

## Event Criteria

The Leicester Business Festival's key objectives are to:

- Drive inward investment and economic growth
- Support and engage the business community
- To act as the region's economic showcase

All events put on as part of the festival should contribute to the above objectives in some way. Therefore, we are looking for events that will:

- Benefit the local business community (by enabling them to interact, engage, promote, share best practice, learn new skills and / or network)
- Showcase what Leicester and Leicestershire has to offer, demonstrating to the wider world the prominence within the region
- Strengthen ongoing partnerships or develop new collaborations between research and academic institutions, local authorities and businesses
- Help to increase employability and grow talent within the region, raise aspirations, cultivate future stars and show opportunities and progression
- Drive business engagement and cross-sector collaboration
- Have potential to attract interest from businesses/individuals from outside of the region, to cultivate a range of local, national and international links
- Focus on wider issues or controversial topics (for example new technologies, innovation, economic issues or address challenges facing the local or national economy)

### Other Conditions:

- Organisers will need to agree to the LBF Terms & Conditions, which are available here: [www.leicesterbusinessfestival.com/apply](http://www.leicesterbusinessfestival.com/apply).
- Business Festival events may not be used purely as a self-promotional platform. (Although hosting an event will provide a natural showcase and further incremental business opportunities).
- Events should be free to attend where possible. Tickets will be distributed on a first come first served basis.
- Events should be inclusive and accessible to all

