

“FOREST MEANS BUSINESS” BREAKFAST - Wednesday 3rd July 2019

Summary of 15 discussion replies to the question “What do we want from an annual business fair?”

FEATURE	PLEASE TICK ALL THAT APPLY						COMMENTS
Time of Day	HALF DAY 11		WHOLE DAY 5		EARLY EVENING 4		<ul style="list-style-type: none"> • 4-hour slot pm to evening • Morning, or 10-2 pm, or 4-7 pm • Size dependant • Whole day so lots of people can drop in at time to suit • Depends on footfall 9-1pm and value offered • Current format working, but could be made more snappy & succinct
Day of the Week	M 2	Tu 9	W 9	Th 12	F 2	S 2	<ul style="list-style-type: none"> • Mon & Fri – nobody works on these days! Wed has a midweek lull • Not Mondays – possibly not Friday • Needs to be more B2B • Not Mon or Friday • No preference. Out of working hours is probably best for the public
Exhibition space	VITAL 13		OK 2		NO CONCERN		<ul style="list-style-type: none"> • Showcasing business, therefore require space to exhibit your stand • Parking & easy access • Experiential shows • Important for networking and showcasing businesses • Cost effective • Not primarily an exhibition as raises false hope • Current space is good

Good signage & parking	VITAL 14	OK 1	NO CONCERN	<ul style="list-style-type: none"> • This sets the tone for the day. It shows good organisation • Near public transport • How about public transport? • Ease for the day & exhibitors • Access to area for the disabled • VP not good for parking / signage
On-site WiFi	VITAL 13	OK 1	NO CONCERN 1	<ul style="list-style-type: none"> • Need this to showcase. You may want to set up laptop with your website • Vital • GOOD WIFI!! FAST! • For some may need to use technology • Most people have 3G
On-site mobile coverage	VITAL 8	OK 7	NO CONCERN	<ul style="list-style-type: none"> • Not vital. I think it should be about people there, not externally • WiFi more important • Very important
Shared publicity	VITAL 15	OK	NO CONCERN	<ul style="list-style-type: none"> • Can help reduce exhibitors' costs if all is contributing to organisation / publicity etc. • Showcase exhibitors • Showcase attendees • Important to all work together • Yes, exhibitors to be given VIP passes • Yes, to get the word out • This is what the business show in Bishopwood did well • This is what made the Local Business Show successful • Everyone attending should help to drive footfall to the event

Businesses invited	VITAL 12	OK 2	NO CONCERN	<ul style="list-style-type: none"> • Need to cater for both B2B and B2P • Out of area – Bristol, Herefordshire, Monmouth • Out of area as well (Bristol / Glous) • Needs to be in touch with the community needs • Yes, also to give seminars • Balance between the Forest and other areas
Public invited	VITAL 9	OK 4	NO CONCERN 2	<ul style="list-style-type: none"> • IOT (?) cater for as many businesses as possible • Need to be aware of what's going on in the community • Might depend on who is there • Key audience are businesses • No charge to public / very little charge. Space to sell as well as advertise & network • Depending on the businesses invited • Access to businesses in the area is a great way to increase footfall
Speaker / seminars	VITAL 8	OK 7	NO CONCERN	<ul style="list-style-type: none"> • Businesses exhibiting • Relevant to as many as possible • Local support available / growing your business • Relevant to current themes, informative • Pull for public to gain something valuable • Allow time for visiting exhibition space • Depends on who you are pitching to
Conference discussion	VITAL 3	OK 7	NO CONCERN 4	<ul style="list-style-type: none"> • Unsure of relevance • Can roll into speaker / seminars • Possibility of speaker to bring in, yes, otherwise what's the difference with seminars
Networking space	VITAL 8	OK 7	NO CONCERN	<ul style="list-style-type: none"> • Breakout area – speed networking area • Quiet place too • Need to allow room for this and encourage networking • Yes, in sessions at agreed times

Additional comments:

- Clever engagement strategy – speed networking?
- Ability to showcase business for the future
- Ability to see who attended – captured data for future opportunities, like a directory
- Member access to online hub – access to contacts & presentations
- Unmanned stands – pop-up banner & leaflets, so exhibitors can attend seminars, networking – bowl for visitors to leave business cards on the stand
- Possible venues – Speech House (new space, improved WiFi?), FoD College (Cinderford), Whitemead?
- How about an event jointly South Forest & Monmouthshire CC i.e. Chepstow Racecourse / NDAC / Hanley Farm
- What about farms as a location?
- Additional features – mental health sessions, understanding your employees seminar
- Glos. College Cinderford site – venue for the show as has good parking, big facility for exhibitors and seminar areas that do not take people away from main exhibiting area
- Venue – Harts Barn, Hillside Brewery
- Health & wellbeing area, small business and how to look after yourself – similar to Inspiring The Forest – Dene Magna Health Fair aspect and the benefits. Forest Wellbeing have a business model to start rolling this out
- Pitching B2B OR Public
- Cover mental health, directors' support
- Need integrated venue, check for suitability, accessibility
- Will need an attraction to bring in the public
- Need a pull for the public to come. Something attractive like prizes, and food