



The
**GLOUCESTERSHIRE
BUSINESS SHOW**
in association with **nettl**
of Gloucester & Cheltenham
Gloucestershire's festival of business

16 and 17 May 2018

The Centaur - Cheltenham Racecourse

EXHIBITOR INFORMATION - FULL PACK



Full information and guidance
for GBS18 exhibitors



CountyBusinessShows



BizShowGlos | #GBS18



/BizShowGlos

www.gloucestershire-business-show.co.uk



Full Exhibitor Information Pack

We are delighted that you have chosen to invest in your business with the **#GBS18** and we want to ensure you have the best possible experience and opportunity to achieve return on your investment.

This document provides all information that you and your exhibiting and communications team need to know about the show. There are deadline dates by which items must be returned and booked, timings and contacts.

All vital and key pieces of information have been filtered for your convenience and are presented in the 'essentials' document which you will also have received.

This full pack also acts as a planning tool for you and your team to make the most of your GBS18 involvement, marketing tools and advice for making the most of your involvement.

Document contents

- Checklist
- Contacts
- Exhibition timetable
- Build and Breakdown – notes
- Your stand space
- Health, Safety & Security
- Exhibitor Etiquette
- General Information
- Getting involved in the Event Programme

If you have any questions not covered in this pack, please do not hesitate to contact us at exhibitors@business-shows.co.uk

From the **#GBS18** team, we wish you a great show.



CHECKLIST

Item	Deadline?	Done
Upload or email exact wording for your shell scheme fascia board	Friday 20 th April 2018	
Complete and upload or email your risk assessment ¹	Friday 20 th April 2018	
upload or email a copy of your Public Liability Insurance ¹	Friday 20 th April 2018	
Register all stand staff (see below)	As soon as possible	
Upload your Logo and business description on the GBS website ²	As soon as possible	
Ensure that all your electrical equipment has an up to date "Portable Appliance Test" (PAT) Certificate (Please note that non compliant equipment maybe excluded from the Show Premises)	As soon as possible	
Book stand furniture, branding & resources you may need (our suppliers may be in touch, you you need guidance, please contact us)	As soon as possible	
Order dedicated internet access ¹	As soon as possible	
Book places on special events ¹	As soon as possible	
Invite clients, prospects, suppliers, contacts	As soon as possible	
Add GBS18 footer to your team's emails	As soon as possible	

- for email contact, please use: exhibitors@business-shows.co.uk
- The Registration process for #GBS18 is the same for all attendees, whether exhibtors, partners, sponsors or visitors. – visit <http://www.gloucestershire-business-show.co.uk>
- Exhibitors who have not settled their invoices prior to the show will not be permitted to exhibit.



CONTACTS

All general pre-show Exhibitor enquiries

exhibitors@business-shows.co.uk

Deliveries:

Deliveries to site (no delivered prior to 15th May 2018 or after 17th May 2018. County business shows cannot take responsibility for ANY deliveries to site, deliveries outside this time window will be rejected)

Address:

The Gloucestershire Business Show 2018
The Centaur
Cheltenham Racecourse
Evesham Road
Cheltenham
Gloucestershire
GL50 4SH



EXHIBITION TIMETABLE

Stand Build

14:00 until 20:00 on Tuesday 15 May 2018

Your stand should be set up on Tuesday 15 May; high risk items and small last-minute items that complete your set up can be brought on Wednesday 16 May.

STAND BUILD MUST BE COMPLETE BY 09:15 ON WEDNESDAY 16 MAY

Exhibition Opening Times

Wednesday 16 May 09:30-16:00*

Thursday 17 May 09:30-16:00

**On Wednesday 16 May, no further delegate entries will be permitted after 16:00 but exhibitors may remain onsite until 17:00 to make connections with other exhibitors.*

Stand Breakdown

16:00 to 18:00 on Thursday 17 May

All items must be removed at the end of the event.

Enquiries & Stand supplier enquiries desk

Located in the Centaur Foyer; please direct all questions here first.

Tuesday 15 May 14:00 – 20:00

Wednesday 16 May 07:00 – 18:00

Thursday 17 May 07:00 – 19:00



BUILD AND BREAKDOWN

IMPORTANT - PLEASE READ:

- Any items not removed by 18:00 on Thursday 17 May, may be destroyed. CBS and Cheltenham Racecourse are not responsible for any items at any time.
- All stands **MUST** remain intact until the exhibition has closed at 16:00 on Thursday 17 May. The exhibition is for two days. Breaking down early will breach venue health and safety regulations and is disrespectful to and can also hinder the quality of the event for other exhibitors and delegates. Any exhibitors who break down early may not be permitted to exhibit at future events and could be fined.
- Exhibitors must remove all rubbish by 18:00 to avoid cleaning costs.

ACCESS - Unloading

- To the right of the front of the Centaur building; a marshal will direct you. If on arrival the unloading area is full, vehicles will need to queue. Please unload and move your car as soon as possible to allow others access.
- If you only have a few items to unload, we suggest you park in the main car park and carry items in rather than queue in the unloading area.

Parking

In the main car park, just past the Centaur.

Vehicle movement during show times

On Show days vehicles will not be permitted to move within the immediate vicinity of Centaur between 09:00 and 16:15 to allow for pedestrian safety priority around the building.

Breakdown

Use the same process for vehicles as unloading. Please be aware of others including delegates still on site and monitor safety at all times.



YOUR STAND SPACE

Your stand includes:

- A Shell Scheme with Velcro compatible walling - Polyweave panels with aluminium support.
 - Panels accept Velco hooks only.
 - Please treat panels with care to avoid damage and costs.
 - Do not use any other fixings than Velcro
- Fascia name board to the front (and one to the side for corner locations)
- 1 x 500w Power point
- 1m track and 2x 250w spotlights
- Standard racecourse carpet flooring
- All stands are shell scheme unless otherwise agreed in advance.
- ***Your stand space does NOT include any furniture.***

For further guidance and additional stand accessories such as furniture, specific flooring, shelving etc. please contact us.

FASCIA NAME BOARD

Your fascia board (and the visitor guide) will display the company name you have provided us on your stand booking form. If you want anything different, please confirm to exhibitors@business-shows.co.uk by 20 April.

Failure to let us know by 20 April may result in the name board and listing in the visitor guide being incorrect.

FURNITURE

Your stand does NOT include any furniture.

Our suppliers may contact you to offer the hire of exhibition furniture. You may prefer to bring or arrange your own furniture.



SHELL SCHEME POWER

Each shell scheme stand is provided with an electrical outlet rated at 500w. If your requirement exceeds this allowance you will need to arrange for an appropriate supply to be installed in advance, as it will not be possible to meet your needs once the stands are erected.

Please contact us if you require additional power or lighting.

PORTABLE APPLIANCE TEST

If you are planning on bringing any item of electrical equipment of your own to the stand, you will need to ensure it is safe to use. Please make sure you have a copy of the Portable Appliance Test (PAT) Certificate for each item available. Please note: Having a label attached to the item is insufficient; If requested the certificate must be available for inspection. If an item of equipment needs to be plugged in then it needs to be tested.

If you need a test or some advice, please contact us by 20 April.

Extension leads are acceptable but please ensure

- a) you have provided the relevant PAT certificate for it,
- b) what is plugged in to it does not exceed the recommended power ratings of the extension lead, c) any cables are hidden and secured. This must be included in your risk assessment.

FOR OUTSIDE EXHIBITION SPACES.

Please contact exhibitors@business-shows.co.uk



HEALTH, SAFETY AND SECURITY

All exhibitors must comply with all safety instructions issued by County Business Shows Ltd (CBS) and by other authorised persons (including Cheltenham Racecourse and any primary contractors).

THIS IS FOR THE EXHIBITOR'S BENEFIT TO HELP PROTECT YOU.

All Exhibitors are required to submit Health and Safety information relating to the content of their exhibition stand no later than 20 April 2017 containing the following:

- Copy of Public Liability and Employer's Liability insurances as appropriate.
- Correctly completed Risk Assessment with control actions and responsibility.
- Signed generic health & safety statement.
- *If there is anything above and beyond the generic statement, a copy of the exhibitor health & safety policy, bespoke statement and/or supporting documents must be supplied.*

RISK ASSESSMENT

Any Risk Assessment must include an analysis of the nature and severity of the hazard. It must include details of how the identified risks are to be eliminated or minimised. Each must be scored before and after the action and someone responsible for it identified.

A set of 'typical' exhibitor risks in a template have been designed for your use. These must be edited / deleted if not applicable and added to if there are other risks specific to your stand. This is available from exhibitors@business-shows.co.uk

INSURANCE DECLARATION

A copy of your current Public and Employers Liability insurance certificates will be required with as part of your Health and Safety package. Please ensure that the insurance coverage extends to the operation of your stand.

EQUIPMENT AND VEHICLES

All exhibitors who intend to bring equipment or vehicles to their stand (e.g. free standing displays, suspended items, machinery plant, lifting machinery, tooling, heavy items etc. must inform the organisers in advance. They must also



provide a Health and Safety document which sets out the operating characteristics of the items, who will be using them, their competences etc..

If exhibitors are intending to utilise third parties to assemble their stand, other than County Business Shows Ltd. appointed contractors, we will also require copies of their Health & Safety Policy and associated documents as identified above.

PROVISION OF FOOD & DRINK FROM YOUR STAND

If you are planning to provide food and drink from your stand, please note the following:

- Strictly no sales for onsite consumption permitted.
- Complimentary tasters/samples only.
- The 2003 Licensing act must be fully complied with and any alcoholic samples must be managed by a personal License Holder
- Any intention to provide tasters must be notified. Please inform County Business Shows by 20 April.

SECURITY

At the end of the day when the exhibition areas are vacated, onsite security will be informed so that these areas can be secured. Please ensure stand personnel take all personal belongings with them at the end of each day. The organisers and The Centaur staff cannot be held responsible for any damage and/or loss of any property introduced by exhibitors or contractors. Please ensure all electrical equipment has been turned off before leaving the exhibition hall at the end of each day.



EXHIBITOR ETIQUETTE

LITERATURE

All literature must stay on the stand during the exhibition unless otherwise agreed. Flyer distribution is only permitted directly from the stands.

CLEANING

Exhibitors are responsible for keeping their stand and adjacent gangways clean, tidy and obstacle free.

Please provide a bin liner / bin for all litter. Please remove empty boxes, catering vessels etc out of sight and use the racecourse large bins located outside. Anti-bacterial wipes are useful for hands, tables, exhibition kit etc for cleanliness and presentation.

STAND PRESENTATION

Please remove all boxes, stand equipment carry cases, and keep all personal items out of sight. If possible, remove items from the stand floor to your vehicle. Take care not to obstruct or intrude on neighbouring stand space.

SUSTAINABILITY

Please consider your sustainability and environmental policies and how these can be implemented in relation your attendance at the event.

Please minimise any hard copy flyers at the event. You may be held responsible for clearing of any excessive litter your business activity causes.

Please try and procure any merchandise as ethically as possible, using sustainable resources and responsible suppliers.

VEHICLES & TIMING

Please observe the vehicle drop off points for off loading and be as quick as possible to allow others access.



GENERAL INFORMATION

THE VENUE

The Centaur is located within the premises of Cheltenham Racecourse. It is 2600m² of flexible space making it the only place in the county with the capacity to host an event of this scale. It is located just north of Cheltenham, a 10 minute drive from the town centre.

The Centaur
Cheltenham Racecourse
Evesham Road
Cheltenham
GL50 4SH

Parking

There is plenty of free parking available on site.

Enter the racecourse through the main entrance off the roundabout connecting the A435 Evesham Road, Swindon Lane and B4075 New Barn Lane. Follow the road to the Centaur to off load and then on to the top of the hill and main car park.

ACCOMMODATION

Cheltenham Tourist Information Accommodation - 01242 522878

www.visitcheltenham.com

www.cheltenhamaccommodation.co.uk

www.luxury-serviced-apartments.co.uk

OVERSEAS EXHIBITORS

Exhibitors from non-EU countries will need clearance from local customs inspector.

Advice service +44(0) 845 010 9000 or visit www.hmrc.gov.uk

Exhibitors from overseas are entitled to reclaim the VAT paid on many costs. To get the relevant forms, please contact Inland Revenue on +44 (0)1744 621002.

EXHIBITOR NAME BADGES AND ENTRY

All exhibitors & visitors are required to register their staff for entry to the Gloucestershire Business Show 2018. You can do this via the website. Badges will be available for collection on set up day. Please wear them at all times whilst on site.



INTERNET ACCESS

WiFi is available courtesy of Cheltenham Racecourse throughout The Centaur, this internet is sufficient for checking emails and low-level browsing. Where exhibitors need a more robust connection, we strongly advise you to contact us to order a secure line for a faster, more reliable connection.

County Business Shows does not accept any responsibility for the WiFi service provided by Cheltenham Racecourse.

REFRESHMENTS AND LUNCH

Refreshments are available from the Istabraq servery and Hall of Fame.

Exhibitor lunch bags are available to order on the day from the racecourse (see Enquiries Desk).

EXHIBITORS LOUNGE

We are grateful to Watercooler World for sponsoring the exhibitors lounge. Exhibitors and their guests will have access to relax, have time off, or take potential clients for a meeting in a quieter environment. You will have access to complimentary tea, coffee and fresh water.

SPECIAL EVENTS

The GBS18 Special Events programme includes:

Wednesday 16 May

Networking Breakfast – 07:30 – 09:00

Thursday 17 May

Networking Breakfast – 07:30 – 09:00



THE #GBS18 EVENT PROGRAMME

Our event programme has always been at the heart of The Gloucestershire Business Show.

Over the two days of the event, we aim to provide opportunities for presenters to tackle important and innovative areas of discussion that will promote business, enable collaboration and growth and challenge thinking around how we do business.

Tackling and debating these business issues is what brings the “festival” and “strategic” elements to what we do. It allows business leaders to inject thinking and visitors to have their say.

Ideas → Dialogue → Engagement → Involvement → Transaction → Effect

The Gloucestershire Business show is an event platform which we create. We are not experts, but those we work with across the county, the sectors and the scales of businesses are. Our Aim is to achieve a space where businesses can learn, innovate, develop, promote and grow.

New for #GBS18, The Event Programme is adopting style formats which allow exhibitors, sponsors and partners to propose engaging material, key to the business community.



LIVEtalk

LIVEtalk is a programme format that is open to all partners, exhibitors and sponsors as a way of presenting their thinking and their brand. It is primarily designed to be run from an exhibitor stand and will be delivered in the “Soapbox” style of a Hyde Park corner speaker. We will supply a small PA with mic to raise your voice above the noise of the venue, but only to a limited extent to prevent annoyance to neighbours.

Maximum duration of 15 minutes speaking, just one or two presenters, it could be a presentation of bullet points, or an interview format to run a case study or inspire a discussion.

Running a **LIVEtalk** event focus the presenter on delivering engaging, relevant content. It will be a good discipline as you'll need to attract the audience to start with then retain them and drive the message home in the time frame and before you lose their attention. Being based on an exhibition stand, its idea to trial experimental ideas as if you only end up with a small audience, then it's not out of place.

For a **LIVEtalk** event that we know will be busy, or needs more people involved, or a greater level of Technical support, we can move it to the Livetalk stage in the centre of the venue. Sector Specific **LIVEtalk** events may be held in the dedicated zone areas where appropriate.

Because visitors and exhibitors don't need to leave the exhibition space, then there is a better chance that they will dip into a **LIVEtalk** event in the knowledge that dipping out again is far less obvious than leaving a closed venue. Your job is to engage and retain them!

If you have a client / supplier / collaborator also exhibiting, then what about holding your session on their stand and hosting theirs on yours? That way you both get a double hit on drawing attention to your business – once as a **Livetalk** presenter and once as a host.

LIVEtalk is also available to non-exhibitors / sponsors who have a compelling and engaging subject matter they want to present. If we accept an external presenter and talk, then we may suggest they are hosted by an existing exhibitor, or we might programme them onto the **LIVEtalk** stage.

To apply for a Livetalk event we need to receive from you:

1. The title
2. Your Preferred Location
3. Your preferred date and time
4. The names of presenters, their job title, a short Biog and a square profile photo
5. A description (50 words Max)

Once we have those we will review it and confirm if we can accept it into the programme. We will try to do so, but we reserve the right not to. If we need you to amend things, then we will have that discussion with you. Once accepted, we will confirm a date and time that works for the event programme.

Livetalk event proposals should be complete and submitted by 31st January to allow proper planning and Marketing. Applications after that date may be considered, but may or may not be accepted.



PANELtalk

Paneltalk is a development of the Livetalk event. Developed to deliver a panel discussion where there are a number of panel participants, these events will be proposed and delivered by partner or sponsor organisations who want to bring together a relevant panel of participants to explore a key topic. The Panel members will be chosen for their experience / expertise / presentation skill. Our preference where possible is that the panel will be drawn from exhibitors and sponsors, but external participants are welcomed as well where appropriate.

The subject matter will be in line with the established themes that the show is addressing, the default will be a one-hour allocation in the programming for a **Paneltalk** event. Different lengths of programming slot can be discussed where appropriate.

The facilitator and the panel will propose the subject matter, title and discussion flow. The **Paneltalk** events can be held either on the Livetalk stage in the centre of the exhibition floor, or in a closed venue upstairs. Appropriate **Paneltalk** events can be held in appropriate sector specific zones.

Where **Paneltalk** is held in an open stage area such as the Livetalk stage, the audience will be pre-invited, engaged as a result of the event programme, or can be attracted as passing traffic who are engaged by the conversation as they come across it. Being in an open stage environment allows a more speculative and challenging discussion to be explored. That can be "kick Started" with personal invitations from the panel, supported by event programme marketing, but will also be able to take advantage of passing footfall.

Where **Paneltalk** is in a closed venue, it is the role of the facilitator and panel to understand how the audience will be attracted. There will be marketing support from the event programme, but in a busy environment, the subject matter has to be attractive and the delivery needs to be engaging. The Panel will drive their own campaigns to attract a useful and engaged audience.

To propose a **Paneltalk** event we need to receive from you:

1. The title
2. Your Preferred Location
3. Your preferred date and time
4. The names of presenters, their job title, a short Bio and a square profile photo
5. A description (50 words Max)

The CBS team will be likely to be working with the facilitator and panel in developing the concept, participants and content. The team will also feed the **Paneltalk** plans into the event marketing process to maximise exposure. The Facilitator and panel participants must take on primary responsibility though for ensuring the audience is attracted and engaged. Plans for that will be built into the style and make-up of the panel, having a strong vision for the event, campaigns from the facilitator and panel to invite the potential audience. These will form part of the proposal.

Paneltalk event proposals should be complete and submitted by 31st January to allow proper planning and Marketing. Applications after that date may be considered but may or may not be accepted.



WORKshop

Workshop events will run in much the same way as Paneltalk events. The difference being that the audience are expected as an inherent part of the event to interact, take part in exercises and experiential activity that will develop thinking, understanding and learning.

The furniture / seating in the space where the event is happening will need to be moved around and managed so that the workshopping groups can interact as planned. The capacity of the venue will be likely to be lower to allow for a more variable space layout. It may be that there is no furniture needed.

The event facilitator and team will need to allow resourcing and time to set the space for how they want to use it and to return it after the event to its default layout.

The facilitator and team will propose the subject matter, title and discussion and activity flow. The **Workshop** events can be held either on the Livetalk stage in the centre of the exhibition floor, or in a closed venue upstairs. Appropriate **Workshop** events can be held in appropriate sector specific zones.

Where **Workshop** is held in an open stage area such as the Livetalk stage, the audience will be pre-invited, or engaged as a result of the event programme. We would look at a dedicated Eventbrite registration if the facilitator feels that is appropriate which will help manage spaces and attendees and also provide some useful campaign tools.

Where **Workshop** is in a closed venue, it is the role of the facilitator and panel to understand how the audience will be attracted. There will be marketing support from the event programme, but in a busy environment, the subject matter has to be attractive and the delivery needs to be engaging. The facilitator and team will drive their own campaigns to attract a useful and engaged audience.

Workshop is initially available to exhibitors / sponsors / partners who have appropriate content and messages. It is also available to non-exhibitors / sponsors who have a compelling and engaging subject matter they want to present; the CBS team will have the discretion and final decision as to which proposals are accepted.

To propose a **Workshop** event we need to receive from you:

1. The title
2. Your Preferred Location
3. Your preferred date and time
4. The names of facilitator(s), their job title, a short Bio and a square profile photo
5. A description (50 words Max)

The **Workshop** Facilitator and panel participants must take on primary responsibility for ensuring the audience is attracted and engaged. Plans for that will be built into the style and make-up of the panel, having a strong vision for the event, campaigns from the facilitator and team to invite the potential audience. These will form part of the proposal.

Workshop event proposals should be complete and submitted by 31st January to allow proper planning and Marketing. Applications after that date may be considered but may or may not be accepted.





**LIVEtalk
FORUMS**

LIVEtalk forums are a series of meetings that will be held over the two days of the event focussed in each case on a specific business sector or interest.

The meetings will be chaired / facilitated by an experienced practitioner in the relevant sector and there will be up to around 20 invited participants who will meet in a room set out in boardroom style. The objective is to hold a dialogue around the table to a pre-published agenda, discussing a number of relevant aspects that are challenging the sector at the time. Whether that is tactical matters of the moment, or strategic matters that will shape the future of the business sector and which the attendees will have an informed view.

There will be objectives and outcomes from the forum meeting which will be coordinated by the chair / facilitator and circulated after the event.

As well as those specifically invited to join the discussion around the table, there will be a number of seats in the room which will be available for any visitors who want to observe the discussion. It will be up to the chair / facilitator as to how far they want to involve observing guests, it may be that they are strictly observers only, it may be that they will be given opportunities to ask questions, or it may be that they are encouraged to be fully involved in the discussions.

To propose a **LIVEtalk** forum we initially need to hear from you with the subject matter and how you think it will work as a **LIVEtalk** forum. If we are agreed, then after some planning of the concept, we will need:

1. The title
2. Your preferred date and time
3. The names of facilitator(s), their job title, a short Bio and a square profile photo
4. A description (50 words Max)

The **LIVEtalk** forum Facilitator and panel participants must take on primary responsibility for ensuring the audience is attracted and engaged.

LIVEtalk forum proposals should be complete and submitted by 31st January to allow proper planning and Marketing. Applications after that date may be considered but may or may not be accepted.



SO WHAT IF?.....

So What If? Series Is a new initiative that we are pleased to present. There may be just one event, none at all, or a series of So what if? Events at a given show.

The **So what it?** Events are designed to tackle some of the more difficult and thorny business issues to which there may not be a clear answer. They are the event version of a “think piece” and bring together a group of businesses and business people who want to hear current thinking in a given area, share their own view, listen to others, discuss and argue to help move the thinking along.

Each **So what if?** Event will be facilitated by an individual or a business, and the CBS team will work with them to engage others in that business area who have experience, knowledge or views which are important in influencing the discussion.

The event will feel a little like a Paneltalk event, but the difference is that there is a very clear expectation on the audience that they will engage will be emotionally invested in the discussion and will want to hear the current thinking and forward vision.

The **So what if?** Event will have a largely invited audience which the facilitator and the presenting team will identify and engage well ahead of the event. In doing so they are creating an important occasion for those invested in the discussion where they can come together in a business environment and develop the thinking in the area.

When we have the facilitator, the presentation team, the subject and the presentation agenda identified, along with invitations out from the facilitator and presenting team to those who “should” be in the discussion, we will then present the **So what if?** Event in our event programme (if appropriate) and there will be scope for others who are less invested in the subject, but have an interest to hear it to sit into the event.

The **So what if?** Events may well have a registration page on Eventbrite so that we can understand who of the invitees and of other visitors to the show have an interest and want to engage. Using that list of registrations, we can also contact potential attendees ahead to find out the questions and thoughts that they would like to see raised and addressed in the discussion.

To propose a **So what if?** event we initially need to hear from you with the subject matter and how you think it will work as a **So what if?** Event. If we are agreed, then after some planning of the concept, we will need:

5. The title
6. Your Preferred Location
7. Your preferred date and time
8. The names of facilitator(s), their job title, a short Bio and a square profile photo
9. A description (50 words Max)

The **So what if?** Facilitator and panel participants must take on primary responsibility for ensuring the audience is attracted and engaged.

So what if? event proposals should be complete and submitted by 31st January to allow proper planning and Marketing. Applications after that date may be considered but may or may not be accepted.



KEYnote

Keynote presentations are a more formally styled presentation delivery where there is a significant message that needs to be delivered.

These may be delivered by significant figures in the business community and will have a strategic element to the message.

The CBS team may invite some specific **Keynote** speakers, we are also open to suggestions for invitations to appropriate and key speakers. It is important that the question of why and how the audience will engage with a **Keynote** event is addressed as the Show is a busy environment and to attract an audience, there needs to be strong advance communications, an understanding of what will motivate people to attend and engage in this context and a clear and engaging message.

Keynote events will be located either on the Livetalk stage, in one of the sector specific zones, or in the closed venue, depending on the nature of the topic, delivery and the audience (if there is a reliable, invited audience, we may locate it in a closed venue, if it relies heavily in a "walk in" audience, then it is more likely to be located on the Livetalk stage).

The CBS Team will then replicate the communications message in its own outward communications in all channels to promote the Keynote event.

To propose a **Keynote** event, we need to receive from you:

1. The title
2. Your Preferred Location
3. Your preferred date and time
4. The names of presenters, their job title, a short Biog and a square profile photo
5. A description (50 words Max)

Keynote event proposals should be complete and submitted by 31st January to allow proper planning and Marketing. Applications after that date may be considered, but may or may not be accepted.

