


#LBF2021

@LBFestival   

# LEICESTER BUSINESS FESTIVAL

Headline Partner



[WWW.LEICESTERBUSINESSFESTIVAL.COM](http://WWW.LEICESTERBUSINESSFESTIVAL.COM)

# Official CALENDAR OF EVENTS

8 - 18 NOVEMBER 2021



PARTNERS



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# Welcome

## to the 2021 Leicester Business Festival

As we launch into our seventh Leicester Business Festival on Monday 8th November, we should take the time to recognise, celebrate and appreciate the resilience and fervour that is inherent throughout the Leicester and Leicestershire business community.

Following the past couple of incredibly difficult years, the engagement, participation and support for the LBF from across the region, remains second to none. Despite the challenges of the pandemic, many organisations, small and large, have stepped up and got involved by partnering, sponsoring and putting on events once again, meaning that the LBF has not just survived, but it has continued to flourish.

Consequently, 2021 sees yet another packed and stimulating programme containing more than 90 in-person, digital and hybrid events – all put on by local organisations who aim to share knowledge and best practice, to help our region and economy to grow.



Underpinning the LBF is a Community Interest Company and this means the funding that enables it to happen each year, comes from the business community that it serves, making the LBF a truly circular operation.

A huge amount of thanks therefore, goes to the LBF's 2021 partners, sponsors and supporters: De Montfort University - the headline partner for a fifth year running; East Midlands Chamber the LBF's longest-standing partner; Leicester City Council as a partner; Bradgate Estates, Brewin Dolphin; Pattersons Commercial Law and the FSB as sponsors; as well as Everards; Highcross Leicester; British Business Bank; BID Leicester; Ladey Adey Publications; Leicestershire Business Voice; Lionheart Educational Trust; Voluntary Action Leicester, The Consultus International Group; Freeths; Bentley and Lamborghini; HomeFresh; Mem Saab; Institute of Directors; Mattioli Woods as trusted supporters.

I would therefore like to urge everyone to look at what's on offer in this year's Leicester Business Festival and join many events. Whilst you will hopefully be benefiting from networking, learning, discussing and debating, you will also be playing an important part in supporting other businesses along their journey.

*Richard*

**RICHARD OSBORN**  
CHAIR OF THE LBF CIC



The diverse range of subjects cover everything from workforce wellbeing, inclusivity, disability awareness and diversity, to leadership and management, nurturing and retaining talent, and addressing post-pandemic business issues - you only need to browse through the programme to see the outstanding events that are part of this inspiring, annual fortnight.

# Themes

Instead of sectors this year the LBF Team have provided Themes for events to be allocated into. These themes represent the key areas within Leicester and Leicestershire that have been impacted over the recent months, those that have thrived and those that can offer the business community support and assistance to help them bounce back.



## Resilient Innovation

covering new products or services, life in a post-COVID world and strategies for the future.



## Sustainability & Connectivity

this includes digital connectivity and communications and also the movement of people and goods.



## Perception

all about getting your business, product, service or even geographical area to stand out in the crowd and against competitors.



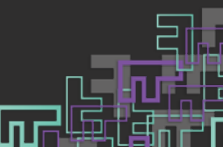
## People

all things people related including diversity, resilience, HR, skills and training and the well-being of employees.



## Growth

everything associated with organisational growth including help, advice, networking and lead generation.



## HEADLINE PARTNERS



De Montfort University has played a pivotal role in the city's business community since it was founded in 1860. The university works alongside companies to provide professional development courses, develop product ideas and identify commercial opportunities. DMU aims to be the business partner of choice for companies looking to develop and grow in Leicestershire. It has been transformed with a £136 million reimagining of the campus that has created a modern, inspiring environment and is a bold statement of confidence in the university and the city.

[www.dmu.ac.uk](http://www.dmu.ac.uk)

## PARTNERS



East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire) is the biggest business-representation organisation in the Midlands, with about 4,200 members. It is the go-to place for answers. It represents businesses of all sizes and across all sectors through a diverse range of activities from providing essential support, training and staff development at all levels, apprenticeships, international trade documentation, trade missions, international student placement, digital growth programmes, delivering the Collaborate programme in Leicestershire and D2 Business Starter Programme in Derbyshire and Nottinghamshire.

[www.emc-dnl.co.uk](http://www.emc-dnl.co.uk)



Leicester city council is ambitious to build a dynamic local economy working closely with our business community, support agencies and universities. Whether it is creating new workspace at the Gresham, supporting entry to employment opportunities for disadvantaged groups, championing Design Season for creative businesses or investing in the public realm and our cultural offer the council is delighted to work alongside partners at the LBF to push out the message that the city is back in business and better than ever.

[www.leicester.gov.uk](http://www.leicester.gov.uk)

## SUPPORTERS



[www.bidleicester.co.uk](http://www.bidleicester.co.uk)



[www.everards.co.uk](http://www.everards.co.uk)



[www.ladeyadey.com](http://www.ladeyadey.com)



[www.meif.co.uk](http://www.meif.co.uk)



[www.highcrossleicester.com](http://www.highcrossleicester.com)



[www.lbv.co.uk](http://www.lbv.co.uk)



[www.homefresh.uk.com](http://www.homefresh.uk.com)



[www.mem-saab.com](http://www.mem-saab.com)



[www.lionhearttrust.org.uk](http://www.lionhearttrust.org.uk)



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[www.consultus.group](http://www.consultus.group)



[www.freeths.co.uk](http://www.freeths.co.uk)



[www.bentleymotors.com](http://www.bentleymotors.com)



[www.mattioliwoods.com](http://www.mattioliwoods.com)



[www.iod.com](http://www.iod.com)

IN ASSOCIATION WITH



events | production | brand | pr

## SPONSORS



DEVELOPERS | INVESTORS | LANDLORDS

Bradgate Estates Ltd is a family owned property development company based in the Midlands that specialises in high end student and PRS blocks. The company has built and sold over £90 Million worth of property over the last four years, consisting of Private Rented Sector and Student Blocks in Russell Group university cities Leicester, Nottingham and Sheffield.

[www.bradgate-estates.com](http://www.bradgate-estates.com)



Brewin Dolphin was founded on the belief that the successful management of wealth takes an understanding of money but is rooted in an even deeper understanding of people. Being able to forge strong relationships with people is an essential part of the work that Brewin Dolphin carry out, enabling them to better understand their clients future ambitions.

[www.brewin.co.uk](http://www.brewin.co.uk)



Pattersons Commercial Law is a law firm that prides itself in understanding the business needs of its clients and in providing creative solutions to unique challenges. With industry knowledge ranging across technology, retail, e-commerce, accountancy, healthcare and much more, Pattersons Commercial Law can advise small and medium businesses with all aspects of their commercial legal needs including corporate transactions, equity investment and commercial property requirements.

[www.pattersonscommerciallaw.com](http://www.pattersonscommerciallaw.com)



FSB is the UK's largest grassroots business campaigning group, which ensures the voice of small businesses is heard at the highest level across the UK, as well as providing business services and products to our members. Members get an exclusive package of business services including advice, financial products and support. These cover a wide range of benefits such as tax, legal and HR, networking, business banking, insurance services, funding and much more.

[www.fsb.org.uk](http://www.fsb.org.uk)

# Q & A

ENTERPRISE  
AND BUSINESS  
SERVICES

## Connecting the Questions with Answers for Business

Leicester Business Festival provides a unique opportunity to support collaborations, share new learning and drive growth for our business community.

We can play a pivotal role in delivering the right solutions for the future of your business.

Learn more about the opportunities available:

T: 0116 207 8455

W: [dmu.ac.uk/businessservices](http://dmu.ac.uk/businessservices)

E: [business.services@dmu.ac.uk](mailto:business.services@dmu.ac.uk)



## Proud to be Supporting our Regional Businesses



BOOK YOUR TICKETS NOW | [WWW.LEICESTERBUSINESSFESTIVAL.COM](http://WWW.LEICESTERBUSINESSFESTIVAL.COM)

## Get organised PLAN YOUR FORTNIGHT

LEICESTER BUSINESS FESTIVAL

Headline Partner  
DE MONTFORT UNIVERSITY  
LEICESTER

CALENDAR OF  
EVENTS  
BY DAY

*Festival  
organiser*

Click on one of the circled dates to  
view the events on that day

NOVEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

BID Leicester  
PRESENTS

REFUEL HUBS  
LEICESTER BUSINESS FESTIVAL  
DE MONTFORT UNIVERSITY  
LEICESTER

STOP TO REFUEL BETWEEN EVENTS  
CLICK ON THE COFFEE CUP TO FIND OUT MORE

10 DAY PROGRAMME | 5 THEMES



## MONDAY 8

WEEK ONE

01 **Official Launch**  
Leicester Business Festival  
Time: 08:30 - 10:00 Venue: Check Online for More Details  
Join us as we launch the seventh Leicester Business Festival, with talks from key business leaders from around Leicester and Leicestershire.

02 **Charity Exhibition and Networking**  
His & Hers Networking & Foxprint Ltd. [BOOK HERE](#)  
Time: 10:00 - 16:00 Venue: Menphys Hub, South Wigston  
Join us at Menphys Hub to take a look at our 14 exhibitors and network with other local businesses.

03 **Instagram for Business - 5 Things you Need to Know**  
Immortal Monkey [BOOK HERE](#)  
Time: 11:00 - 12:00 Venue: Online  
Join us for this interactive and entertaining presentation on why YOU should be using Instagram to grow your business.

04 **Disability Awareness and Introduction to Disability Access Audits**  
Xtra Potential [BOOK HERE](#)  
Time: 11:00 - 12:00 Venue: Online  
This event will discuss the challenges faced by people with disabilities, and how this can impact employment opportunities. It will also suggest adjustments that businesses can make for carers and people living with disabilities.

05 **Connect @ The Cultural Quarter: Working with Influencers**  
De Montfort University [BOOK HERE](#)  
Time: 12:00 - 14:00 Venue: LCB Depot, Leicester  
This event will directly support the local business community by educating them on the do's and don'ts when it comes to working with influencers and bloggers.

06 **Introduction to Business Mandarin Program**  
The Confucius Institute at De Montfort University (DMU-CI) [BOOK HERE](#)  
Time: 12:15 - 13:00 Venue: DMU Confucius Institute Library, Leicester  
Co-founded by USTB (University of Science and Technology Beijing) and DMU, the CI is a vibrant celebration of Chinese language and culture.

07 **Sports Entrepreneurship Innovation Workshop**  
Loughborough University [BOOK HERE](#)  
Time: 16:00 - 19:00 Venue: Online  
Check Online for More Details

## TUESDAY 9

01 **What Lies beneath: Leicester's Digital Underground is Transforming its Status as a Global Technology City**  
Gigabit Networks [BOOK HERE](#)  
Time: 09:00 - 11:00 Venue: The Exchange Bar, Leicester  
Find out how Leicester is upgrading its core digital infrastructure to become a gigabit city. Meet new partners, find opportunities & connect with the people/influencers making Leicester a digital engine.

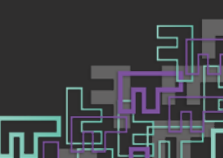
02 **Starting with Workforce Health and Wellbeing with an Eye on the Bottom-line**  
Leicester-Shire and Rutland Sport [BOOK HERE](#)  
Time: 09:30 - 11:00 Venue: Online  
Workforce health – strengthen your understanding of the extensive range of support, data and information available to you to help your team progress on this journey.

03 **Help to Grow Management Programme – is it for me?**  
Leicester Castle Business School, De Montfort University [BOOK HERE](#)  
Time: 09:00 - 10:00 Venue: Online  
Join this interactive and informative session highlighting the Help to Grow Programme. A 90% UK government funded programme assisting businesses to scale up as they recover from the pandemic.



04 **Growing and Scaling in the Life Sciences**  
Charnwood Campus Science, Innovation and Technology Park [BOOK HERE](#)  
Time: 10:00 - 12:00 Venue: The Nucleus, Charnwood Campus & Online  
Hear from our expert panel on the highs and lows of growing a life sciences company, getting investment, growing your skill set and connect with likeminded individuals.

05 **Grow your Business with Innovate UK EDGE**  
Innovate UK EDGE [BOOK HERE](#)  
Time: 10:00 - 12:30 Venue: Mercure Leicester The Grand Hotel  
Innovate UK EDGE is a key part in pioneering businesses that drive economic growth. This event will provide details on how to access the services and opportunities available.

FEATURED EVENT







**06**   **Creating Good PR for your Business**  
Federation of Small Businesses

**BOOK HERE**

Time: 10:00 - 11:00 Venue: Online

Good PR, done well can attract positive attention. Likewise, bad publicity can do the opposite! This event aims to help improve sales, awareness and image through storytelling, maximising press/media opportunities.






**07**   **How to Negotiate to Win**  
Business Gateway Growth Hub

**BOOK HERE**

Time: 10:00 - 13:00 Venue: Online

Negotiation today presents the dual challenge of achieving the tasks or results, and at the same time maintaining and building upon the relationships of the individuals within the negotiation.






**08**   **Leicester Business Expo**  
Your Business Expo

**BOOK HERE**

Time: 10:00 - 15:00 Venue: King Power Stadium, Leicester

Leicester Business Expo is a highly anticipated event which brings together all industries from across the East Midlands for a lively one-day event to enjoy networking and education.




**09**   **Where Leicester Leads: 10 Years Of The City's Elected Mayor**  
1284

**BOOK HERE**

Time: 12:00 - 13:00 Venue: Online

It's ten years since Leicester switched to leadership by directly elected city mayor. Sir Peter Soulsby looks back on 2011 and discusses where regional devolution might lead next.





**10**   **Moving the Needle on Transparency: Future Proofing Leicester's Fashion Industry**  
De Montfort University & Justice In Fashion

**BOOK HERE**

Time: 14:00 - 15:30 Venue: Online

Despite a rich history of creativity, Leicester's Fashion Industry has been challenged with achieving, maintaining and demonstrating an 'ethical approach to fashion manufacturing'.




**11**   **Leicester Graduate City - How we can Close the Skills Gap**  
Graduate Retention Partnership - DMU, UoL & LCC



**BOOK HERE**

Time: 14:30 - 16:00 Venue: Online

The Leicester Graduate City Project focuses on identifying developmental graduate internships for 2nd Year Undergraduates across several priority sectors in local SME's to assist in the future supporting Leicester's economy.




## WEDNESDAY 10



**01**   **Cultivating the Talent of Leicestershire - Growing your Own**  
De Montfort University

**BOOK HERE**

Time: 09:30 - 11:30 Venue: The Venue, Leicester & Online

Explore how apprenticeships deliver benefits to staff, businesses and the local economy, providing an opportunity to directly bridge the most important skills gaps within the region and beyond.






**02**   **Food and Drink - Increasing Sales to New Customers**  
Business Gateway Growth Hub

**BOOK HERE**

Time: 09:30 - 12:30 Venue: Online

Accessing new markets and increasing sales to customers takes time. The workshop will help to develop the mentality and tools to allow you to be more successful in this business.






**03**   **Post Covid Challenges for Business & Insolvency**  
Pattersons Commercial Law

**BOOK HERE**

Time: 10:00 - 11:00 Venue: Patterson Commercial Law, Ratby

Informative session and discussion with matter experts around the challenges businesses face post Covid following the withdrawal of grants, furlough payments and lifting of moratoriums on winding up petitions.






**04**   **Top Tips for Managing Discipline and Grievance**  
ACAS East Midlands

**BOOK HERE**

Time: 10:30 - 11:15 Venue: Online

Hear top tips from an Acas Senior Adviser about what is expected of employers and how to avoid HR disaster.




**05**   **Avoid Burnout, Boost your Resilience and Perform at your Peak**  
The Reset Project

**BOOK HERE**

Time: 10:00 - 11:30 Venue: LCB Depot, Leicester

Burnout is now rife, at every level of business. Leave this session with proven tools and tactics to effectively manage stress levels & boost resilience for long-term better performance.



**06**   **Digital Workplace Strategy = Business Growth**  
East Midlands Chamber

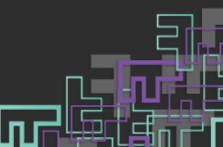
**BOOK HERE**

Time: 10:00 - 12:00 Venue: Friars Mill, Leicester & Online

Digital Upscaler is a "first of its kind" technology-led programme to help businesses explore new emerging technologies. Explore the considerations and themes needed to develop a digital workplace strategy.



FEATURED EVENT



**07** **Sustainability Hackathon - Day 1**  
De Montfort University & NatWest

**BOOK HERE**

Time: 10:00 - 12:30 Venue: Online

Students and Graduates from local universities will be set a sustainability challenge to develop novel ideas for the city. Businesses and public sector individuals will judge the ideas.

**08** **Uncover the Story - Why Telling Tales is Good for your Business and the Region's Tourism Economy**  
Place Marketing//Leicester & Leicestershire

**BOOK HERE**

Time: 10:30 - 12:00 Venue: Online

Learn how working together in partnership to build a strong sense of place can enhance your business and add value for your customers.

**09** **The Future of Working After the Pandemic**  
Mindera UK

**BOOK HERE**

Time: 12:00 - 13:00 Venue: Mindera UK, Leicester & Online

The ways of working have changed during the COVID pandemic. Working environments will not be the same again. What does this mean for you, your colleagues and company culture?

**THURSDAY 11**

**01** **Digital Skills - Unlock your Business Potential**  
Leicester and Leicestershire Enterprise Partnership (LLEP)

**BOOK HERE**

Time: 08:30 - 09:30 Venue: Online

Attend this event to walk away with a round-up of free digital help available to SMEs and learn how to access support for the digital skills your business needs.

**02** **From Challenge to Opportunity: Creating a Winning Work Culture**  
Brewin Dolphin

**BOOK HERE**

Time: 09:00 - 11:00 Venue: Check online for more details

Successful leaders share their secrets of creating a winning work culture borne out of challenges their businesses have faced.

**03** **Boosting your LinkedIn Business Account**  
East Midlands Chamber

**BOOK HERE**

Time: 09:30 - 12:30 Venue: Online

Would you like to use LinkedIn to generate enquiries or build business contacts? If so, this workshop will give practical tips on how to get the most from LinkedIn.

**04** **Aerospace, Back on the Runway - Grant Funding and Support for SME's**  
University of Nottingham Aerospace Unlocking Potential

**BOOK HERE**

Time: 10:00 - 12:00 Venue: Check Online for More Details

We welcome you to join us to hear how SME's based in Leicestershire can access grant funding and specialist support for new and innovative projects relevant to the Aerospace sector.

**05** **Digital Technology and the Future of Healthcare**  
De Montfort University & Medilink

**BOOK HERE**

Time: 10:00 - 11:00 Venue: Online

This seminar will explore how digital technologies have been used during the pandemic and consider the potential for driving change in health and social care provision.

**06** **Shareholder Protection : Looking after you and your Business**  
Pattersons Commercial Law

**BOOK HERE**

Time: 10:00 - 11:00 Venue: Furnley House, Leicester & Online

An informative session on how shareholders can protect their businesses and their personal lives using a combination of Shareholder Agreements, Wills and Insurance Policies.

**07** **Sustainability Hackathon - Day 2**  
De Montfort University & NatWest

**BOOK HERE**

Time: 10:00 - 15:00 Venue: Online

Students and Graduates from local universities will be set a sustainability challenge to develop novel ideas for the city. Businesses and public sector individuals will judge the ideas.

**08** **Promoting Diversity and Inclusivity in the Workplace**  
Regional Recruitment Services

**BOOK HERE**

Time: 11:00 - 12:00 Venue: Online

Using our insight as an independent recruitment agency, we will guide businesses through various processes to promote diversity with hiring practices. All to improve current procedures and implement new ones.

**09** **Going Net Zero: A Toolkit for Community Organisations in Leicester**  
De Montfort University & Leicester City Council

**BOOK HERE**

Time: 12:00 - 13:30 Venue: Online

How can organisations in Leicester respond to climate change? Learn how to measure your emissions, key steps to reduce your carbon footprint and how to find further guidance/support.

FEATURED EVENT

**10**

**Recruit, Retrain and Retain your Workforce**  
Leicester College

**BOOK HERE**

Time: 14:00 - 16:00 Venue: Leicester College - Granby Suite, Leicester

Come and meet the team here at Leicester College Apprenticeships and Commercial Team. Find out how we can help your business maximise the levy but also help with your training needs.

**11**

**Everything You Need To Know About The Cycle To Work Scheme**  
Rutland Cycling

**BOOK HERE**

Time: 15:00 - 17:00 Venue: Rutland Cycling, Leicester

The Cycle to Work scheme is a government backed initiative which can benefit your organisation, including a 13.8% tax saving, an increase in staff retention and reduced employee sick days.

**12**

**Navigating the UK's Post-Brexit Immigration System as a Business**  
Clarendon Park Chambers

**BOOK HERE**

Time: 15:30 - 17:00 Venue: Online

This event will highlight the importance of businesses understanding how the post-Brexit immigration system operates and how it will impact the employment of foreign workers.

**13**

**Investing Today for a Sustainable Tomorrow**  
Shama Women's Centre

**BOOK HERE**

Time: 17:30 - 19:30 Venue: Everything Branded Head Office, Leicester

This fantastic event will energise you and your teams with inspiration and knowledge on how to propel your business forward following lockdown.

**FRIDAY 12**

**01**

**Digital Marketing Part 1: Free Techniques to Grow Your Business - SEO, Socials, PR & more**  
Anicca Digital

**BOOK HERE**

Time: 09:00 - 11:00 Venue: Anicca Training Rooms, Leicester & Online

Anicca Digital will present a practical webinar on how to grow your business using free digital marketing channels.

**02**

**Five Common Mistakes that Could be Sabotaging your Wellbeing Strategy**  
The Reset Project

**BOOK HERE**

Time: 10:00 - 11:00 Venue: LCB Depot, Leicester

A great opportunity to share best wellbeing practice, get expert advice and share ideas and concerns with fellow HR and People leaders.

**03**

**Working Mindfully: an Introduction to Everyday Mindfulness at Work**  
Wellbeing Therapy Solutions

**BOOK HERE**

Time: 10:00 - 11:00 Venue: Online

An introduction to Mindfulness principles and their application to working life. Learn about the benefits of Mindfulness for health/wellbeing as well as considering it as an approach within business.

**04**

**BID Leicester 23-28: Help us Shape an Exciting New Era for the City Centre**  
BID Leicester

**BOOK HERE**

Time: 10:00 - 11:30 Venue: St Martin's House, Leicester

Attendees will get an insight into a series of new and innovative campaigns, projects and events that have taken place to date.

**05**

**Open Data and Economic Insight: Using Data to Inform Growth**  
De Montfort University

**BOOK HERE**

Time: 10:00 - 12:00 Venue: Hugh Aston, Leicester & Online

In this interactive session we will explore the potential for economic data to inform decision making both within businesses and at a regional policy level.

**06**

**Hiring Talent During and After the Pandemic**  
Mindera UK

**BOOK HERE**

Time: 11:00 - 11:30 Venue: Mindera UK, Leicester & Online

The competitive war for talent reached a pivotal point in the last 18 months. Learn about what we do at Mindera to make hiring a success!

**07**

**Exploring Digital Transformation with Lego Serious Play**  
De Montfort University

**BOOK HERE**

Time: 11:00 - 12:30 Venue: The Innovation Centre, Leicester & Online

We would like to invite you to a wider discussion on Responsible Digital Transformation - an issue that is of impact for an increasing number of companies and citizens.

**08**

**Small and Medium Size Enterprises - Starting Your CSR Journey**  
Embark CSR

**BOOK HERE**

Time: 11:00 - 12:30 Venue: University of Leicester School of Business

Helping build partnerships between SMEs and academia as well as helping them to understand the services and support available via Embark CSR.

FEATURED EVENT





**09**  **Lip Sync for Charities**  
Voluntary Action LeicesterShire (VAL)


**BOOK HERE**

Time: 20:00 - 01:00 Venue: Marriott Hotel, Enderby

Come and see leading members of the business world in Leicestershire pull together to raise funds for Leicestershire's charities, many of whom have been decimated by the recent pandemic.




**SATURDAY 13**

**01**  **Morning Tai Chi Program for Local Businesspeople**  
The Confucius Institute at De Montfort University (DMU-CI)


**BOOK HERE**

Time: 11:00 - 12:00 Venue: DMU Confucius Institute Library, Leicester

An introduction to Morning Tai Chi Program. Tai Chi is a gentle, low-impact form of exercise which was developed in China and combines deep breathing and relaxation with flowing movements/positions.




**MONDAY 15**


**01**  **Make Diversity Your Business - Why Students and Graduates are a Win for Business**  
De Montfort University, Eileen Richards Recruitment, Brewin Dolphin

**BOOK HERE**

Time: 08:30 - 09:30 Venue: Online

Find out more about the business toolkit that supports BAME graduates' retention in the city and progression to leadership through a mixture of conferences, internships and an in-work mentoring programme.





**02**  **Woman Who Inspires Network**  
Woman Who Limited

**BOOK HERE**

Time: 09:30 - 11:30 Venue: Catthorpe Manor, Lutterworth & Online

Network, be inspired and learn something new at the Woman Who Inspires Network. Woman Who helps women in business grow in confidence to inspire others.





**03**  **BE HERE NOW - Mindfulness for Everyday**  
Be Great Training

**BOOK HERE**

Time: 10:00 - 11:30 Venue: LCB Depot, Leicester

Mindfulness has grown in popularity especially during the pandemic through apps but what exactly is it? In this age of increasing distraction this skill is needed more than ever.





**04**  **Mediation in a Nutshell**  
Acas East Midlands

**BOOK HERE**

Time: 10:30 - 11:15 Venue: Online

People can be the best - or worst! - aspect of working life. Dealing with conflict through effective mediation, the causes of workplace conflict are addressed and disruption is minimised.





**05**  **Charities - What are the Current Issues & What does the Future Hold**  
Brewin Dolphin

**BOOK HERE**

Time: 11:00 - 12:00 Venue: Online

Charities faced many headwinds over during the pandemic, leading to disputes and a draw upon reserves. Learn how disputes can be resolved & how a charity's reserves can be managed.





**06**  **Creative Writing for Personal Development**  
De Montfort University

**BOOK HERE**

Time: 13:00 - 15:00 Venue: Clephan Building, Leicester

Ever wanted to have a go at writing? Chances are that many employees feel the same way. Being creative is good for mental health and helps develop skills around communication.




**07**  **Write a Book: Learn the NEW way to Grow Your Business and Gain More Customers - Day 1**  
Ladey Adey Publications

**BOOK HERE**

Time: 13:30 - 18:00 Venue: Online

Grow your business via Books. This Conference is about Business People talking about how a Book has grown their business or as authors how they increase business via their book.



**TUESDAY 16**

**01**  **Post-Pandemic Recruitment & Retention Roundtable Discussion**  
East Midlands Chamber & ER Recruitment

**BOOK HERE**

Time: 08:00 - 09:45 Venue: Friars Mill, Leicester

Topics such as the challenges in recruiting in a post-pandemic world and what is required to ensure that the best talent in the region is attracted will be discussed.




**02**  **Physical Activity and Sport - Prioritising Skills, Wellbeing, Digital, Diversity and Green Recovery**  
Leicester-Shire and Rutland Sport

**BOOK HERE**

Time: 09:30 - 11:00 Venue: Online

As individuals running businesses, clubs and organisations operating in an environment which has shifted, this webinar provides an opportunity to come together as a physical activity, sport, fitness/leisure sector.




**03**  **Get Your Marketing Strategy Sorted: Business to Business**  
LikeMind Media

**BOOK HERE**

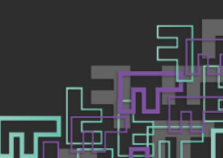
Time: 09:30 - 12:30 Venue: Novotel Leicester, Leicester

The last few years have been tumultuous, but green shoots are emerging. It's time to get your marketing strategy for 2022/ beyond sorted so you can propel your business forward.



WEEK TWO

FEATURED EVENT




**04**  **Innovation Funding to Scale and Grow your Business**  
De Montfort University, Loughborough University & University of Leicester

**BOOK HERE**

Time: 10:00 - 12:00 Venue: Space Park Leicester & Online

The 3 excellent universities of our city and county are joining forces to showcase innovation funding opportunities to scale and grow your business.





**05**  **Power of Love Leadership® - 7 Proven Strategies to Increase Resilience, Productivity, Trust and Engagement**  
Sarah Higgins Corporate Coaching Ltd

**BOOK HERE**

Time: 11:00 - 12:00 Venue: Online

Whether you're new to leadership or experienced and looking to be inspired with something different, if you want to be an exceptional leader, this is the webinar for you.





**06**  **How to Prevent Conflict at Work**  
Acas East Midlands

**BOOK HERE**

Time: 13:30 - 14:15 Venue: Online

Dealing with conflict when it happens, and addressing the root causes of conflict at the earliest opportunity, can ultimately save you time and money.





**07**  **Get Your Marketing Strategy Sorted: Business to Consumer**  
LikeMind Media

**BOOK HERE**

Time: 13:30 - 16:30 Venue: Novotel Leicester, Leicester

The last few years have been tumultuous, but green shoots are emerging. It's time to get your marketing strategy for 2022/ beyond sorted so you can propel your business forward.





**08**  **Write a Book: Learn the NEW way to Grow Your Business and Gain More Customers - Day 2**  
Ladey Adey Publications

**BOOK HERE**

Time: 13:30 - 18:00 Venue: Online

Grow your business via Books. This Conference is about Business People talking about how a Book has grown their business or as authors how they increase business via their book.





**09**  **Innovation at its Best**  
RSM & East Midlands Chamber

**BOOK HERE**

Time: 14:00 - 15:15 Venue: Online

Following the launch of a joint research paper on approaches to innovation over the last 24 months, join RSM and the East Midlands Chamber for a discussion on the findings.





**10**  **The Future of Independent Business - Growth through Partnership**  
Everards

**BOOK HERE**

Time: 14:00 - 15:30 Venue: Online

Hear from independent business owners who will share their story and demonstrate how partnerships have formed a key part of their development.




**11**  **Enabling Sustainable Travel for Business**  
Leicester City Council

**BOOK HERE**

Time: 14:00 - 15:45 Venue: Online

Encouraging businesses to enable their workforce to make sustainable travel choices for their commute and in-work journeys by raising awareness about why this is important.



**12**  **Pool and Property with Pattersons Commercial Law**  
Pattersons Commercial Law

**BOOK HERE**

Time: 16:00 - 18:00 Venue: Riley's Sports Bar, Leicester

Asit Jansari and Kirsty Adams will provide advice and guidance when buying or selling residential tenanted properties whilst offering a relaxed and fun environment to network amongst Leicester business professionals.



**13**  **Securing Tomorrow's Workforce**  
Lionheart Educational Trust

**BOOK HERE**

Time: 17:30 - 19:00 Venue: Beauchamp City Sixth Form, Leicester

Join us to find out how your business can support tomorrow's workforce, while being more socially responsible and improving your profile.



**WEDNESDAY 17**


**01**  **Financing Your Business Growth**  
Midlands Engine Investment Fund & RSM UK

**BOOK HERE**

Time: 08:30 - 10:00 Venue: Online

The British Business Bank's Midlands Engine Investment Fund is partnering with RSM UK to provide guidance to businesses on their finance options to help them flourish.




**02**  **Branding: Intellectual Property Considerations for an Increasingly Online World**  
IoD & Nelsons Solicitors


**BOOK HERE**

Time: 08:30 - 10:30 Venue: Nelsons Solicitors Leicester, Leicester

Successful branding helps businesses mark out goods and services from those of their competitors. This joint event gives businesses an overview of intellectual property rights applicable to branding.




FEATURED EVENT


**03**  **Helping you to Reach Net Zero.**  
Consultus International Group

**BOOK HERE**

Time: 08:30 - 11:00 Venue: Consultus International Group, Leicester

The Race to Zero has begun. Wherever you are on your journey, this event will provide valuable, practical information about how to start to reach your sustainability goals.




**04**  **Willing to survive? Strategies for resilience to thrive post-COVID world**  
Leicester Castle Business School, De Montfort University

**BOOK HERE**

Time: 09:00 - 12:00 Venue: Hugh Aston, Leicester

The question in the title will be met with "Well of course!" This event explores how businesses can improve organisational resilience through a collaborative approach to long term development.




**05**   **Food and Drink Supply Chain - Procurement and Sales**  
Business Gateway Growth Hub

**BOOK HERE**

Time: 09:30 - 12:30 Venue: Online

The relationship between procurement and sales has never been more important. As customers are becoming more demanding, all businesses and supply chains must become proactive and reactive in addressing needs.





**06**  **How to use your Smart Device to Create Videos for your Business**  
East Midlands Chamber

**BOOK HERE**

Time: 09:30 - 12:30 Venue: Online

When we know that video is a preferred content by platforms and audiences alike. Learn how to make the most of technology to hand to get better results from video.





**07**  **Raise your Profile Through Business Awards**  
Federation of Small Businesses

**BOOK HERE**

Time: 10:00 - 11:30 Venue: Online

Business awards are an opportunity to celebrate the hard work and innovation within business. There are simple ways to make sure that you stand out and FSB are keen to help!





**08**  **How to Build a New Team and Organise a Project**  
Mindera UK

**BOOK HERE**

Time: 12:30 - 13:30 Venue: Mindera UK, Leicester & Online

Businesses have to be able to adapt quickly and constantly in the current economy. By sharing our best practices we can benefit local businesses to be adaptable and stay ahead.




**09**  **Acas HR Surgery**  
Acas East Midlands

**BOOK HERE**

Time: 13:00 - 16:00 Venue: Online

Book in for a confidential 15 minute Zoom Q&A with an Acas Senior Adviser. A fantastic opportunity to ask your burning Human Resources questions and get valuable Acas advice!



**10**   **Investment Trends and Opportunities with a Spotlight on Emerging Technologies in the Advanced Engineering & Manufacturing sector**  
Leicester City Council (Invest in Leicester)

**BOOK HERE**

Time: 14:00 - 16:00 Venue: Burleigh Court, Loughborough

Join Invest in Leicester team, fDi Intelligence and the Department for International Trade for this programme, as expert speakers explore and highlight signals, trends and opportunities in Foreign Direct Investment.



**11**   **Castle Mead Academy: Future of Careers**  
Castle Mead Academy




**BOOK HERE**

Time: 14:30 - 16:00 Venue: Castle Mead Academy, Leicester

This is a great opportunity for businesses and parents to gain an insight in the changing world of work and see how this is being reflected in school.




**THURSDAY 18**


**01**    **CLEAR Careers**  
LLEP (Leicester and Leicestershire Enterprise Partnership Ltd and NWSLC North Warwickshire and South Leicestershire College)

**BOOK HERE**

Time: 08:45 - 09:45 Venue: Online

Careers within the logistics sector are wide and varied from entry level through to managerial roles. Leicester LEP will explore what jobs there are and how this will support careers.





**02**  **Digital Marketing Part 2: Paid Techniques to Grow Your Business Now - PPC Ads in Google, Facebook, LinkedIn & more**  
Anicca Digital

**BOOK HERE**

Time: 09:00 - 11:00 Venue: Anicca Training Rooms, Leicester & Online

Anicca Digital will present a practical webinar on how to grow your business using paid digital advertising channels.




**03**  **Attracting and Hiring the Right Talent in a Tight Labour Market**  
Institute of Directors

**BOOK HERE**

Time: 09:30 - 11:00 Venue: Check Online for More Details

Using recent studies from LLEP, DMU and IOD, we take a look at the talent leaving Leicester and how we can reverse the trend.



FEATURED EVENT



<p>04</p> 	<p><b>Getting Started with Leadership and Management</b> Business Gateway Growth Hub</p> <p>Time: 09:30 - 11:30 Venue: Online</p> <p>This webinar introduces the essential leadership and management skills which must be mastered to facilitate growth of teams and a business.</p> <p><a href="#">BOOK HERE</a></p> 
<p>05</p> 	<p><b>Who is your Trusted Partner for Growth?</b> Barclays Bank</p> <p>Time: 10:00 - 11:00 Venue: Barclays Leicester Haymarket, Leicester</p> <p>Join us for a face to face event in our central Leicester branch to talk about business growth for local Leicestershire businesses.</p> <p><a href="#">BOOK HERE</a></p> 
<p>06</p> 	<p><b>Design for Productivity</b> De Montfort University</p> <p>Time: 10:00 - 13:00 Venue: Online</p> <p>A celebration of Leicestershire's rich design ecosystem. Providing practical advice and support to connect design practitioners, and outlines new peer support networks.</p> <p><a href="#">BOOK HERE</a></p> 
<p>07</p> 	<p><b>Responsible and Irresponsible Business Before, During, and After Recent Crises</b> Loughborough School of Business &amp; Economics, Loughborough University</p> <p>Time: 13:30 - 15:15 Venue: Online</p> <p>As businesses start to look beyond the COVID-19 crisis, this event seeks to identify the areas of risk related to the social responsibility of business.</p> <p><a href="#">BOOK HERE</a></p> 
<p>08</p> 	<p><b>Managing Mental Health and Wellbeing at work - A Taster</b> Acas East Midlands</p> <p>Time: 14:00 - 14:45 Venue: Online</p> <p>Hear an essential overview of what to consider when dealing with people and their mental health and wellbeing.</p> <p><a href="#">BOOK HERE</a></p> 
<p>09</p> 	<p><b>Closing Event: Leicestershire Business Voice 20th Anniversary Dinner</b> Leicestershire Business Voice</p> <p>Time: 19:00 - 23:30 Venue: Online</p> <p>LBV are celebrating their 20th Anniversary and have invited LBF to join in the celebrations and share the 2021 stats at the event.</p> <p><a href="#">BOOK HERE</a></p>

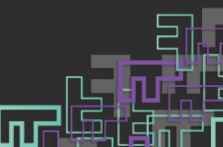
FEATURED EVENT

## REFUEL HUBS

New for 2021, the Festival has partnered with BID Leicester to create official LBF Refuel Hubs offering an exciting range of places to stop between festival events in the city.

Whether you need a quick coffee, a place to work for a few hours, or a business lunch, LBF Refuel Hubs will provide special offers for attendees during the LBF.

Check out the [list](#) of city centre Refuel Hubs and look out for the Refuel Hubs logo in shop windows.



Since it first began in 2014, the Leicester Business Festival (LBF) has shone a much-needed spotlight on the diverse and innovative businesses to be found throughout Leicester and Leicestershire.

During that time, De Montfort University Leicester (DMU) has been proud to be a headline partner of LBF, supporting and championing the business community.

DMU has worked alongside businesses to co-host events that showcase some of the very best innovations from collaborative projects and ideas being developed in partnership with DMU researchers, with a focus on finding solutions to the issues businesses face.

### DRIVING UP DIGITAL SKILLS

We know that Leicester and Leicestershire need more people who have the digital skills required to meet everyday tasks. More than one in three employers questioned by the LLEP's Business Tracker Survey this year said they needed to improve digital and IT skills because they had staff who could not use all the software they had in their business.

As a result, DMU has teamed up with businesses to co-create courses that provide the skills they require. Every year, we provide thousands of hours of CPD training to ensure staff are up-to-date with the professional skills they need.

DMU is one of five higher and further education providers to put forward a bid for a £13m Institute of Technology for Leicestershire, that will help close the skills gap.

### HELPING BUSINESSES GO GREEN

Research at DMU is exploring some of the biggest challenges the planet is currently facing. Our textiles teams are looking at how to recycle waste products – even crisp packets – into materials, while others are making new eco-fabrics inspired by plants' ability to clean the air.

Our Institute of Energy and Sustainable Development is focused on making our homes more energy-efficient, including new ways of heating that do not use greenhouse gas-causing fossil fuels. We are also exploring how electric cars can be made even more affordable.

DMU is the only UK university to be chosen as a hub for the United Nations Sustainable Development Goal (SDG) 16, to promote peace, justice and strong institutions. It does so by sharing best practices with other higher education institutions around the world, and embedding the SDGs throughout the curriculum

*"Leicester Business Festival is incredibly important not only for the business community but for DMU,"* said Helen Donnellan, director of DMU's Enterprise and Business Services.



*"Realising the ambitions of the Government's Innovation Strategy will mean more interaction, more collaboration and more partnerships than ever before between universities and businesses."*

*"I would encourage all businesses to look at our events, see what we have to offer and get in touch with us to see how we can support you to achieve your goals."*

### DEVELOPING A DIVERSE WORKFORCE

One of the proudest moments has been the creation of the Leicester Future Leaders programme, which developed from an LBF event highlighting the lack of diversity in management in organisations across the city.

The Make Diversity Your Business event brought together DMU with Freeths, Eileen Richards Recruitment, Brewin Dolphin and the Office for Students to support businesses to recruit and retain a more diverse workforce. Students worked alongside businesses to develop a recruitment toolkit which will now be tested by businesses – and the project has been nominated for a national higher education award.



### LEICESTER: GRADUATE CITY

DMU is working with the University of Leicester and Leicester City Council to encourage more students to remain in Leicester after they graduate. The Leicester: Graduate City project provides placements with city companies to show students the career opportunities there are in Leicester.

Want to see how working with DMU can help your business? Get in touch – email [businessservices@dmu.ac.uk](mailto:businessservices@dmu.ac.uk)



A handy gant chart for each day of the festival so you can see exactly when events are happening and plan your day accordingly.





FEATURED EVENT AM

PM

MON 8

LOCATION	07:00 - 07:30	07:30 - 08:00	08:00 - 08:30	08:30 - 09:00	09:00 - 09:30	09:30 - 10:00	10:00 - 10:30	10:30 - 11:00	11:00 - 11:30	11:30 - 12:00	12:00 - 12:30	12:30 - 13:00	13:00 - 13:30	13:30 - 14:00	14:00 - 14:30	14:30 - 15:00	15:00 - 15:30	15:30 - 16:00	16:00 - 16:30	16:30 - 17:00	17:00 - 17:30	17:30 - 18:00	18:00 - 18:30	18:30 - 19:00	19:00 - 19:30	19:30 - 20:00	20:00 - 20:30	20:30 - 21:00	21:00 - 21:30	21:30 - 22:00		
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MONDAYS  
EVENT LISTINGS

TUES 9

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WEDNESDAYS  
EVENT LISTINGS

THUR 11

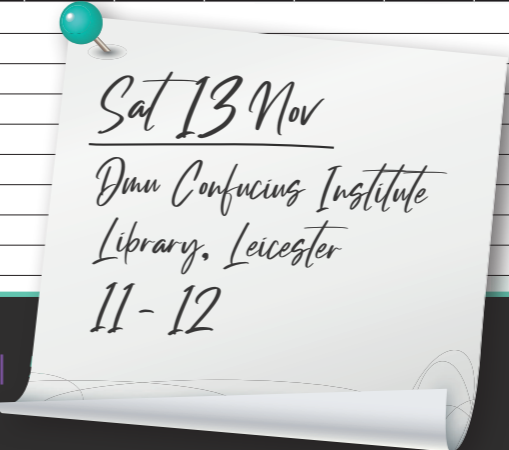
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Mindera UK, Leicester & Online																															
The Innovation Centre, Leicester & Online																															
University of Leicester School of Business																															
Marriott Hotel, Enderby																															

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FEATURED EVENT AM

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MON 15

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MONDAYS  
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TUESDAYS  
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Castle Mead Academy, Leicester																																	

WEDNESDAYS  
EVENT LISTINGS

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THURSDAYS  
EVENT LISTINGS

Mon 15 Nov  
Re-fuel -  
Meet Jayne for coffee  
12:30

BID Leicester  
PRESENTS





# LEICESTER BUSINESS FESTIVAL

Headline Partner



Thank you for your interest in the  
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festival, please visit:

[leicesterbusinessfestival.com](http://leicesterbusinessfestival.com)

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