Lancashire Innovation Festival

Content Marketing Operations

Table 1		April			May				une			July			1	Au	igust				September			Octo	ber	
Section Flow Segretary of the Management of Management o	Tack		Week 1			Week 4	Week 1			Week 1	Week 2		Week 4	Week 5	Week 1			Week 4	Week 1	Week 2		Week 5	Week 1			Week 4
Count Part May Marker And Why Mark																						 11000				
Coltra Stundard Management Co																										
Mate place of transported																										
Mate place of transported																										
Sundy horse year year. Very provide media August a market grapher of the more year year. Very provide media August a market grapher of the more year. Very provide media August a market grapher of the more year. Very provide media August a market grapher of the more year. Very provide media August a market grapher of the more year. Very provide media August a market grapher of the more year. Very provide media August a market grapher of the more year. Very provide media Very provide med																										
Washing stated year year. All feet for exercise consensus of the state of the stat																										1
Mate four perison contenting growth and the perison of the perison																										1
Set up sector greater Confirm parters																										
Society and passed and Mary Mary Andrew Society and So																										1
Society and price pattern gain ratios (pattern gain ratios)	Assign a marketing partner																									1
Confer Spectrum Confern																										T
Codemin Security and Code for the revert Listendy at Cognitive Code																										+
Soorty is sougher for marketer, pattern and filming soughers and filming executs containing and soughers are soughers of elimina executs. Lanch transcales gain with formats discided soughers. Carn any pre-secul delay oughers. Lanch transcales gain with formats discided soughers. Carn any pre-secul delay oughers. Lanch transcales gain with formats discided soughers. Lanch transcales gain																										1
Size the process of the power services of th																										1
Standing speakers Confirm most speakers Conf																										_
Stands harder Conform most species Clambrid Investigation Clambrid I																										_
Confirm most speaker amount contests Confirm most speaker amount contests Confirm sing present confirmed Confirm																										
Earn threated plan with formats decoded If may be preced vide aspects If may be preced vide																										_
Soft making popular amountements																										+-
Film any per-record video aspects																										
As properly of Special Section 1. The section 1. Th																										†
Shart basing registrations All years better formed Mijority of Speakers confirmed Titlette being taken for both critics and offline events Titlette being taken for both critics and offline events Titlette being taken for both critics and offline events Titlette being taken for both critics and offline events Titlette being taken for both critics and offline events Titlette being taken for both critics and offline events Titlette being taken for both critics and offline events Titlette being taken for events Titlette being																										+
34 weeks before Majority of Spekens confirmed Timetable fully made available Timetable fully made available Timetable fully made available Timetable fully confirmed as wide range of attenders Timetable fully confirmed to require the fully confirmed Timetable fully confirmed to require the full confirmed Timetable fully confirmed to require the full confirmed																										$\overline{}$
Majority of Speakers confirmed Trickets being taken for both online and offline events Promotions campaign fully in place Trickets for offline events on the program of wind guidance with all speakers All speakers fully prepared with all speakers It speakers fully prepared with all																										
Timetable fully mode available Composition campaign fully in place Composition campaign fully in place																										1
Tickets being taken for both online and offline events Promotions camping fully in place Final speakers confirmed																										+-
Promotions campaign fully in place																										_
Final speakers confirmed 12 weeds before event Timetable fully complete with all speakers All speakers fully prepared with guidance Significant marketing reach attracting a wide range of attendees Final tench check Fi																										†
12 weeks before event Timetable fully compete with all speakers All speakers fully prepared with guidance Significant marketing reach attracting a vider range of attendees Final tech checks Final tech checks Significant marketing reach attracting a vider range of attendees Final tech checks Significant marketing reach attracting a vider range of attendees Stakeholder companies sharing information regularly During Event Unity Event with large online audience Large online conversations taking piece via social media Instagram/Twitter/Linkedin reach Dynamic wide ranging events across different formats Full timetable with different sessions High profile speakers with olds 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 oflowing looking forward to next year People understanding where to go in Langabrier for moustain region In a single profile speakers with olds 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 understanding where to go in Langabrier for moustain region A mailing of Disnishers for furnovation Support Enquiries coming in to Lancashire for moustainer groun of the large for moustainer groun of the speakers and the content from the server. In a spirit of the content from the server. In a spirit of the content from the vent of the con																										+
Timestable fully complete with all speakers M. S. goalents fully ground with ground attracting a wide range of attendees Significant marketing reach attracting a wide range of attendees Final test chees Tickes for offline events confirmed Stakeholder companies sharing information regularly Duting confirmed and the confirmed additions of the confirmed and the confir																										
All speakers fully prepared with quidance Significant marketing reach attracting a wide range of attendees Final tech checks Tickets for offline events confirmed Stakeholder companies sharing information regularly During stant High Profile Event with large online audience Large online conversations staking place via social media Instagram/Prival*Cylineden reach Dynamic wide ranging events across different formats Fall timetable with different sessions High profile speakers with lots of SMEs also represented Inspiring action around innovation Inspiring action around in																										
Significant marketing reach attracting a wide range of attendees																										1
Final tech checks Stakeholder companies sharing information regularly																										_
Tackets for offline events confirmed Stakeholder companies sharing information regularly During events High Profile Event with large online audience Large online conversations taking pake via social media Instagram/Twitter/Linkedin reach Dynamic wide ranging events a caross 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 Libaray of Online content from the event Large following looking forward to next year People understand where to go in Lancashire for moustakie region Amalling of businesses for future communications																										+
Stakeholder companies sharing information regularly During Event High Profile Event with large online audience Large online conversations taking place via social media Instagram/Profile Profile Event with large online audience Large online conversations taking place via social media Instagram/Profile Profile Event With Instagram/Profile Profile Profi																										1
During Event High Profile Event with large online audience Large online conversations taking place via social media Instagram/Purity-funkedin reach Dysamic vider ranging events across different formats Full timetable with different sessions Full timetable with different sessions Inspiring action around innovation Managing logistics and speaker operations during week Post Event Large following looking forward to next year Enguliers coming in to Lancashire for moustake region A mailing of businesses for future communications A mailing of businesses for future communications A mailing of businesses for future communications																										1
High Profile Event with large online audience Large online audience Large online conversations taking place via social media Instagram/Piwtter/Linkedin reach Dynamic wide ranging events across different formats Instagram/Piwtter/Linkedin reach Dynamic wide ranging events across different formats Instagram/Piwtter/Linkedin reach Dynamic wide ranging events across different formats Instagram/Piwtter/Linkedin reach Instagram/Piwtter/Linkedin reach Dynamic wide ranging events across different formats Instagram of the second of the s																										
Large online conversations taking place via social media Instagram/Thurfel/Instedlin reach Dynamic wide ranging events across different formats Lift installable 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 Large following looking forward to next year People understand where to go in Lancashire for Innovation Support Enquiries coming in to Lancashire form outside region A mailing of businesses for future communications A mailing of businesses for future communications																										
Instagran/Twitter/LinkedIn reach Instagran/Twitter/LinkedIn reach Instagran/Twitter/Instagran/Twitter/LinkedIn reach Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Instagran/Twitter/Insta																										†
Dynamic wide ranging events across different formats Ill timetable with different sessions																										+
Full timetable with different sessions																										_
High profile speakers with lots of SMEs also represented Inspiring action around invosation Managing logistics and speaker operations during week POSE EVENT Large following looking forward to next year Large following looking forward to next year Enquiries coming in to Lancashire for moustaic region A mailing of businesses for future communications A mailing of businesses for future communications																										†
Inspiring action around innovation Managing logistics and speaker operations during week Post Event Libarary of Online content from the event Libarary of Online content from the event Libarary of Contine Content from the event Eage following looking forward to next year People understand where to go in Lancashire for moustion Support Enquiries coming in to Lancashire form outside region A mailing of businesses for future communications																										†
Managing logistics and speaker operations during week Cost Event																										_
Post Synth Libarary 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 for no untside region A mailing of Dusinesses for future communications I mailing of Dusinesses for future communications													_													+
Libarary of Online content from the event Libarary of Online conten																										
Large following looking forward to next year People understand where to go in Lancashire for Innovation Support Enquiries coming in to Lancashire for undiside region A mailing of businesses for future communications																										
People understand where to go in Lancashire for Innovation Support Enquiries coming in to Lancashire form outside region A mailing of businesses for future communications			_	+										+												_
Enquiries coming in to Lancashire form outside region A mailing of businesses for future communications			1	1											1											†
A mailing of businesses for future communications			1	+									1	1												
			1	+		1				1	_	_	+	1	1							 _				-
			+	+						+	_	_	+	+								 				_
Dost event debrief across operational teams			1	+		1		†		_	_	_	+	1	1			—				 +				4

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

Speakers targetted

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