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# BLACK COUNTRY BUSINESS FESTIVAL™

INNOVATION | CULTURE | COMMERCE

## EVENT ORGANISER HANDBOOK

PLANNING

PROCESS

PROMOTION

PRESENTING

ESSENTIAL INFORMATION ON HOW TO HOST AN AMAZING EVENT  
WITHIN BLACK COUNTRY BUSINESS FESTIVAL



# 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. These reminders do not contain details of the event, so it is useful to send your own to confirm location, time etc.

### *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 re car parking/location (include a map if the venue can provide one)
- 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 via the BCBF platform of Zoom at least 30 minutes before your event is due to begin to ensure you have everything set up correctly.
- If you're hosting a physical/hybrid event, have you been to visit your venue so you are familiar with the layout/facilities?
- 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? Are all of your seats the correct amount of space apart to ensure you are adhering to social distancing measures?
- Confirm your catering requirements if you are providing these (you may want to check your attendees don't have any special dietary requirements or other special requirements on the day).
- Check the car parking arrangements at the venue.
- 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 you 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.
- 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! Also do they have any specific social distancing /Covid-19 requirements on arrival, for example, must all guests sanitise their hands before entering the building or are there sanitisation points around the venue for guests to use? Must guests wear masks? Is this compulsory for the duration of the event? It is often good to announce this at the beginning of your session!

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 BCBF website (media and downloads page). 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 BCBF 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 BCBF website.

### **Zoom Background**

We will be providing a BCBF backdrop on Zoom to all event hosts holding digital/hybrid events throughout the festival, they can of course use their own backdrop if they wish.

### **Roller Banners**

Further information regarding the banners will be available nearer the date.

If you wish to produce any of your own marketing banners this is absolutely fine, however you will need to incur any costs. Festival branding can be downloaded from the BCBF website.

## The Festival

### What happens during the festival?

The festival opens with a launch event on the first morning. All event organisers, sponsors, partners and friends are invited to celebrate the opening of this event, which will be attended by key business leaders and politicians.

Events then take place across the region each day for the ensuing nine days. The festival organisers will send out a daily news update featuring daily events, best photos and best 'tweets' of the day, so keep an eye out for these.

On the last day, a closing event will take place. This is an opportunity to celebrate the end of the festival and thank the partners, sponsors and all those that took part in some way, shape or form for their hard work and support. All sponsors, event organisers, sector leads, venue hosts and attendees are invited.

Statistics from the festival will be released and we will look back at the highlights that took place over the nine days.

### Filming/Recording

The festival organisers will have a crew out and about throughout the fortnight. Unfortunately, not all events can be filmed, however we will try to capture events that we think will be visually exciting for the promotional videos.

For those event hosts holding digital/hybrid events, there is the option of video recording your online event, please let us know beforehand when we run through Zoom at your test meeting if this is something you would be interested in doing.

If you would like to film your own event, physical, digital or hybrid and share online or via social media, that's great but don't forget to tag us! @BlackCountryBF  
#ThisistheBlackCountry #BCBF\_20

### Dates for your diary

**Opening event:** Monday 5<sup>th</sup> October 2020 around 8.00am – 9.30am

**Closing event:** The afternoon of Thursday 15<sup>th</sup> October 2020.

## Feedback

### Feedback and Surveys

To build the Festival for 2021 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 BCBF 2020, we will be sending you (the event organiser) a very short feedback form around your experience as an event host during #BCBF\_20. This feedback is critical in making BCBF 2021 even better, so please do let us know what you think.