



Event Terms & Conditions

West Midlands Business Festival 2025

By submitting an event to the West Midlands Business Festival (WMBF), you are agreeing to adhere to the following terms and conditions, which can without notice, be updated, amended or redefined at the festival organisers will.

Parties:

1. West Midlands Business Festival
 2. You, (event organiser) as the person submitting the event application
- All events put on as part of the WMBF must be formally approved by the WMBF Team, only once events have been approved are they authorised to carry festival branding and be promoted as part of the festival.
 - Criteria/eligibility – Please note that the WMBF should be inclusive for EVERYONE. If your event has particular attendee criteria, this should be discussed with the festival organisers on submission of your final event application form.
 - Once approved, events within the festival will need to include and carry the WMBF TradeMark and branding wherever they are publicised. The festival organisers must approve use of the WMBF logo before it is sent out publicly.
 - Any changes to events following initial approval must be sent to the festival organisers in writing. Event amendments must then be confirmed by the festival organisers before going ahead. Changes will not be permitted once the festival calendar of events has been finalised and goes live.
 - It is the responsibility of the event organiser to source the venue, should this be applicable, speakers and content for their event(s).
 - You are permitted to use a platform of your own choice for digital and hybrid events, at your own expense.
 - It is a requirement that you submit the login details for your online event to the WMBF Team well in advance of your event date.
 - Any costs are the responsibility of the event organiser. Funding is not available from the WMBF, with all legal and financial liability falling to the event organiser.





- All tickets for events need to be bookable via the WMBF website and the events' designated ticketing system unless otherwise agreed. All attendees for events must have registered for a ticket in advance of the event through the associated portal.
- For the rare instances where the use of alternative ticketing systems has been agreed, event organisers are required to provide the following data to the festival organisers, and ensure that data owners are aware of said transfer of information:
 - Weekly and final sales updates (to include tickets sold and % capacities)
 - Postcode data
 - Contact details of bookers (where data protection allows)
 - Organisation details of bookers
 - Job titles of bookers
- For instances where the use of alternative ticketing systems has been agreed, event organisers agree to send pre-attendance CRM emails to bookers reminding bookers of the event.
- Event organisers will be required to complete a feedback questionnaire within 7 days of the festival taking place.
- Event organisers are required to ensure festival branding is prominent during their event. The festival organisers will provide PowerPoint presentation slides, Zoom background (if applicable) and an event organiser pack for this purpose.
- If you wish to cancel your event, you must put this in writing to the festival organisers outlining your reasons for doing so along with the associated messaging, which is to be agreed with the festival organisers.
- The festival organiser cannot guarantee attendance or minimum numbers for your event. Due to the nature of the majority of events being free of charge it is likely that a number of attendees may not attend and 'over booking' is recommended.
- The festival organisers are not responsible for promoting your event. The festival organisers will however be promoting the festival brand via a number of marketing channels including social media, online and offline marketing, which your event will be part of. Should you require support or guidance, please contact the festival organisers.





- When submitting your event application you are agreeing for the festival organisers to share your data with festival partners (those who are ‘Headline Partners’, ‘Partners’ or those who you have specifically shown an interest in) who may be in touch regarding promotional and advertising opportunities, but only in relation to your interaction with the festival. If you do not wish to be contacted, please inform the festival organisers at hello@wmbf.co.uk
- All data relating to your event will be provided to you upon request and ownership of said data will be managed in line with GDPR regulations and our associated privacy policies, which can be found on the website.
- You agree to be contacted by the festival’s managing agent at any time for the purposes of Festival promotion.
- You agree to fully indemnify the festival, its organisers, owners, sponsors and supporters from any legal or financial tie or responsibility for or to your event, or in any relation to any loss that arises for you or your company. The event is owned and managed by you, but as part of the programme of the WMBF.
- All legal and financial responsibility for the event, is the event organiser’s, as named in the initial application and you agree that this does not fall to the festival, its organisers, owners, sponsors or supporters.
- You agree to adhere to GDPR and the Data Protection Act 2018 (DPA 2018) in the use of all data, and in any use of the Festival brand, data or content and indemnify the festival, its agent and the organisers from any movement of data not undertaken by those aforementioned.
- The festival organisers may wish to list your event as a ‘featured’ event. Featured events are selected from each theme for their relevance and potential impact on the region and are chosen by the WMBF Team. Should you have any questions or queries about these terms and conditions – please contact the WMBF team on 0121 516 1926 or email hello@wmbf.com
- By submitting an application you confirm that you have read the above in full and that you agree to all of the above terms and conditions in full and without repute.

