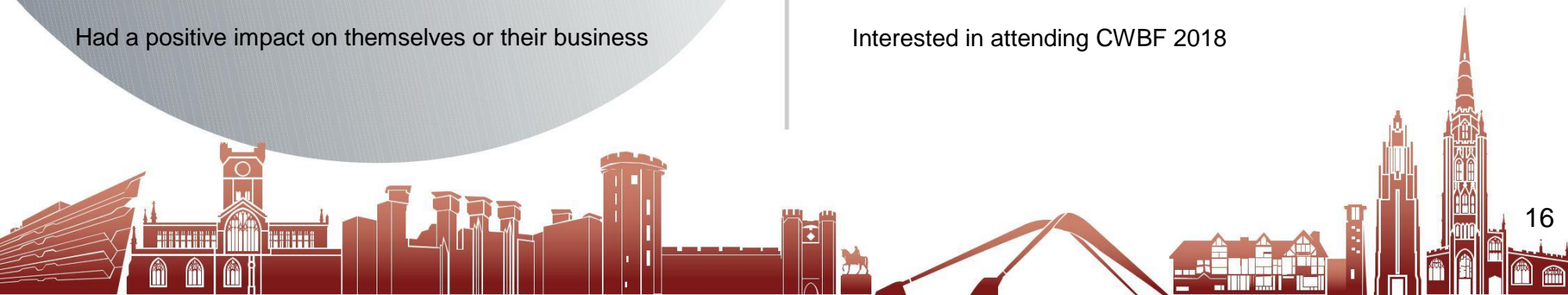
Had a positive impact on themselves or their business

Would you be interested in getting involved in Coventry & Warwickshire Business Festival 2018?



88.2%

Interested in attending CWBF 2018



FEEDBACK ANECDOTAL & TWEETS

Suggested improvements:

(Taken from the feedback form)

“More awareness throughout the city from the events and the venues taking part please. Social Media, Traditional Media”

“More engagement and support from the businesses in the area”

“Marketed more to students”

“Yes, better marketing materials and more PR. Dealing with no-shows more effectively.”

“Get better known, tap into schools for introducing the workforce of tomorrow”

“Better promotion through social media campaigns”

“Events outside of normal 9-5 hours would help”

**Top Tweets about the Festival:
 @CWBFestival #CWBF2017**

Conference Centre
 @CovConfCentre

Following

We really enjoyed being a part of @CWBFestival over the last couple of weeks. It was great to be a venue for this and we really loved meeting lots of new people. Here are some pictures taken from Tuesdays event. #Coventry #Business #CWBF2017

Penny Shinfield
 @PShinfield_CU

Following

Wow what a fantastic first go at the @CWBFestival . We have reached the end of an amazing 2 weeks of unusual, informative, exciting events right across the region #thisiscoventry @Coventry2021 @CityOfCulture21

Deeley Group
 @DeeleyGroup

Following

We're delighted to have been the Construction lead for the 2017 @CWBFestival. It was a great festival! Thanks to @DavidPenn100 of @BromwichHardy & @cwchamber and @robtalliss of @CovUniEstates for their presentations at our offices. Let's get ready for CWBF2018!

Bill Hunt
 @DCEWarwickdc

Following

A massive thank you to everyone involved in the #CWBF2017 It was a great way to highlight the strengths of #Coventry & #Warwickshire and our business base. Looking forward to next year @CWBFestival @CW_LEP @CW_GrowthHub



TESTIMONIALS

FROM THOSE INVOLVED

Linsey Luke, FSB

Event: The Coventry and Warwickshire Small Business Conference Event

“Really great night. Amazing venue and Christian and Oliver were compelling and engaging speakers. We finished on a lighter note with some hula hooping and an excellent tour of the apprenticeship facilities at MTC.”



Lord Digby Jones

Event: Fixing Business

“The Business Festival is exactly what Britain needs and I feel warm in my heart that Coventry and Warwickshire are leading this national initiative...”

Sandra Garlick, Woman Who...

Woman Who...

“Today went really well and the social media channels are buzzing. I’ve been approached by several venues and potential sponsors who want to get involved so thank you. Lovely to see the room full and only a handful of no shows.”

Asma Samueal, HMRC

“I attended the business festival in Rugby. As someone new to both HMRC and the growth agenda, I found it to be a useful day in terms of understanding the wider range of partners involved in both trying to evaluate and drive business growth. Thank you for the opportunity” to attend.

Peter Tooke, Natwest

“This is just a quick note to congratulate you all on an excellent festival event this year and to register an interest in perhaps hosting an event in next years festival.”

Edward Hudson, Deeley Group

“[...] may I just say I’ve been very impressed with the organisation of the festival. It’s been a well-oiled machine! Peter [Deeley] was getting compliments from our partners in the industry that we’re one of the few private companies noted on the supporters board adjacent to all the councils. Excellent coverage for us.”

Nick Powell, Astheimer

“We are an innovative and growing design studio in the region. During the summit we had a face to face discussion with both Aston Martin and LEVC, which was very helpful in terms of starting to develop relationships with new customers in the region.”

Penny Shinfield, Coventry University

The Business Festival gave Coventry University a real chance along with other stakeholders, to demonstrate to the local, regional and in some cases international business community what the Coventry & Warwickshire areas have to offer



TESTIMONIALS

FROM EVENT ORGANISERS

Event organisers said their events would support Coventry & Warwickshire to drive inward investment and economic growth by...



“Highlighting important and ground-breaking developments in the automotive sector - UK and globally”

“Signposting companies on where to access the latest equipment, how to get business support and how to collaborate with the University and apply for joint funding- leading to quicker product development and troubleshooting & provide a competitive advantage to business in C&W.”

“Addressing the forecasted skills shortage in the region and help to close the gender pay gap.”

“Ensuring Coventry and Warwickshire’s education and training activities are business-led, fit-for-purpose and responsive to the needs of local employers.”

“Demonstrating the opportunities for the region’s industries to benefit from the new technologies in the Augment and Virtual Reality sectors and how they provide competitive advantages that will become invaluable over the coming years.”

“Improving the ways in which HE, FE, local authorities and other stakeholders work together with businesses to provide high quality and effective education and training services in a more collaborative, user-led way. “

“Raising awareness of mental health issues and signpost employers to support available, as Mental Health has been identified as one of the key barriers to productivity costing our regional economy an estimated £2m per year in lost working hours.”

“Demonstrating that we have the necessary network infrastructure, expertise and culture to attract businesses that rely of effective communication and collaboration to be successful in our region.”

Exploring the specific challenges faced by women-led businesses and makes recommendations for improving support, developing mentoring networks, and increasing the diversity of business ambassadors.



LESSONS LEARNED

POST-FESTIVAL 2017

SECTORS

Fully review the sectors and re-define the sectorial split.
Create a new sector:- 'Business and Communications'.
Minimise events categorised as 'Other'.
Split out large sectors such as 'Creative, Digital, Tourism and Culture'.

REVIEW SECTOR LEADS / STEERING GROUP:

EVENTS:

Run an event for event organisers - Associate Events to arrange a 'How to run an amazing event' event aimed at event organisers.

Location:- Improve on area spread, particularly in Nuneaton / North Warwickshire.

Scheduling: Ensure key events don't clash and reserve several spaces for featured events before the start of the booking process. The provisional programme of events will be discussed and agreed upon between Associate Events and CW Growth Hub.

Attendance:- Overbook all events by 25% to allow for drop-outs. Send additional reminders to attendees including an early one and the day before. Highlight to event organisers the importance of contacting their attendees themselves prior to the event.

Manage sold out events – Operate a waiting list system and add clear text to Ticketleap with instructions on what is to happen if the event is full.

Banners – large venues should have their own supply of banners for use by the event organisers and if possible, left up for the duration of the festival and placed strategically.

Event changes – Prevent changes being made to event titles once the brochure deadline has passed.

Limit external bookings – Bookings only to be made via Ticketleap as far as possible. External sites such as Eventbrite may be used in special circumstances and with prior agreement.

Manage Expectations - Be clear what is expected of event organisers, especially in terms of their own Promotion. KB to add a flow chart of the Event Organiser process to the CWBF website and send out a branded schedule.

TERMS & CONDITIONS:

Establish firm T & C's to cover all points above

