



Headline Partner



BRINGING BUSINESS TOGETHER

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# EVENT ORGANISER

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HANDBOOK

Headline Partner



Well done and congratulations on your event being accepted into the LBF 2021 programme of events! We have put together some useful information to use in the lead up to the festival regarding promoting your event and also presenting on the day. However, if you have any other queries or concerns, please don't hesitate to contact one of the LBF Team on 0116 464 5995 or [hello@leicesterbusinessfestival.com](mailto:hello@leicesterbusinessfestival.com)

## Promotion

### Event Promotion

**Please note: You are responsible for marketing and promoting your own event.**

#### Do the festival organisers promote my event?

The Business Festival will help promote events via a range of channels from press, social media, web and online marketing both in the lead-up and every day during the Festival.

The Business Festival will be releasing an official calendar of events this year, where every event is listed. This will be made available online approximately one month before the festival commences and can be accessed via the LBF website.

However, with over 100 events anticipated, it's really important that you carry out as much promotional activity around your own event that is possible too.

### How do I promote my event?

#### STEP 1 – consider these things:

*Who is your audience and how will you reach them?*

- Do they work in the same sector as you? Where might they go to see information about your event? Are you aiming towards big companies, SMEs, start-up businesses? What might they read, watch or listen to? The answer to this will help you to decide which promotional channels to use.

*When would be a good time to promote your event?*

- You can promote your event as soon as it is live on Ticketleap. There are several ways to start promoting instantly (social media / online). There are also other ways that could take a little longer – such as designing leaflets or adverts. You may want to think about if these would work in the current climate and if people feel comfortable handling additional paper.

*Remember: Don't leave your promotion until the last minute and always include a link or details of how to book on to the event.*

*Why would people want to come to your event? What's in it for them?*

- Will they learn something new? Are they coming to see or hear about something that might help them or their business? Will they be meeting new contacts? Are you addressing a common problem or challenge in the industry? The answer to this question is 'what do you want to get across in the content of your publicity?'

**STEP 2 – decide which channels to use. Here are some ideas:**

**1) Social media**

Twitter and LinkedIn are popular social media platforms to get the word out. If you're not already using them, its free and easy to sign up.

Don't forget to tag us in your tweets and posts using our twitter handle @LBFestival or the hashtag #LBF2021

**2) Website**

Put some details on the home page of your website so that people visiting your site will see it straight away. A blog or news page is also another good place.

**3) E-marketing (emails/electronic newsletters)**

If you have a database of relevant contacts, drop them an email to tell them about your event. Software such as Mailchimp also allows you to send free (up to a certain quantity) online newsletters to your contacts.

**4) Newsletters**

If your company already sends out newsletters, see if you can get a piece about your event included in it. This goes for internal communications too – both online and printed – particularly if your event is relevant to your staff. Employees can also be great advocates and help to spread the word.

**5) Printed materials e.g. Flyers, leaflets, posters**

If you are getting leaflets or flyers made up put them in the canteen, down the social club or anywhere that people you think could be interested in your event, might go to. You may need to bear in mind, with the current Covid-19 climate that people may not be as keen to handle additional paper or that as many people will be visiting those places, so you may want to print these at a minimum and just make sure they're on noticeboards etc for people to view.

Contact us if you need any help with design as we can offer a professional service at a very reasonable cost.

## 6) *Press releases*

If you have a press department, send all the information to them to create a press release for you. If not, why not have a go at writing one yourself?

Press releases should be factual and relevant to the audience. They should also be written in the 3rd person (e.g. John Smith is running an event to help businesses – rather than ‘I am...’ or ‘We are...’).

Create a catchy headline to grab the attention of journalists and briefly summarise the news. Then start the main part of the release with an introductory paragraph that generally gives basic details - who, what, when, where and why. The following paragraphs can then explain more.

## 7) *Word of mouth*

Tell the world! Your friends, colleagues, family, everyone. And ask them to pass it on to everyone they know too!

### STEP 3 – Create your content

Keep your content simple – don’t use 30 words when 10 will do. Try to think of how to make your event stand out from the rest and make sure you include all of the necessary information:

- What is the event (short description)
- Why should people go / who is it aimed at?
- When is it (date and time)
- What platform is it being held on: physically/ digitally or a hybrid of the two
- If it’s a physical event, where is it (location, parking, transport links, map)
- How do people book - this should be the link to your event on the Leicester Business Festival website.
- It’s recommended to also include contact details for more information should anyone have any questions.

To help you along the way the Leicester Business Festival team are reinforcing all of your promotion with our general communication about the Festival including:

- LBF website [www.leicesterbusinessfestival.com](http://www.leicesterbusinessfestival.com)
- LBF digital brochure
- Media and PR
- E-marketing
- Social media @LBFestival
- Business Festival partners

Helpful downloads/tools/support packs are also available on the website here:

Link to be added when new website is ready

If you have any questions or need any help by all means, please get in touch with us on 0116 464 5995 or email [hello@leicesterbusinessfestival.com](mailto:hello@leicesterbusinessfestival.com)

## 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 weeks 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) or if you're holding a digital/hybrid event, we please ask that you log in to your event at least 30 minutes before your event is due to begin to ensure you have everything set up correctly.
- If you're hosting a physical/hybrid event, have you been to visit your venue so you are familiar with the layout/facilities?
- Confirm your numbers and preferred room layout, especially if you're presenting a hybrid event... are your seats laid out in a good position to cameras? Are all of your seats the correct amount of space apart to ensure you are adhering to social distancing measures if they are in place at the time of the festival?
- 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?
- If you're holding a physical event, we would advise asking people to sign in so you know who has attended, however people attending physically may feel more comfortable if this was done electronically. For digital events, you will be able to see who has logged on to your event down the righthand side of the screen if you are using the platform Zoom.
- 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! Also do they have any specific social distancing /Covid-19 requirements on arrival, for example, must all guests sanitise their hands before entering the building or are there sanitisation points

around the venue for guests to use? Must guests wear masks? Is this compulsory for the duration of the event? 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 (link coming soon). 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.

### Zoom Background

We will be providing a LBF backdrop for Zoom to all event hosts holding digital/hybrid events throughout the festival using this platform, you can of course use your own backdrop if you wish.

### Roller Banners

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.

### Filming/Recording

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.

For those event hosts holding digital/hybrid events on the LBF platform Zoom, there is the option of video recording your online event, please let us know beforehand when we run through Zoom at your test meeting, if this is something you would be interested in doing.

If you would like to film your own event, physical, digital or hybrid and share online or via social media, that's great but please don't forget to tag us! @LBFestival #LBF2021

## Feedback

### Feedback and Surveys

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 2021, we will be sending you (the event organiser) a very short feedback form around your experience as an event host during LBF 2021. This feedback is critical in making the LBF even better for next year, so please do let us know what you think.

Wishing you all the very best of luck and as previously mentioned should you have any queries or concerns, please don't hesitate to contact us on 0116 464 5995 or [hello@leicesterbusinessfestival.com](mailto:hello@leicesterbusinessfestival.com) We are here to help!