



Lancashire Innovation Festival #LANIF2020



Event Marketing
Report

14/09/2020 to
03/11/2020



BRIEF

The Innovation Showcase event changed from a live one-day event to a month of interactive panel debates, discussions, showcase tours and presentations delivered by members of the Innovation Strategy Board, the region's universities, private businesses/SMEs and public sector organisations.

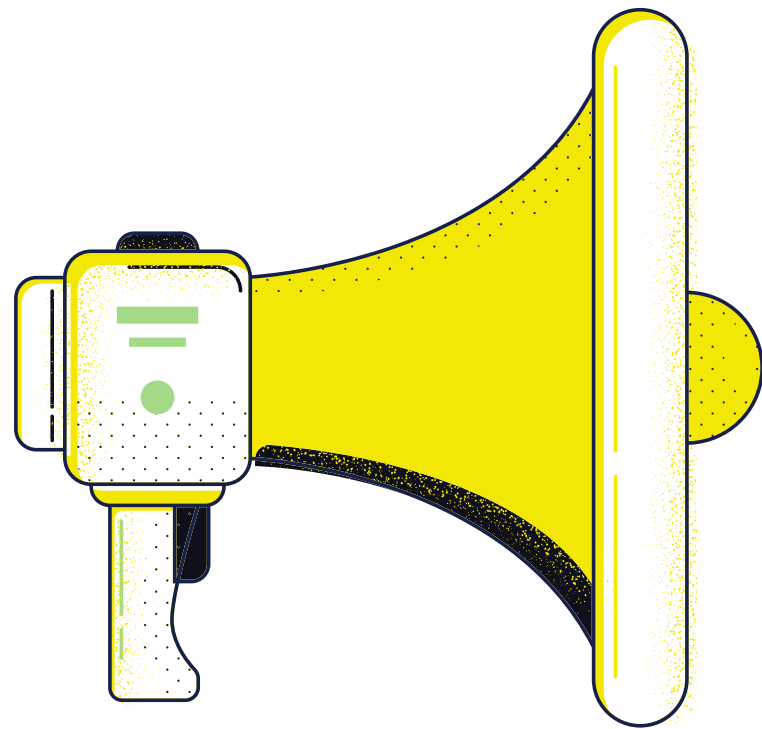
The event details were hosted on Marketing Lancashire's website, delegates registered via Eventbrite and sessions were delivered via Zoom Webinar hosted by Dan Knowles who had pulled the series of events together.

Events ran from 5th October to 29th October 2020.

Key Objectives:

- To market all events via social media @LancsInnovation and through targeted outreach
- To increase community engagement using #LANIF2020
- To develop a supporter toolkit for Lancashire business networks to use to promote the events via their own channels
- To provide copy for the LEP's LinkedIn page through the 'festival'
- To provide speaker toolkit information and graphics for contributors to promote their sessions, including branded Zoom backgrounds
- To develop promotional materials for each event
- To create an event intro video to be used at the start of each session
- Live tweet key sessions, engaging with delegates, sharing key soundbites and promoting future events
- Create an event wrap-up video to be shown at the last event highlighting the success and reach of the 'festival'
- With the central aim to drive event attendance and generate conversation around innovation in Lancashire.

HEADLINES



MENTIONS: 1.1K

AVG MENTIONS/DAY: 22,43

AVG MENTIONS/HOUR: 0,92

AUTHORS: 203

ESTIMATED IMPRESSIONS: 3.26MILLION

POTENTIAL REACH: 793K

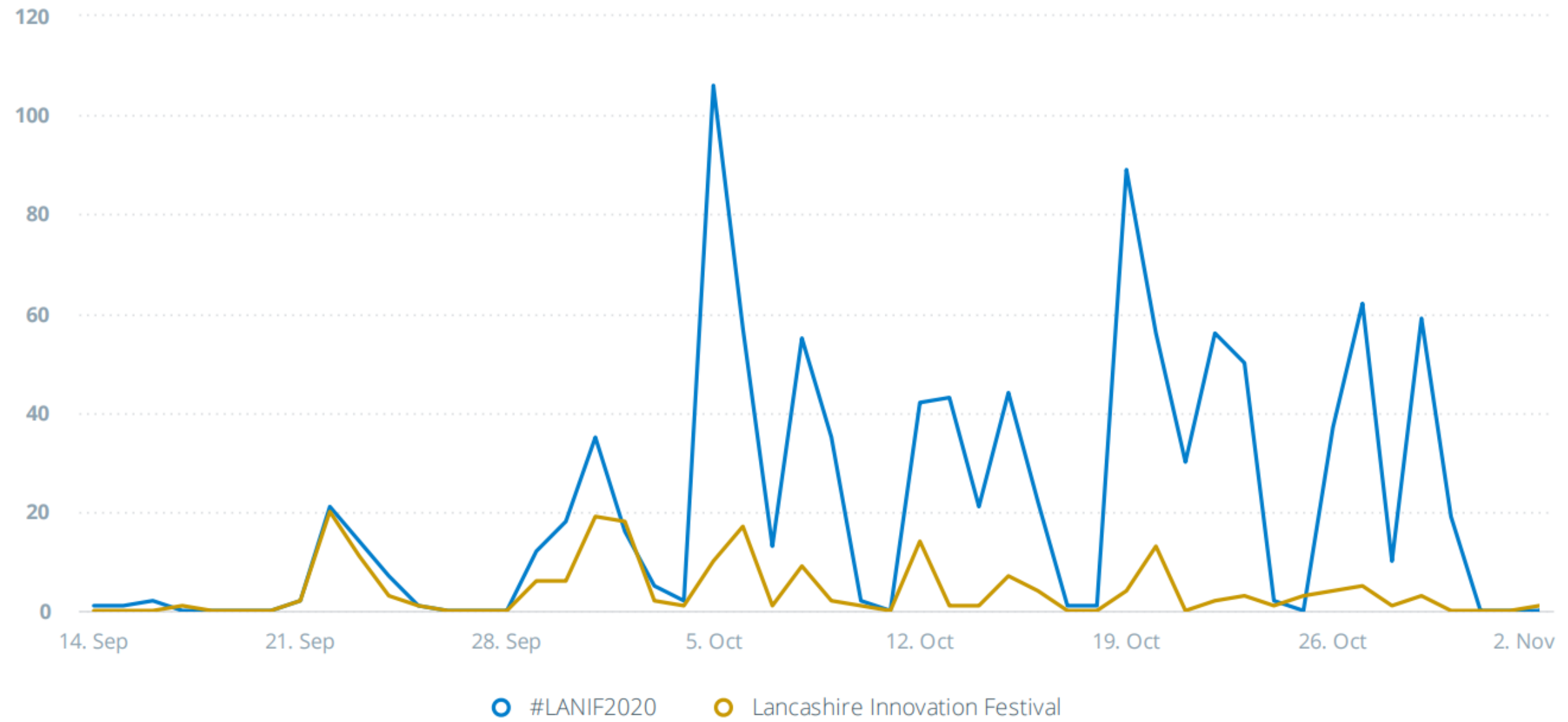


Main focus of conversations and activity throughout the festival.

Digital Lancashire's DLReboot 2020 took place 14-16 October

NOTE: negative sentiment relates to language use in tweets, i.e. 'Don't miss out', and not to the festival itself.

Activity by topic



Mentions by topic

TOPIC	MENTIONS	POTENTIAL REACH	ESTIMATED IMPRESSIONS	SENTIMENT		
#LANIF2020	1,05K (95.5%)	763,76K	3,05M	76.7%	20.3%	2.9%
Lancashire Innovation Festival	197 (17.9%)	441,80K	906,62K	81.6%	11.4%	7%

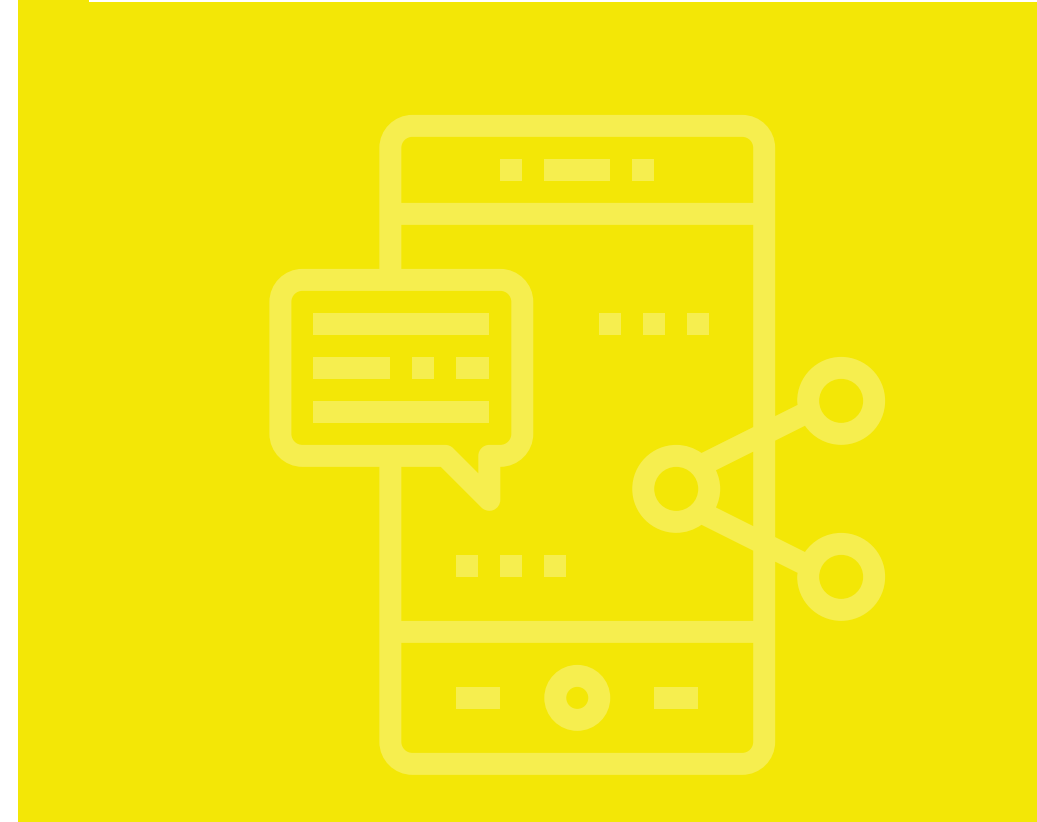
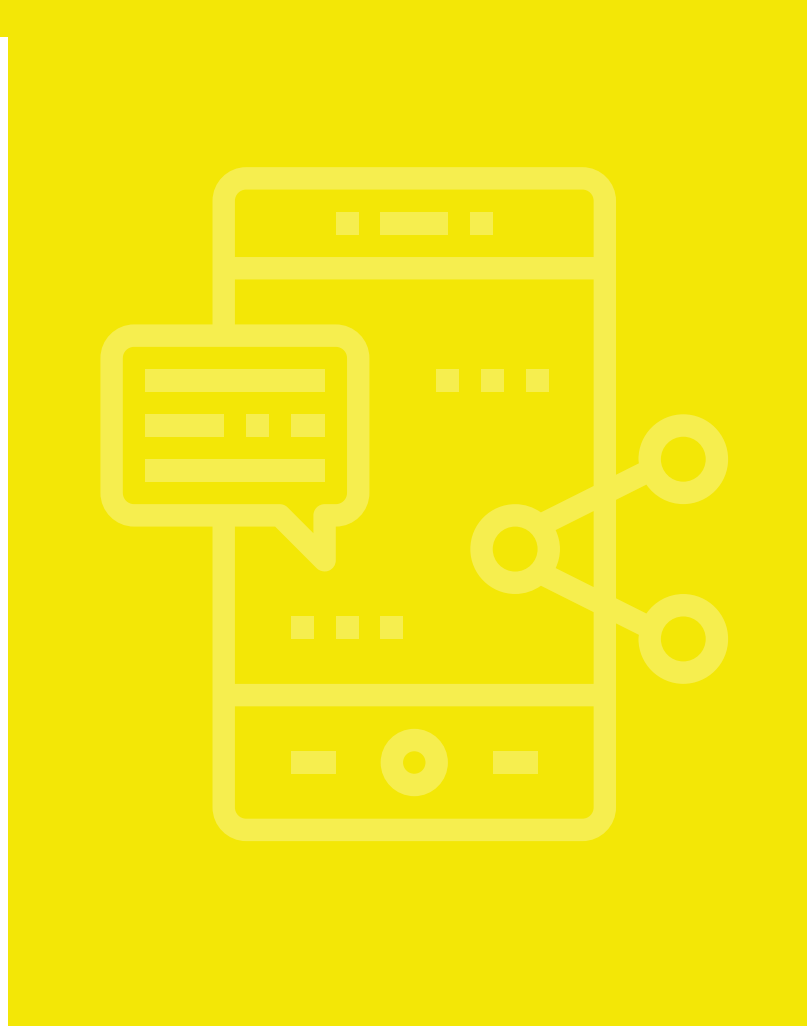
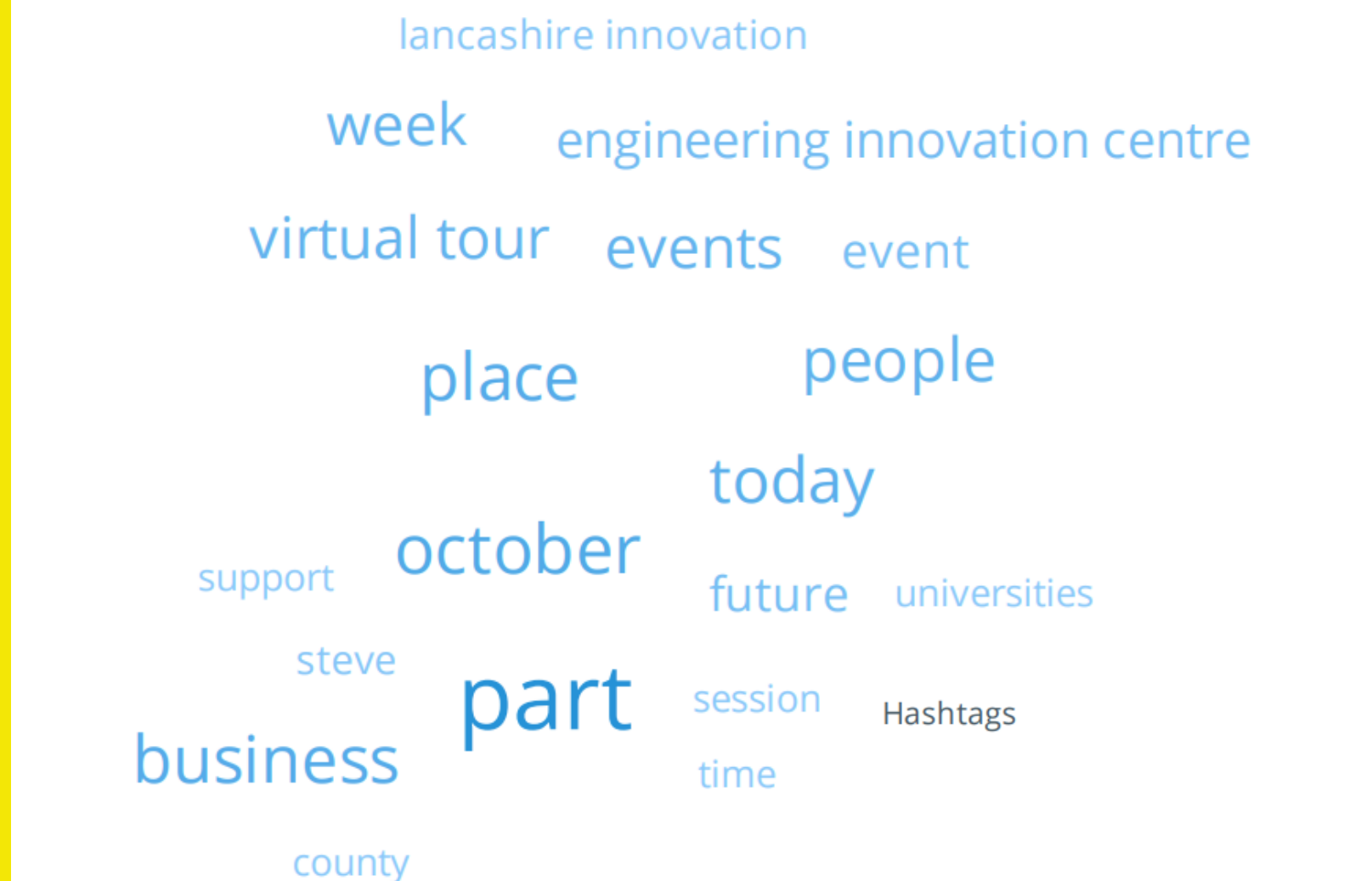


Phrases, hashtags and the main Twitter authors/ambassadors.

Twitter authors

AUTHORS	MENTIONS
LancsInnovation	464
lancslep	93
Groundswellidea	24
CreativeLancs	20
MarketingLancs	18
megasocialdk	16
LancashireHour	15
LancsSocial	15
digitallancs	14
uclanSME	12

Phrases



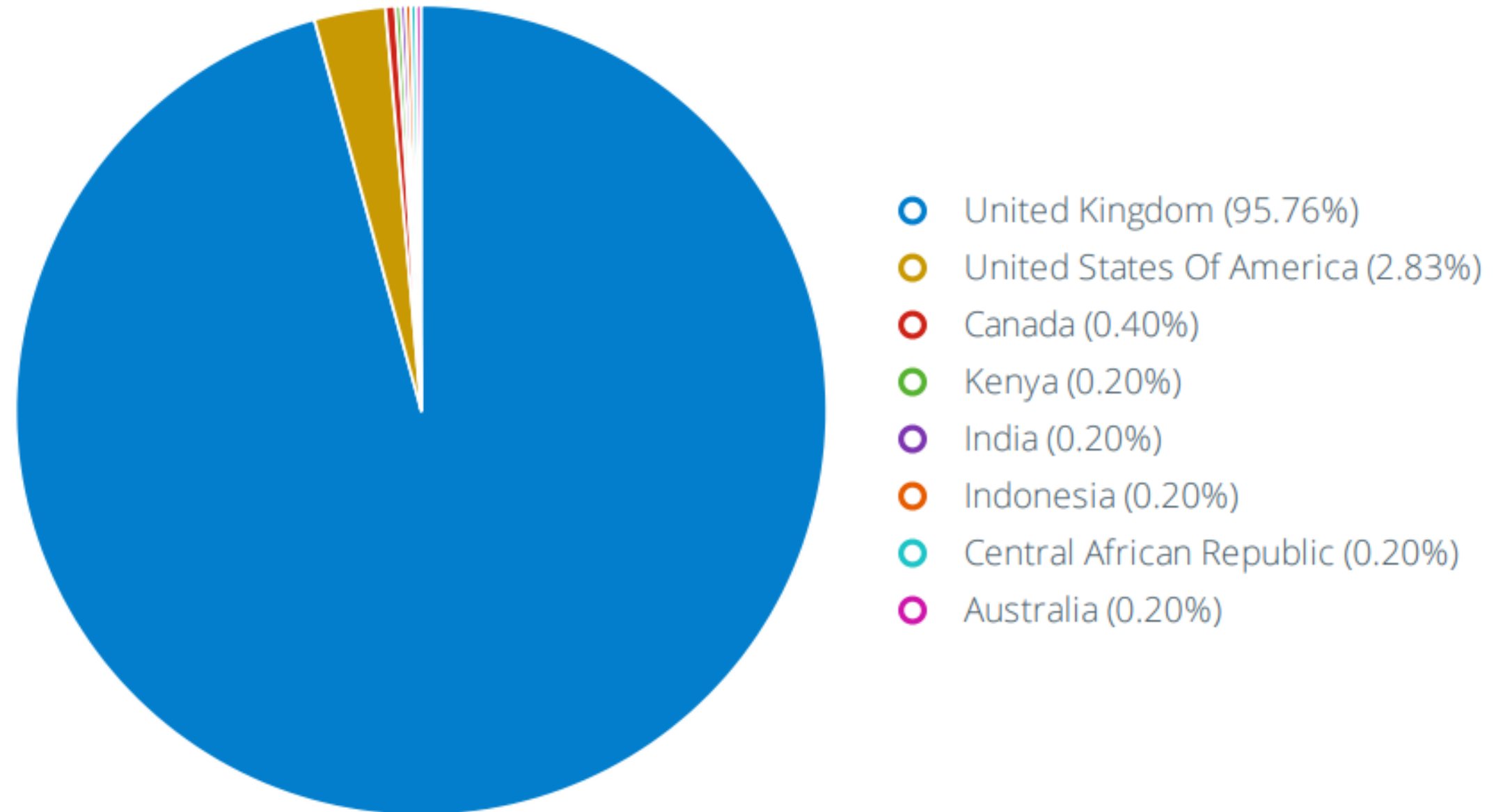


COUNTRIES

Lancashire Innovation Festival saw people register, and attend from:

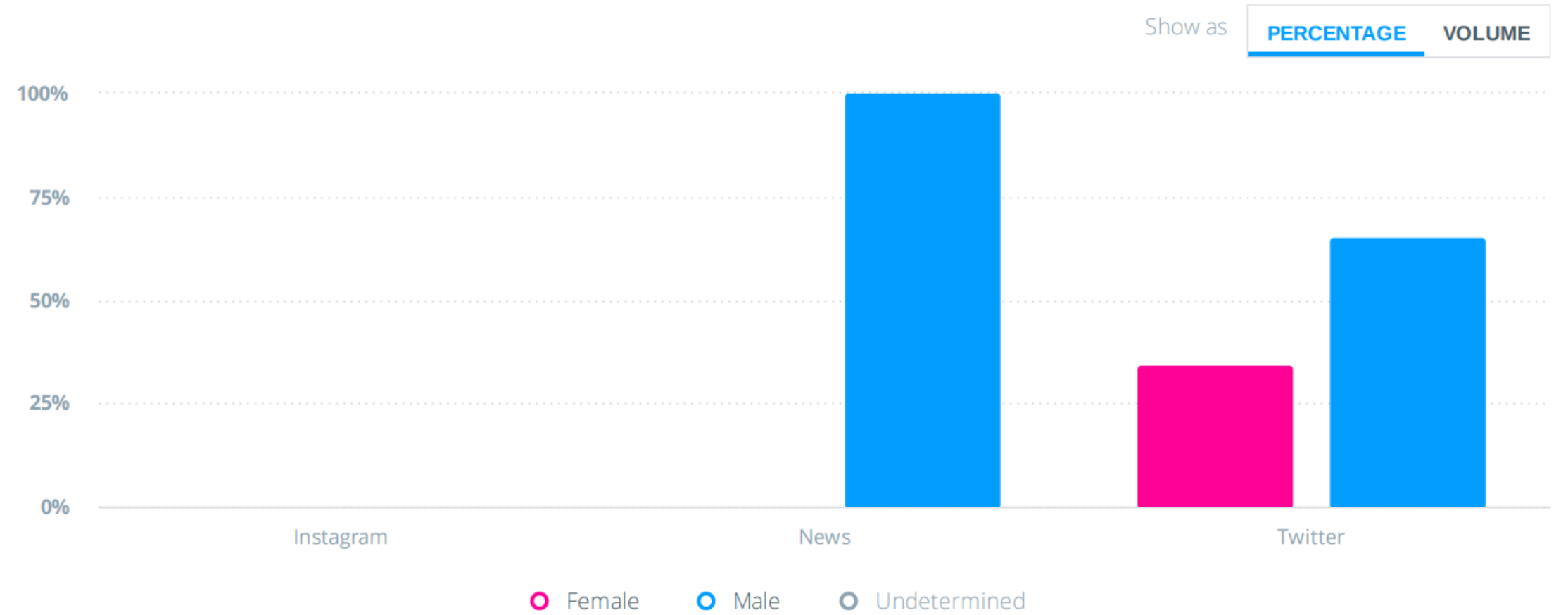
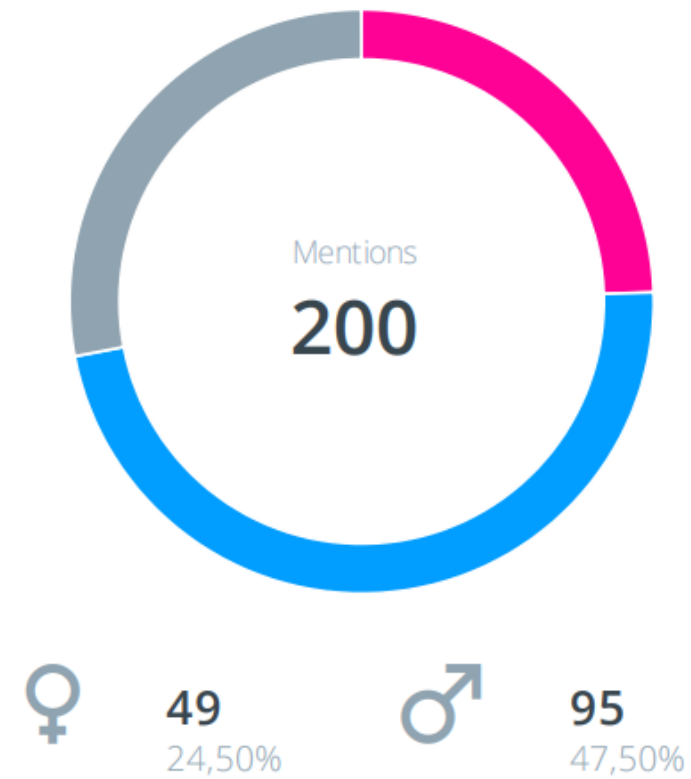
- Amsterdam
- USA
- Peru
- Johannesburg
- Brazil
- Singapore
- Jakarta
- Milan
- Melbourne

And every corner of Lancashire.



GENDER DEMOGRAPHIC

Total



Gender based on data from sources with consumer demographic access



EVALUATION

Given the speed at which the festival was pulled together, coupled with a brand new social account, reach was impressive and event attendance was very good. With the core objective having been around driving event attendance and generating conversation around innovation in Lancashire, both of these were achieved.

Considerations for the future:

The main supporters/authors to the festival were mainly from accounts that supported the festival from the getgo e.g LEP, Groundswell Ideas and Creative Lancs. Going forward there is an opportunity to better engage with Lancashire's online business community and to drive conversations.

There is also an opportunity to bring the festival's identity to other networks, due to time constraints we concentrated our efforts across Twitter, even though some contributors used Instagram.

The festival's top performing Tweet in terms of reach and engagement was the closing post focussing on driving delegates to register for 'A Vision of Innovation for Lancashire'.

The main takeaway is that innovation in its widest sense is clearly something Lancashire businesses are interested in, and arguably more so in the current economic climate. Therefore there are a number of key tangibles the Innovation Strategy Board can take forward as a result of this festival.

Pinned Tweet
Lancashire Innovation Festival · 6d
 We'd like to say a HUGE thank you to all the attendees, panellists and contributors who helped make #LANIF2020 so incredible.

- 50+ speakers
- 31 unique events on innovation
- 1 incredible festival

See you next year!



71 views



Lancashire Local Enterprise Partnership (L...
 128 followers
 23h · 🌐

A great choice of sessions for the final week of the Lancashire Innovation Festival #LANIF2020, make sure you register at https://lnkd.in/eVzqM_c

THIS WEEK AT #LANIF2020

<p>MON 26/10</p> <p>10AM - INNOVATION SHOWCASE - PRODUCTIVITY AND INNOVATION CENTRE AT EDGE HILL</p> <p>3.30PM - THE ROLE OF UNIVERSITIES IN DRIVING INNOVATION ACROSS LANCASHIRE</p>	<p>WEDS - 28/10</p> <p>10AM - MEDTECH AND NHS INNOVATION</p> <p>2PM - FIRESIDE CHAT: GETTING SERIOUS ABOUT AGRI-INNOVATION IN LANCASHIRE</p>
<p>TUES 27/10</p> <p>10AM - HOW CAN BUSINESSES GET SUPPORT TO INNOVATE?</p> <p>11AM - SAFEGUARDING INTELLECTUAL PROPERTY TO ACHIEVE BUSINESS SUCCESS</p> <p>2PM - FINANCING INNOVATION</p> <p>3.30PM - REDGAT SHOWCASE: LOW CARBON INNOVATION</p>	<p>THURS - 29/10</p> <p>10AM - BUILDING AN INNOVATION ECO-SYSTEM</p> <p>2PM - A VISION FOR THE FUTURE OF LANCASHIRE</p>

REGISTER FOR FREE AT
lancashireinnovationfestival.co.uk

Lancashire Innovation Festival Retweeted **LancashireSkillsHub** @... · 22/09/2020
 Sign up and get involved in the Lancashire Innovation Festival - some great sessions aimed at accelerating innovation
 #LANIF2020 #WeAreLancashire

Marketing Lancash... · 22/09/2020
 The latest on the first Lancashire Innovation Festival 50+ speakers, 25 events, free and virtual - this October #LANIF2020
marketinglancashire.com/news/lancashir...

