

# EVENT EVALUATION

## LET'S TALK BUSINESS GROWTH

In June 2022, the Collaboration 4 Growth project held the 'Let's Talk Business Growth' conference. The event aimed to help provide invaluable information and support local businesses to network and grow. It was organised in the interests of eligible businesses for the Collaboration 4 Growth project as well as across the Chamber membership, Lincoln BIG Levy payers and the wider Lincolnshire business community.



Over 80 businesses registered to the conference, 62 of those businesses attended and 37 completed a feedback form. We have used their responses to help measure the success of the event. It can be revealed from the feedback that the attendance of businesses was from an equal share of Lincoln BIG's and the Lincolnshire Chamber of Commerce marketing communications.

### LEADERSHIP | SUSTAINABILITY | INVESTMENT

#### THE SEMINARS

The conference included inspirational seminars delivered by keynote business speakers. The speakers were well received by attendees and gave them all positive feedback. The Investment seminar scored the highest, 72% of attendees rated it 'Excellent'. Attendees said the seminars were 'great content' and 'good sessions'.



#### THE TEAM

Attendees scored the events team high for their helpfulness and responsiveness. They thought members were superb throughout and supported both prior and during the event.

91%

#### THE VENUE

The Doubletree By Hilton, Lincoln was the venue for the conference and 91% of attendees thought its suitability was 'superb' as well as 78% scored catering as 'Excellent'.

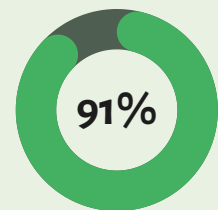
91%

#### THE CONTENT

81% of attendees thought the content shared in the conference was 'Excellent' and noted how it was 'really enjoyable and informative'.

81%

#### OLLIE OLLERTON



Ollie Ollerton, star of Channel 4's SAS: Who Dares Wins delivered an inspirational talk on hardship, as well as leadership and wellbeing. Ollie was the most favourable and highest scoring guest from the day, 91% of attendees marked him as 'Excellent', additional comments included him being, 'absolutely brilliant' and 'definitely the best, made my day'.

Overall the conference was a huge success in supporting businesses in Lincoln, North Kesteven and West Lindsey. Attendees thought it was 'fantastic' and met expectations 'from start to finish'.