



WEST MIDLANDS  
FORUM FOR GROWTH

THEME FOR 2017:  
**WEST MIDLANDS ROUTE MAP FOR GROWTH**

WEDNESDAY 6TH SEPTEMBER 2017  
8AM - 6PM  
THE VOX CONFERENCE CENTRE,  
RESORTS WORLD, BIRMINGHAM, B40 1PU

ORGANISED BY  
**MOVERS & SHAKERS**  
PROPERTY NETWORKING FORUM  
UK REGIONS

OFFICIAL PARTNERS



HEADLINE PARTNER



CONFERENCE PARTNERS



CONFERENCE ASSOCIATES



OTHER SPONSORS  
DINNER



[www.westmidlandsforumforgrowth.co.uk](http://www.westmidlandsforumforgrowth.co.uk)

## West Midlands Forum for Growth 2017 – Delegate Feedback

A big thank you to everyone who participated in the 2<sup>nd</sup> West Midlands Forum for Growth 2017, (the official conference of the West Midlands Combined Authority) - sponsors, supporters, speakers, contributors and delegates.

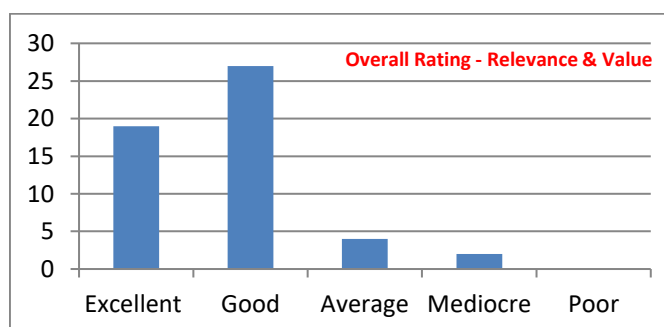
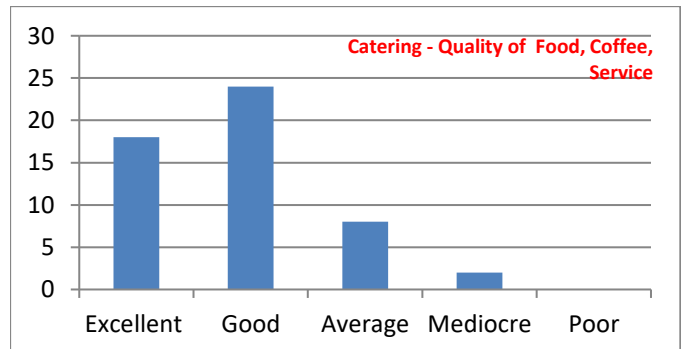
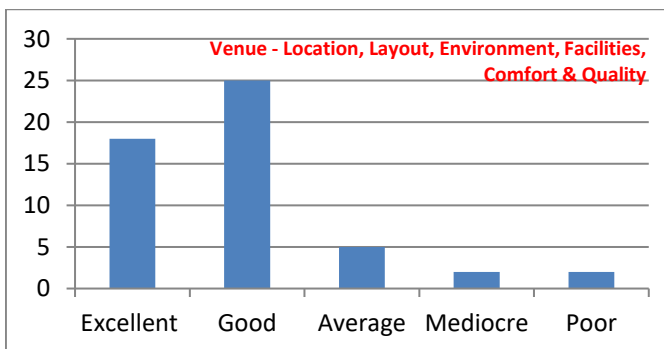
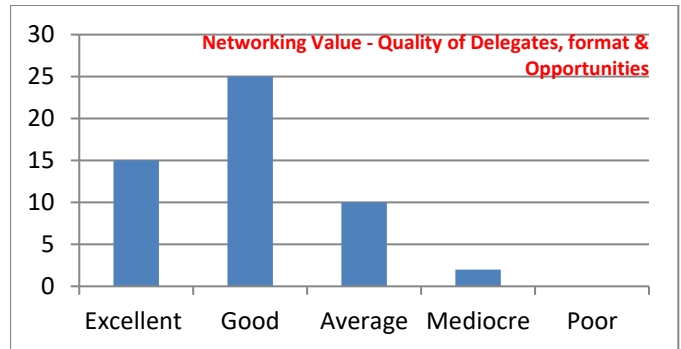
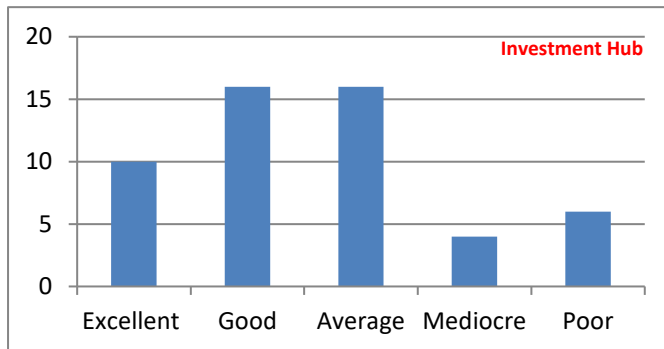
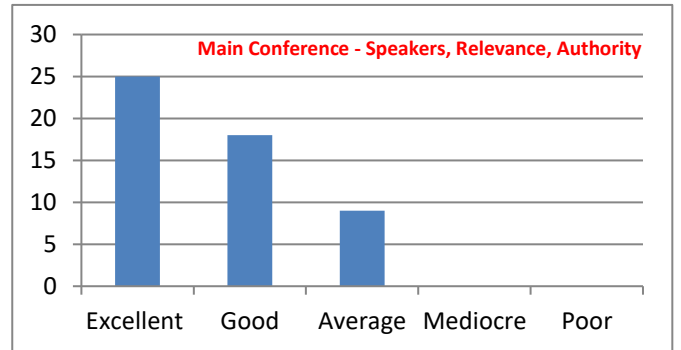
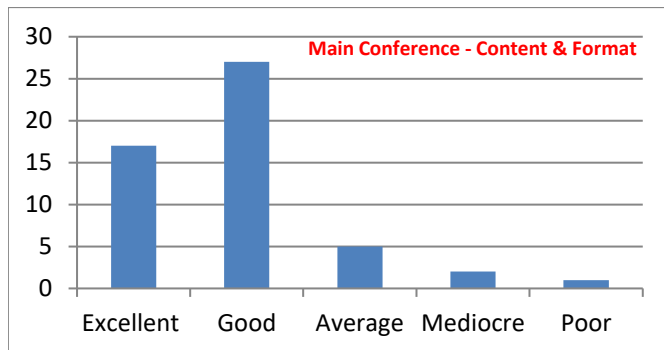
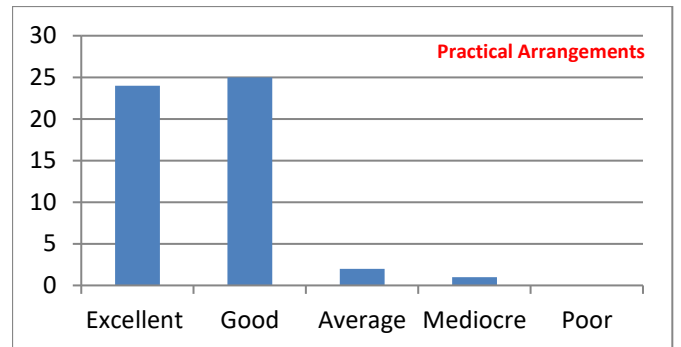
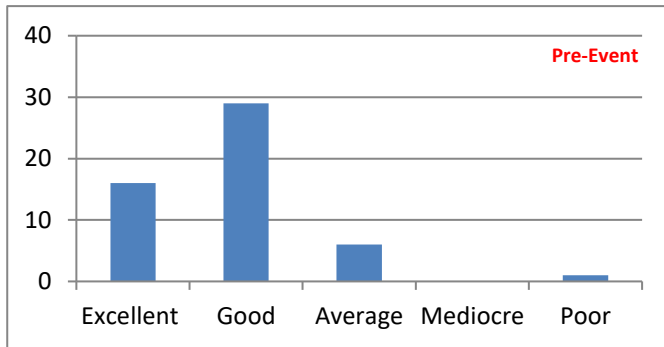
The conference attracted 42 contributors - leaders from Public & Private sectors (involved in the West Midlands economy) over 400 delegates, and highlighted the ‘extraordinary opportunity that exists in the West Midlands.

Thank you to all of you who made the effort to give us feedback. As you will see from the following analysis, overall the conference was judged to have been a success... but there is always room for improvement!



# Results

The following provides an analysis of the feedback received via our web based survey. We had 52 respondents, representing a 'good sample' c 13% of the audience.



\* Sample based on 52 respondents

## Commentaries and Observations

### Overall the conference was very well received....

"It was an excellent day"

"Thought the layout at individual tables was excellent, much better than the normal conference layout"

"For me it has changed the perspective of the West Midlands, I learnt a lot, so it worked very well!"

"A great event and will be attending again next year"

"The conference was very good – informative, attached high calibre speakers and delegates, great networking opportunities, good venue etc"

"A really enjoyable conference and I hope to attend next year"

*"I thought the conference was first class! It was a lot to take in but a really good event!"*

*"Learnt a great deal, lots of good content, good speakers"*

*"Good day but would have liked a bit more variation"*

### But there were some key areas for improvement....

"The lunch time presentations were good but the sound was drowned out by the background chatter"

*"The number of panel sessions could be reduced by two and replaced by a different style of presentation"*

"I feel it lacked a representation from an enterprise development / business support perspective – e.g. the LEPs / Growth Hubs and similar"

"Content of conference was generally good but more interaction would be welcomed"

"A bit cold in the main hall! But one might argue that this kept us all alert!"

*"Most people attend this for networking opportunities, and whilst lunch was good, coffee breaks could have been longer to accommodate more networking opportunities"*

## Conclusions

In summary, the 2nd West Midlands Forum for Growth was rated highly, once again. We incorporated a great deal of content (again maybe too much) in the time available! We will take the feedback into account when planning next year's event!

In 2018 we propose to ensure more interaction and more time for networking and engagement; to vary the style and nature of the content.

In the final analysis, 44 out of 52 [85%] delegate respondents rated the overall rating of the relevance and value of the conference as excellent / good.

You can access the 2017 event photos, videos, speaker presentations and delegate list on the website – via the "2017 tab". If you would like any other information on the event or have any questions regarding the survey please get back to us. Thank you for your support!

The date for the 3<sup>rd</sup> West Midlands Forum for Growth is [18<sup>th</sup> September 2018](#).

Leigh Natasha Salter  
Managing Director

[leigh.salter@moversandshakers.uk.com](mailto:leigh.salter@moversandshakers.uk.com)