



# VENTUREFEST BRISTOL + BATH

After a couple of years off Venturefest Bristol and Bath was re-launched to widespread acclaim. The event comprised an Innovation Showcase with over 70 exhibitors; a Thought Leadership Conference with speakers including Leo Johnson, Scott Wilcox (SXSW) and Col Needham (IMDb); a start-up Village with 30 of the regions' best young companies, and multiple talks taking place over two iconic Bristol venues.

Focal Point were tasked with managing the complete event design and delivery. Our work included exhibition design, exhibitor management, health and safety, online and print design, speaker, delegate, staff and overall event management.

The project saw us reinforcing sections of the Grade 1 listed venue floor to allow access of a driverless car; developing bespoke innovation pods to create a more permeable exhibition experience; and creating a "silent disco" area for delegates to listen-in to the fully-booked keynote sessions.

The results:

- The largest Venturefest delivered to date (1,300 delegates)
- 93% of delegates said they would return next year
- 6.5M Twitter impressions and 2,230 mentions for @VenturefestBB
- Sponsorship secured from Airbus, HP, Skanska, RBS, Toshiba and all four regional universities
- Coverage by Sky News, The Guardian, The Times and numerous regional publications

*"When you're planning a large & diverse business technology showcase like Venturefest Bristol & Bath you need event directors with calm heads. Focal Point understood the complex and ambitious vision for Venturefest which we had to deliver in a new venue and in a new format. The curated event was a big success for the region and exceeded many expectations."*

Sonny Masero, Director, Venturefest BB