



COVENTRY &
WARWICKSHIRE
BUSINESS FESTIVAL

IN ASSOCIATION WITH



Coventry & Warwickshire
Local Enterprise Partnership

EVENT ORGANISER HANDBOOK

ESSENTIAL INFORMATION ON HOW TO HOST AN AMAZING EVENT
WITHIN COVENTRY & WARWICKSHIRE BUSINESS FESTIVAL

PLANNING PROCESS PROMOTION PRESENTING





Event Organisers Handbook

Coventry & Warwickshire Business Festival

About

What is the Coventry & Warwickshire Business Festival (CWBF)?

The CWBF is an annual, two-week Festival incorporating hundreds of free business events which take place throughout the region.

Events of all descriptions are staged by local businesses to benefit the people and businesses in the region; help business and economic growth; challenge and stimulate; and to draw attention to region.

The dates for 2018 are **19th – 30th November 2018**

How can I get involved?

Any business or organisation can apply to host an event. Business Festival events are all put on by local businesses to benefit the people and businesses in the region, and therefore help business growth, ultimately having a positive impact on the region's economy.

Other ways to get involved include:

- Partnership/sponsorship
- Becoming a venue host
- Promoting the festival
- Attending events

Please contact hello@cwbusinessfestival.com to discuss any of the above ways to get involved.



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.

In 2018, subject matters ranged from GDPR, business finance, sales, marketing and social media, property, land and investment, exporting, 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 Coventry & Warwickshire 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)

Other Conditions:

- Organisers will need to agree to the CWBF 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.)

Sectors

Each event will be slotted into one of the following 10 sectors (some may fit into more than one)

- Automotive and Advanced Manufacturing
- Business and Communications
- Construction and Property
- Creative and Digital
- Education
- Games Development and Serious Gaming
- Health and Wellbeing



- Logistics
- Professional and Financial Services
- Tourism and Culture

How long should it be?

Your event can take any length of time from 1 hour to a full day.

How many people should attend?

You can open up your event to as many or as few people as required within limitations of your chosen venue.

We recommend being **realistic** on the number of attendees expected. This is a busy fortnight with over 100 events, so there may be similar events taking place over the fortnight which might compete with yours (a good promotional strategy will also help!).

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 allow for drop outs. Please indicate this on your initial booking form.

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 CWBF venue partners are offering venue space for free or at a heavily discounted rate – see the CWBF 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 CWBF 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 from each sector for their innovation, relevance and impact on the region and are chosen by the CWBF Board.

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 'Venues' page www.cwbusinessfestival/venues.

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 say you are booking as part of CWBF 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.

Venue Top Tips! Things to think about when choosing your venue and planning your event:

- **Venue type** – hotel, business meeting space, venue – is this a suitable venue to host your event?
- **Location** – Is it accessible? Easy to find? Please ensure you provide the sat nav post code if different to the main post code
- **Parking** – does the venue have ample parking for your attendees?
- **Does it have the facilities required to make your event work?** Go and visit your venue so you can familiarise yourself with the area, facilities and walk through your event
- **Capacity** – check carefully that the venue you have chosen meets with your expectations and can accommodate the number of attendees you have submitted on your form
- **Layout** – what is the format of your event and how will the layout work best?
- **Do you require any staging, a lectern or a top table?**
- **Subsistence** – do you need to offer refreshments? Where will this be served? We would recommend a minimum of refreshments (tea, coffee, water) on arrival
- **Audio Visual** – What equipment do you require? Screen, projector flipchart, PA system? There may be additional costs for these items, be sure to check with your venue if they are included



- **Do you need a registration desk?** It would be advisable to ask attendees to sign in on arrival, collect a badge? *Check where this will be located (usually in a foyer outside of a meeting space for larger events?)*
- **Does the venue have Wi-Fi?** Is this free of charge? How do attendees log in? Obtain this information in advance so you can inform attendees on the day
- **Health & Safety** – Check with the venue where fire exits are located, muster points and any planned fire alarms. It is a good idea to announce these before the event starts
- **Accessibility** – check out the accessibility e.g. disabled access, lifts, hearing loops
- **Branding** – you will be offered the use of CWBF promotional banners to use at your venue. It is worth just mentioning this in advance to the venue to ensure they are happy for you to display these, especially in public areas