



BRINGING BUSINESS TOGETHER

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# EVENT ORGANISER

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HANDBOOK

LEICESTERBUSINESSFESTIVAL.COM

Headline Partner

## Planning

### Events

#### What type of event can I put on?

Your event can take any shape or form, from a seminar, webinar, roadshow, workshop, through to a trade show, exhibition or major conference.

Over the years, events have covered a wide range of topics including GDPR, mental health, business finance, property investment, recruitment and skills development.

#### Event Criteria

To meet the objectives of the festival, every event should aim to meet at least two of the following criteria:

- Benefit the local business community (such as interact, engage, promote, share best practice, learn new skills and network).
- Aim to increase economic growth and drive inward investment for the region.
- Showcase what Leicester has to offer, demonstrating to the wider world 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 economy.)
- Offer support and educate businesses coming out from the pandemic.

#### Other Conditions:

- Organisers will need to agree to the [LBF Terms & Conditions](#).
- 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.

## Sectors

Each event will be slotted into one of the following 7 sectors:

- Business & Employee Support
- Creative & Digital
- Education & Skills
- Professional & Financial Services
- Property & Construction
- Retail, Tourism & Hospitality
- Science, Technology & Space

## How long should it be?

Your event can take any length of time from one hour to a full day.

## How many people should attend?

With a physical or hybrid event, you can open up your event to as many or as few people as required within limitations of your chosen venue.

With a digital event, the number is endless, as you are not tied down by any space restrictions. Please bear this in mind when submitting the number of tickets to be put 'on sale' on your application form.

We recommend being realistic on the number of attendees expected. This is a busy fortnight which will have around 70 events to compete with.

**Top tip!** As events are free, it is natural to expect a number of 'no shows' on the day. To help alleviate this, we recommend 'overbooking' by 20-30 per cent. So for example, if you are expecting 30 attendees, you may wish to open up to 38 or 40 bookable spaces to make up for drop-outs.

## Do I have to pay to put on an event?

There is no application fee to put on an event as part of the festival, however other charges may apply including:

- Venue Hire (although many LBF venue partners are offering venue space for free or at a heavily discounted rate – see the [LBF website](#) for details)
- AV equipment
- Refreshments/Catering
- Promotional and marketing materials
- Advertising
- Speaker Fees
- Any administration costs such as delegate badges

Please note all of the above inclusions are completely on an individual basis as required/agreed with your chosen venue/event and are not a requirement of the festival.

## Is there any sponsorship available?

The LBF cannot offer any individual sponsorship for you to host your event, however you are welcome to obtain your own event sponsorship if necessary.

### Can I charge for my event?

Events should be free to attend where possible. If you wish to charge a fee, this must be agreed by the festival organisers at the time of application, stating why a fee is necessary.

### Featured Events

The festival organisers may wish to list your event as a 'featured' event. Featured events are selected for their innovation, relevance and impact on the region and are chosen by the LBF Board.

### Can I cancel my event?

Once the event has been approved into the Business Festival, it cannot be cancelled unless there is a viable reason and the cancellation has been agreed to in advance by the Business Festival event management company (Associate Events). Cancellations of events reflect poorly on your business as well as being detrimental to the overall Business Festival.

## Venues

### Where do I hold my event?

We have a number of venue partners who have kindly agreed to offer their venue space either 'free of charge' or at heavily discounted rates. A list of these venues can be found on our website [here](#).

*Each event organiser is responsible for sourcing and booking their own event venue.*

Please contact the venue directly to check availability. The Festival Organisers are **not** responsible for finding your venue however are happy to help with any recommendations. Please state that you are booking as part of LBF to obtain these reduced rates when you make your enquiry.

Any contracts or T & Cs should be agreed directly with the venue. Please note that some venues may charge for room hire, AV equipment or refreshments.

If you wish to use a venue that is not listed on the venue partners page, that is also absolutely fine.

## Online Events

### If I am holding a digital/hybrid event, how will this work?

Following feedback from previous years, event hosts can now set up their events using their preferred platform e.g. MS Teams, Zoom etc .

Before an event can be put 'on sale' the host will need to send over the link and information needed to join the event.

### How do my attendees receive the login link to access my online/hybrid event?

The LBF Team will send out an email reminder the day before your event is due to take place.

Event hosts are encouraged to reach out to attendees with this information as well.

## Process

### Event Application Process

#### What is the application process?

There is a quick form you need to fill out to host an event during the festival, this can be found here: <https://www.leicesterbusinessfestival.com/event-application-form>

Before you submit your application, you will need to:

1. Decide on your subject matter, subject and title. Make sure your event is interesting and attractive to your audience. **Top Tip!** Think, 'Would I attend this event? Does it sound interesting / exciting / appealing?'
2. Audience – have a clear strategy about who your target audience is (this might include a specific sector e.g. tourism businesses or particular level of employee or manager for example.) **Top tip!** Consider why they would go and what they might get out of the event.
3. Decide on a date, time and duration of the event.
4. Find and book a venue (NOTE: We advise not confirming your venue until your application has been accepted and confirmed. Most venues will happily keep your preferred date on hold until this time).
5. Speakers: Contact your intended presenters to check their availability and hold the date in their diary.
6. Submit your application!

<https://www.leicesterbusinessfestival.com/event-application-form>

#### What happens once I have submitted my expression of interest?

Once you have submitted your application it will start being processed and we will endeavour to get back to you within 14 days. You may be asked to supply more information.

Once all confirmed, your event will be listed on the LBF website ticketing system 'Ticketleap' and we shall send you your event URL to check before we make tickets live and available for people to book. Please ensure you check your listing thoroughly before it goes live! It is down to you if there is an error or mistake on your event listing.

You can then start to promote your event!

#### Can my event listing be amended once it has gone live?

Yes it can. Please email [hello@leicesterbusinessfestival.com](mailto:hello@leicesterbusinessfestival.com) and we will happily make any amends.

### Can I use my own ticketing system e.g. Eventbrite?

The festival organisers **do not** permit the use of alternative ticketing systems. The reason for this is to allow an easy user experience for the attendee so multiple ticketing sites are not used. It also allows the festival organisers to have sight of the overall engagement, attendee numbers and data which are necessary for the final statistics and justification of the festival.

### What happens to the data?

The data collected will be used in a number of ways\*:

1. Relevant event data is passed onto the event organisers, so they have a list of their attendees and information to use to contact their attendees in advance of their event
2. Data is used for festival statistics e.g. number of attendees, attendees from outside the region
3. Data is used to keep attendees updated on festival news and invitations

\*All data is collected and used in line with GDPR.

## Ticketing System

### How do people book onto my event?

When events are live for registrations, there will be a link on the LBF website: [www.leicesterbusinessfestival.com](http://www.leicesterbusinessfestival.com)

When attendees book for your event please note they can only book one ticket at a time. Additional attendees / colleagues will need to book individually. This also helps us to capture the data of all attendees to your events.

### Hybrid Events

For those event hosts organising hybrid events, please be sure to liaise with the LBF team to let us know your physical event attendance number of places available, as well as your digital event attendance number of places available. These will be split out on your web page on our ticketing website, so attendees can be given the choice.

### How does the ticketing system work?

Events can be found by date, or filtered by sector, area and if it is a featured event. When your event is set up we will ask you for the number of attendees/tickets available. The ticketing system will automatically become 'full' when these numbers are reached. If you wish to reduce or extend your numbers at any time, please do contact us.

### What if my event 'sells out'?

Unfortunately, the ticketing system cannot operate a waiting list, however if you are lucky enough to 'sell out', we can ask any interested attendees to email you directly or add your contact details to the top of your listing.

You should also consider increasing your numbers to allow for any 'no shows' on the day.

### Sales Reports – Full Delegate Information

Approximately one month prior to the festival you will receive a link to a dropbox folder containing your full delegate information. Within this you will find that our ticketing system will have generated a daily '\*.CSV' report relating specifically to your event which you can download at any time of your choosing. Reports are generated each day. This is your own unique link. Please do not share this with anyone outside of your organisation.

## 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 around 80 events anticipated, it's really important that you carry out as much promotional activity around your own event as 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 or 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, it's 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 #LBF2023

2) Website

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

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.

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. Personalise the release with a meaningful quote from someone in your business, explaining why they are putting the event together.



## 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](#).

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.

#### **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 regarding car parking/location (include a map if the venue can provide one, plus any specific directions/landmarks to make it easy for attendees to find).

- 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.
- 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?).
- Confirm your catering requirements if you are providing these (you may want to check your attendees don't have any special dietary requirements, allergies or other special requirements on the day).
- Check the car parking arrangements at the venue including checking if there are enough spaces (have you warned guests about parking charges, for example?).
- 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 your 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 right hand 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.

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 [here](#). 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 in due course.

### Digital Background

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

## 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 2023, we will be sending you (the event organiser) a very short feedback form around your experience as an event host during LBF 2023. This feedback is critical in making the LBF even better for next year, so please do let us know what you think.

### Last but not Least...

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!