## Paper to the OSP EGS Steering Group meeting, 28<sup>th</sup> November, 2013

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

Aspect	Details	Notes
Date	Date being held by Said is Wednesday 23 <sup>rd</sup> 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	Already secured: VSL Subject to final confirmation: Oxford City Council Expressed strong interest: Lloyds Commercial Others: No other companies approached at this stage
Working Title ideas	Showcase Oxford City & County Promoting Oxford City & County A Platform for Oxford City & County Oxford plc City & County Oxford 2014 City & County	
Potential Key Note speakers On the Day	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. 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.	
	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	

I	on the day.	
	B4 aim to provide each delegate with a value added	
	package of offers provided from other delegates.	
Visibility and Promotion	We will most probably launch a bespoke website for this event, much as we have for The Oxfordshire Restaurant	
FIOMOLION	Awards so it doesn't get lost within B4 (see	
	http://www.oxfordshirerestaurantawards.co.uk/).	
	We will most certainly launch a dedicated Twitter Account	
	for this event.	
Ideas	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.	
	Reinforce presenters must not sell – must be giving	
	advice.	
	Runners – need staff to cover exhibition stand staff when	
	they need to go for a break.	
	Event programme to be produced with comprehensive	
	timetable and messages from key sponsors.	
Speakers / Exhibitors	All B4 Members to be given the opportunity to put their	
Exhibitors	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.	
	All partners given the opportunity to put speakers /	
	presenters forward depending on level of package.	
	B4 to liaise with other local networks to get their ideas as	
Suggested Tenies	to who could present at the event.	
Suggested Topics	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:	
	1. Accountancy	
	2. Big Business	
	<ol> <li>Buying and selling your business</li> <li>Historic Oxford – local names who have made an</li> </ol>	
	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	
	<ol> <li>Tourism – Visit Oxfordshire, local attractions</li> <li>R&amp;R – local hotels, restaurants, places of interest</li> </ol>	
Suggested Format	<ol> <li>R&amp;R – local hotels, restaurants, places of interest</li> <li>12pm to 2pm</li> </ol>	
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	2pm to 3pm First sixteen Harvard Lecture theatre presentations, 4 in each theatre (Lecture Theatre Presentations 1 to 16) 3.10pm to 4.00pm Bob Price to open the event officially as this will be the first opportunity all delegates will be together	
	First Key Note speaker or speakers in Nelson Mandela 4.10pm to 4.45pm Networking session / tea	
	4.45pm to 5.45pm Second sixteen Harvard Lecture theatre presentations, 4 in each theatre (Lecture Theatre Presentations 17 to 32)	
	5.55pm to 6.55pm Second Key Note speaker or speakers in Nelson Mandela	
	6.30pm to 8.30pm Possible B4 Ambassadors Event in Club Room or continued networking in the foyer of the Said.	
	Capacity Delegates Lunch delegates 100 Afternoon 200 Total 300	
Costs	Including VAT Afternoon Tickets – 200 x £30 each Lunch Tickets – 50 free as part of packages Lunch Tickets – 50 x £45 each	
	<b>Ex VAT</b> Presenters – up to 20 of the 32 to be charged at £250 each Exhibitors – up to 10 x £500 Sponsors – all logos on promotional literature (sized according to status):	
	$\frac{4 \text{ x Platinum (£3,500+VAT)}}{1  x Exhibition Stand, 2 x Presentation slots, 6 x lunch tickets and 4 x afternoon tickets, programme advert (full page).$	
	$\frac{4 \times \text{Gold} (\pounds3,000+\text{VAT})}{1 \times \text{Presentation slot}, 3 \times \text{lunch tickets and 3 x afternoon tickets, programme advert (half page).}$	
	$\frac{4 \text{ x Silver (£2,500+VAT)}}{2 \text{ x lunch tickets and } 2 \text{ x afternoon tickets, programme advert (quarter page).}$	
	*if demand for Platinum or Gold slots exceeds 4 each then, depending on availability, we will reduce number of Silver slots.	