

Outline and Agenda for Showcase Oxford, City & County Event 2014

Aspect	Details	Notes
Date	Date being held by Said is Wednesday 23 rd April	
Target Sponsors	Bus Companies CBI City of Oxford College Culham Harwell IOD LEP (key areas to promote: Science Vale, Oxford and Bicester) Network Rail Oxford Brookes Oxford University Oxfordshire County Council Visit / Experience Oxfordshire	<p>Already secured: VSL</p> <p>Subject to final confirmation: Oxford City Council</p> <p>Expressed strong interest: Lloyds Commercial</p> <p>Others: No other companies approached at this stage</p>
Working Title ideas	<p>Showcase Oxford C i t y & C o u n t y</p> <p>Promoting Oxford C i t y & C o u n t y</p> <p>A Platform for Oxford C i t y & C o u n t y</p> <p>Oxford plc C i t y & C o u n t y</p> <p>Oxford 2014 C i t y & C o u n t y</p>	
Potential Key Note speakers	Suggestions welcomed – a rounded talk on business in Oxfordshire; promotional presentation / speech on the future of Oxfordshire encompassing a breadth of areas / issues; a talk from someone who has either built a successful business in Oxfordshire and why Oxfordshire has helped them grow their business, or someone from Oxfordshire who has gone on to be successful in business (in or out of Oxfordshire) and can offer some sound business advice to all of us.	
On the Day	<p>Questionnaire on the day with key questions put forward by each sponsor – each person who enters stands to win one of a number of prizes.</p> <p>Perhaps the questionnaire is sent out to everyone who registers in advance as part of their registration so we have the results of the questionnaire to discuss / hand out</p>	

	<p>on the day.</p> <p>B4 aim to provide each delegate with a value added package of offers provided from other delegates.</p>	
Visibility and Promotion	<p>We will most probably launch a bespoke website for this event, much as we have for The Oxfordshire Restaurant Awards so it doesn't get lost within B4 (see http://www.oxfordshirerestaurantawards.co.uk/).</p> <p>We will most certainly launch a dedicated Twitter Account for this event.</p>	
Ideas	<p>To keep everyone on course, each set of four presentations has a timer who gives a 5 minute and 1 minute flag. Everyone briefed in advance that talks will not be allowed to run over.</p> <p>Reinforce presenters must not sell – must be giving advice.</p> <p>Runners – need staff to cover exhibition stand staff when they need to go for a break.</p> <p>Event programme to be produced with comprehensive timetable and messages from key sponsors.</p>	
Speakers / Exhibitors	<p>All B4 Members to be given the opportunity to put their names forward to present and exhibit. Will have to be done almost on a ballot basis. We need to pick the best presentations to make the event as attractive as possible, and all embracing as possible.</p> <p>All partners given the opportunity to put speakers / presenters forward depending on level of package.</p> <p>B4 to liaise with other local networks to get their ideas as to who could present at the event.</p>	
Suggested Topics	<p>We would have, in theory, with the 'Suggested Format' below 8 'PODS' of 4 x 15 minute presentations and two key note speakers. Suggested topics could include:</p> <ol style="list-style-type: none"> 1. Accountancy 2. Big Business 3. Buying and selling your business 4. Historic Oxford – local names who have made an impact – for example, Tim Henman, Radiohead, Matthew Pinsent, others who have been successful in business 5. IT 6. Green – 'Going Green' 7. HR 8. Legal 9. Marketing – and your business 10. Motivation – talks from people with a motivational real life experience that can be applied to business 11. Oxford City Council – The Future Vision of Oxford 12. Property – 'Bricks & Mortar' – one commercial property, one residential sales, one lettings, one short lets 13. Science 14. Social Media 15. Tourism – Visit Oxfordshire, local attractions 16. R&R – local hotels, restaurants, places of interest 	
Suggested Format	<p>12pm to 2pm Lunch registrants can enter</p> <p>From 1.30pm Afternoon registrants can enter</p>	

