

“We used the Derbyshire Festival of Business to reach an audience that is unreachable to us. We are quite niche, so we have a limited target audience.” – Zoe, Tech Equipment

“We had events already in the pipeline but decided to add them into the Festival of Business schedule. We decided to do this for extra exposure as well as supporting collaboration with other businesses in Derbyshire.” – Dom, Destination Chesterfield

“It has given us more exposure and delegate numbers. The festival element of the event helped to increase exposure. As a business, I was able to draw on the expertise of colleagues at the University of Derby, especially with the marketing side of things.” – Kayleigh, East Midlands Chamber

“Small businesses are after face-to-face networking. They don’t just want to listen to a presentation. They want to meet other businesses and get involved with the event, which the Festival of Business allowed them to do.” – Professor Mark Gilman

“Businesses are wanting to network. They are after that personal networking element as networking can help their business and identify problems. The Festival of Business has helped them to identify elements of expertise that they may be able to use, help them to grow their business or develop new products and services.” – Professor Mark Gilman

“I would definitely consider working or setting up a business in Derbyshire after I graduate. At first, I saw Derby as just a place for construction, engineering and manufacturing, but the Festival of Business has introduced me to other businesses and industries available within Derbyshire such as Macmartin, a Marketing Agency and Bloc Digital etc. It’s finding them other industries and avenues that appeal to me, and I do believe Derbyshire festival of Business helped me to do that” – Jess (University of Derby Marketing Student)

“I think the main thing that Derbyshire Festival of Business has helped me with is my job within the University of Derby. A lot of what we do is write and create content on these companies. When I went to these DFOB events, I got to see the employers of the businesses we work with, and it helped me to put a face to the name. It also helped me to do my job a bit better because I can see them in person and know what they are about and what their needs are.” - Tom (Videographer and University of Derby, Graduate)

“The events have told me that there is a lot of support networks in place for businesses in Derby which I didn’t know about before having this job. I only graduated a year ago and it does make me think a bit more about businesses or potentially running one someday and how Derby is actually a pretty good place for doing that because of the amount of support available. It has helped me to think differently about employment prospects here because I’ve been able to see more of them thanks to the Festival of Business.” - Ellis (University of Derby Student and Marketing Intern)