



## **Bury St Edmunds Area Working Party 13 September 2011**

### **Business Festival 2011**

#### **1. Background**

- 1.1 The Economic Development team has been working with the Bury Free Press, Menta, Bury St Edmunds Chamber of Commerce and West Suffolk College and other partners to organise a business festival in 2011.
- 1.2 The festival is programmed to start on 13 September 2011 and extend until 23 September 2011, with a series of business focussed events and workshops at various locations in and around Bury St Edmunds.
- 1.3 This is the first time some of these events have been held and this is a fantastic opportunity to promote both The Apex and Bury St Edmunds to a wide range of businesses. The Exhibition of Advanced Manufacturing and Engineering (EAME) has previously been held in Norfolk and has in the past had 500 delegates. The New Anglia Local Enterprise Partnership (LEP) annual conference could bring 200 plus delegates to Bury St Edmunds, some of which may not have visited before.

#### **2. Event Programme**

- 2.1 The programme extends over ten days and comprises of training events as well as a conference, networking opportunities and the EAME. The full schedule is as follows:-

##### **(a) Tuesday 13 September**

The festival programme will be officially opened at the Menta Trade Fair, which will be held from 3.00 pm at the West Wing, Ickworth. Councillor Griffiths will officially open the festival and Harry Berry, from Martlesham Innovation Centre, will speak to the many businesses and traders who will be gathered at the Trade Fair.

##### **(b) Wednesday 14 September**

This is the first of a series of West Suffolk College run workshops that will be held throughout the week. This workshop entitled *'Enhanced Presentation Skills - Fire the Bullet'* is designed for Managers who wish to explore how their presentation skills can be enhanced by using technology to present information in a clear, precise and exciting way.

(c) **Thursday 15 September**

New Anglia Local Enterprise Partnership Conference

The Apex will host the New Anglia Local Enterprise Partnership Conference entitled '*Open for Business*'. This conference aims to enable delegates to have their voice heard by the New Anglia Board; be part of shaping the business priorities for Norfolk and Suffolk; and to hear from successful and inspiring business speakers.

West Suffolk College workshop

The second of the West Suffolk College workshops entitled '*Sales & Negotiating Skills*' is designed for those new to a sales environment or those already working in the sales field who need to refresh their persuasion and negotiation skills.

(d) **Friday 16 September**

West Suffolk College will be hosting an Employer Breakfast from 8.00 am to 10.00 am where businesses will hear about social media and its potential impact on business from social media consultant Adam Gray, followed by a presentation from Martyn Wagner, Vice Principal of West Suffolk College, who will outline the funding available to businesses to train their staff.

(e) **Saturday 17 September**

The Tour of Britain

For the second year running, Bury St Edmunds will be hosting a Stage Start for the nation's top cycle race, The Tour of Britain, and this takes place on Saturday 17 September, right in the middle of the Bury St Edmunds Business Festival.

Business Cycle Challenge

As a part of the above event there will be a business cycling challenge, where teams of four riders from local businesses and other organisations will be taking part in light-hearted relay races on a short course on the Angel Hill, and raising money for the St Edmundsbury Sport for Rwanda Appeal at the same time.

(f) **Monday 19 September**

West Suffolk College will be running a workshop for people who wish to gain an appreciation of the 'lean' business improvement techniques used in today's businesses to reduce waste, increase efficiency, retain more profit and use existing resources to make lasting changes.

(g) **Tuesday 20 September**

Exhibition of Advanced Manufacturing and Engineering (EAME)

The EAME comes to The Apex. Now in its fourth year, the exhibition has in excess of 600 attendees and 60 exhibitors and is now firmly established as a premier event for business in the advanced manufacturing and engineering sector to promote their products and business. The exhibition provides the opportunity for

businesses to demonstrate and discuss new market opportunities and developments for the sector and the wider economy.

#### StartUp Britain Summer Bus Tour 2011 – Charter Square

Throughout August and September, the *'StartUp Britain'* campaign team will travel on a bus with experts, mentors, entrepreneurs and small business authors, to 14 locations across the country in an on-going pursuit to encourage budding entrepreneurs in all areas of Britain to start-up their own businesses. The tour will be joined by StartUp Britain's founding sponsors: AXA, Barclays, Dell, Intel, Intuit, Microsoft, MITIE and PayPal, who will each be giving specialist business advice and discounts to entrepreneurs across the UK. Bury St Edmunds is the only destination for the bus in the East of England and we are fortunate to have them play a part in the Business Festival.

#### (h) **Wednesday 21 September**

West Suffolk College hosts another workshop for businesses wishing to develop their expertise in Social Media.

#### (i) **Thursday 22 September**

##### The Business Show

The Borough Council and the Bury Free Press hold an annual business to business event and this year it forms part of the business festival as *'The Business Show 2011'*. Held in the Athenaeum it will host business people from all over the region. The Business Show opens at 3.00 pm, the US Airforce procurement seminars are being held at 4.00 pm and 5.00 pm and the speed networking event at 5.45 pm. The show closes at 7.00 pm.

##### *'The Art of Being Heard'*

The Theatre Royal will host a workshop entitled *'The Art of Being Heard'* is led by two highly experienced communication specialists whose focus is the personal professional development of each participant.

#### (j) **Friday 23 September**

##### Bury St Edmunds, Haverhill and Newmarket Chamber of Commerce's *'Festival Finale'*

With special guests Patrick Gihana Mulenga, Commercial Attache to the Rwandan Embassy, and Neville Reyner CBE DL, Chairman of the Greater Cambridge Greater Peterborough LEP, the *'Festival Finale'* provides an opportunity for West Suffolk's premier business representatives to hear interesting speakers and meet other like minded people in the beautiful and relaxed surroundings of the West Wing at Ickworth. Councillor Griffiths will officially close this, the first Bury St Edmunds Business Festival.

### 3. Sponsorship

- 3.1 Sponsorship has been obtained from Businesslink, which has not only enabled a professional marketing campaign to be delivered but it has also covered many of the costs of delivering the festival, such as contributions towards the events at The Apex.

### 4. Promotion

- 4.1 The Business Festival has its own logo (see below) and website [www.businessfestival.org](http://www.businessfestival.org). A banner has been displayed across Abbeygate Street and there will be an extensive marketing campaign, which is being delivered in partnership with the Bury Free Press, who will also publish a Business Festival supplement on 9 September 2011. The marketing campaign includes the distribution of 10,000 flyers, posters, pop up banners and coverage in the Newmarket Journal, Suffolk Free Press, Haverhill Echo, Diss Express and the Lynn News.
- 4.2 The individual events also have their own promotional campaigns targeting businesses and visitors alike.

### 5. Offers

- 5.1 Local businesses in Bury St Edmunds are being encouraged to consider offering discounts to exhibitors and attendees at the Festival to ensure that delegates venture into the town and do not just attend the event and go home. Initiatives so far include cheaper rates in hotels, deals and discounts in some retail outlets and an offer from the Theatre Royal.

### 6. Recommendation

- 6.1 The Bury St Edmunds Area Working Party **NOTES** the programme for Business Festival 2011.



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