

Lancashire Innovation Festival

Content Marketing Operations

| Task | April | | May | | | June | | | | July | | | | | August | | | | September | | | | | October | | | | |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|---------|--------|--------|--------|--|
| | Week 4 | Week 1 | Week 2 | Week 3 | Week 4 | Week 1 | Week 2 | Week 3 | Week 4 | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 1 | Week 2 | Week 3 | Week 4 | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 1 | Week 2 | Week 3 | Week 4 | |
| 3-7 months before | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Content Plan agreed with Andy Walker, Matt Wright and Maya Ellis | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Outline Schedule Ideas | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Identify Speakers and Stakeholders we'd like involved | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Make a plan for fringe events | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Identify host partners | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Website Holding page Live | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Make first event announcements | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Set up social media | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Assign a marketing partner | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Structured Event plan in place (with Webinar Experts) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Confirm platform | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Confirm Sponsors | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Identify key suppliers for marketing, platform and filming | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Identify all costs for the event | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Identify capacity of offline events | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1-3 months before | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Confirm most speakers | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Launch timetable plan with formats decided | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start making speaker announcements | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Film any pre-record video aspects | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Prepare all speaker guidance | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start taking registrations | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3-4 weeks before | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Majority of Speakers confirmed | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Timetable fully made available | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tickets being taken for both online and offline events | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Promotions campaign fully in place | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Final speakers confirmed | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1-2 weeks before event | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Timetable fully complete with all speakers | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| All speakers fully prepared with guidance | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Significant marketing reach attracting a wide range of attendees | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Final tech checks | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tickets for offline events confirmed | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stakeholder companies sharing information regularly | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| During Event | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| High Profile Event with large online audience | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Large online conversations taking place via social media | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Instagram/Twitter/LinkedIn reach | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dynamic wide ranging events across different formats | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Full timetable with different sessions | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| High profile speakers with lots of SMEs also represented | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Inspiring action around innovation | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Managing logistics and speaker operations during week | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Post Event | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Library of Online content from the event | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Large following looking forward to next year | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| People understand where to go in Lancashire for Innovation Support | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Enquiries coming in to Lancashire from outside region | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A mailing of businesses for future communications | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Post event marketing analysis | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Post event debrief across operational teams | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| Key Sectors we should be covering | Low Carbon |
| | Data and AI |
| | Social Innovation |
| | Manufacturing |

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| Speakers targeted | Established Innovative names in the region |
| | EG Group |
| | Fishermans Friend |
| | Boohoo |
| | Dennison Trailers |
| | McIntosh |
| | Blackpool Pleasure Beach |
| | Silentnight |
| | Burnley FC |
| | Tangerine Confectionary |
| | Victrex |
| | BAE |
| | Westinghouse |
| | Heysham Power Station/ EDF |
| | Mazuma |