



LBF2024 Stand Out Event Criteria

For your event to be considered as a headline event, your event must meet at least two of the following criteria:

- Feature a nationally recognised speaker
- Delivered as a hybrid event, to maximise interest from outside of the region
- Take place in an iconic Leicester or Leicestershire venue
- A truly interactive event with continued audience engagement (e.g. reviewing branding as a group and providing constructive feedback)
- Have a plan for a follow up event outside of the festival
- Deliver pre-event interaction with attendees
- Include something within your event that is out of the box (e.g. a fun activity or challenge)
- Offer a free/trial of a product or service to attendees

Please provide as much detail as possible about how you will meet your chosen criteria within your application form.