



Event Criteria

To meet the objectives of the festival, every event should aim to meet **at least two** of the following criteria:

- Benefit the local business community (such as interact, engage, promote, share best practice, learn new skills and network).
- Enhance the visibility of business support available
- Offer support and educate businesses to help them to thrive
- Drive economic development in the region by attracting new businesses, fostering innovation, and supporting business expansion.
- Position and showcase the West Midlands as a leading business destination and an ideal place for growth and investment
- Drive business engagement and cross-sector collaboration, strengthening ongoing partnerships or developing new collaborations
- Help to increase employability and grow talent within the region, raise aspirations, cultivate future stars and show opportunities and progression.
- Have potential to attract interest from businesses/individuals from outside of the region, to cultivate a range of local, national and international links.
- Focus on wider issues or controversial topics (for example new technologies, innovation, economic issues or address challenges facing the local economy).

