



Headline Partner



**DE MONTFORT
UNIVERSITY**
LEICESTER

EVENT CRITERIA

To meet the objectives of the festival, every event should aim to meet at least two of the following criteria:

- Benefit the local business community (such as interact, engage, promote, share best practice, learn new skills and network).
- Aim to increase economic growth and drive inward investment for the region.
- Showcase what Leicester has to offer, demonstrating to the wider world prominence within the region.
- Strengthen ongoing partnerships or develop new collaborations between research and academic institutions, local authorities and businesses.
- Help to increase employability and grow talent within the region, raise aspirations, cultivate future stars and show opportunities and progression.
- Drive business engagement and cross-sector collaboration.
- Have potential to attract interest from businesses/individuals from outside of the region, to cultivate a range of local, national and international links.
- Focus on wider issues or controversial topics (for example new technologies, innovation, economic issues or address challenges facing the local economy.)
- Offer support and educate businesses coming out from the pandemic.

