

Business in Oxford, 2014, City & County - Update

We are making good progress within a tight timeframe, but hopefully we will be able to announce the full line up of presentations before the end of March.

I have summarised where we are under the following headings:

- 1 Sponsorship, Presentations, Exhibitions and Tickets**
- 2 Promotion**
- 3 Who's involved**
- 4 Final POD list**
- 5 How you can help**
- 6 Booking Tickets**

1 Sponsorship, Presentations, Exhibitions and Tickets:

Below is a table showing where we are with regards to sponsorship, presentations, exhibition stands and tickets:

Key Area	Sponsorship	Presentations	Exhibition Stands	Lunch Tickets	Afternoon Tickets
Capacity	9	36	10	100	200
Booked	6	20	7	53	88
Available	3	16	3	47	112

2 Promotion

- ✓ Mailing to 1,000 Oxfordshire businesses has gone out with the promotional literature which you can access online, below:
http://issuu.com/b4-business/docs/buinox_a5_v2_issuu
- ✓ The website is now live but please note there is a significant amount of information still required to populate the presentations section:
<http://www.businessinoxford.com/>
- ✓ Twitter
The event twitter account is now live @BusinessinOx and we are sending out updates daily with links to register.
- ✓ B4 Magazine
Advertisements are going out in the next editions of B4 Oxfordshire, Berkshire and Buckinghamshire.
- ✓ B4 E-Newsletters
We are sending out updates weekly to over 6,000 e-mail addresses.

3 Who's involved

Confirmed Speakers			
Number	Company	Name	Details
Opening	Saïd Business School	Peter Tufano	Peter Moores Dean
Opening	Oxford City Council	Councillor Bob Price	Leader of Oxford City Council and Board Member of the Local Enterprise Partnership
Opening	Helen & Douglas House	Tom Hill	Chief Exec – just a few words of thanks
1	Oxford City Council	TBC	TBC
2	Oxford City Council	TBC	TBC
3	Oxford Strategic Partnership	TBC	TBC
4	Oxford Strategic Partnership	TBC	TBC
5	Activate Learning	Sally Dicketts CBE	Group Chief Executive of Activate Learning
6	City of Oxford College	TBC	TBC
7	Harley Davidson	Rob Lindley	Vice President and Managing Director ENMEA
8	Begbroke Science Park	Dr Caroline Livingstone	Manager
9	Darbys Solicitors LLP	Simon McCrum	Managing Partner
10	Darbys Solicitors LLP	TBC	TBC
11	VSL	Richard Venables	Director
12	Blackwell's	Matthew Cashmore	Digital Director
13	Grundon Waste Management	Stephen Roscoe	Technical Director
14	Thames Valley Police	Francis Habgood	Deputy Chief Constable
15	Experience Oxfordshire	Giles Ingram	Chief Executive
16	Oxford Innovation	Tbc	Tbc
17	Oxford Innovation	Tbc	Tbc
18	Breckon & Breckon	Tbc	Tbc
19	Oxford Community Foundation	Jayne Woodley	Tbc
20	CFCL Ltd	Tbc	Tbc

4 Final POD list

The confirmed PODS are as follows. Those attending will initially purchase their tickets and once the final list of presentations are known, they will be asked to select the three PODS that they would like to attend.

The PODS will be delivered in three banks of three simultaneously so attendance at only one POD in each bank will be possible.

1	Business Support – Support for Growing Business
2	Smart City
3	Great Brands Based in Oxfordshire
4	The Business of Education
5	Property in Oxfordshire
6	Investing in Oxfordshire
7	Tourism and Culture
8	Professional Services in Oxfordshire
9	Green Oxfordshire

5 How you can help

Promotion of this event is key so if any of you can help with the following it would be much appreciated:

- ✓ Promoting the event on your e-Newsletters
- ✓ Promoting via your own Twitter accounts or following @BusinessinOx and re-tweeting our tweets
- ✓ Proposing speakers for the remaining slots
- ✓ Suggesting a 'must see' presenter for the closing presentation in The Nelson Mandela Lecture Theatres
- ✓ Buying tickets – see below

6 Booking Tickets

Can be purchased via the site but the direct link is below:

<https://www.regonline.com/BusinessinOxford2014>

Tickets have been reserved for sponsors but all other tickets will have to be purchased via the site.

If any of you would like to discuss any aspect of the event, please do let me know.

Richard Rosser

Tel: 01865 742211 (Office)
07774 257061 (Mobile)

E-Mail: editorial@b4-business.com