



WEST MIDLANDS
FORUM FOR GROWTH

THEME FOR 2018
THE UK'S NEW GROWTH CAPITAL

TUESDAY 18TH SEPTEMBER 2018
8AM - 6PM
THE VOX CONFERENCE CENTRE,
RESORTS WORLD, BIRMINGHAM, B40 1PU

ORGANISED BY



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www.westmidlandsforumforgrowth.co.uk

West Midlands Forum for Growth 2018 – Delegate Feedback

A big thank you to everyone who participated in the 3rd West Midlands Forum for Growth 2018, (in partnership with the West Midlands Growth Company) - sponsors, supporters, speakers, contributors and delegates.

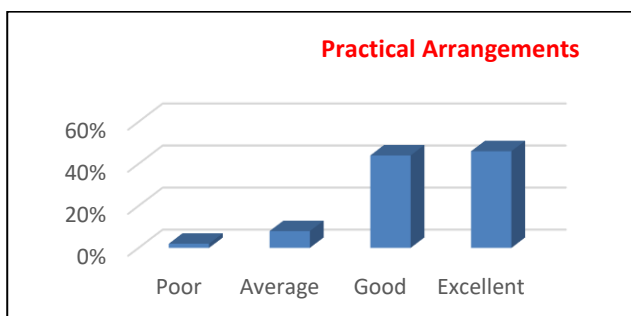
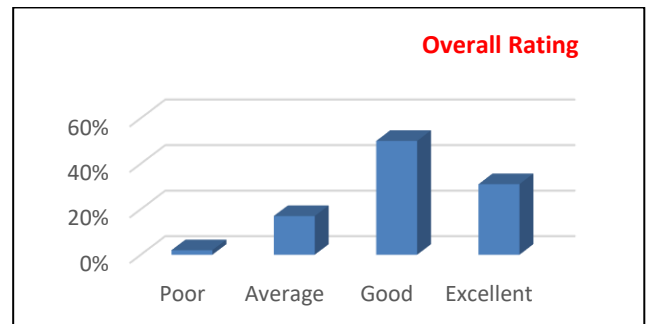
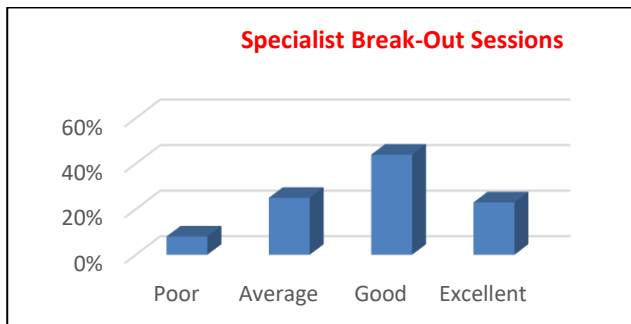
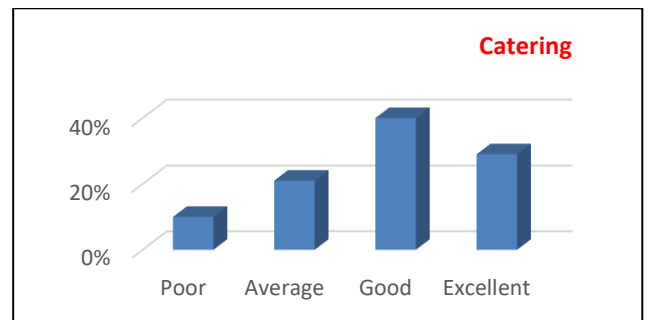
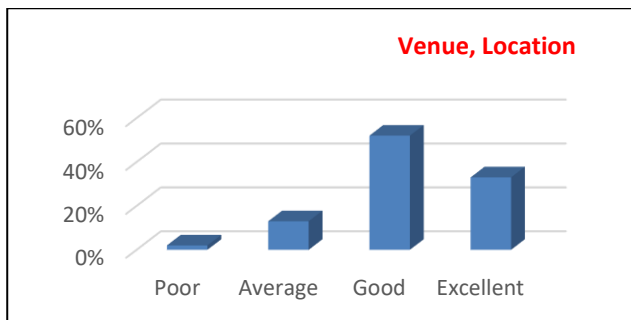
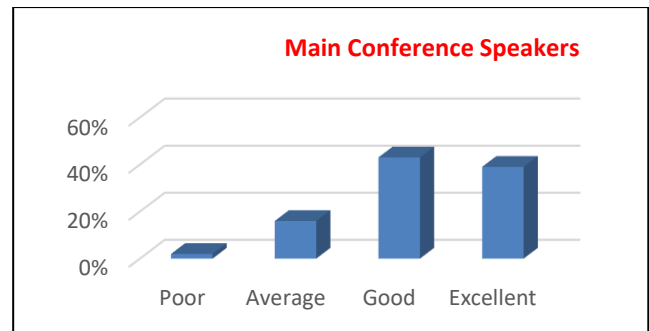
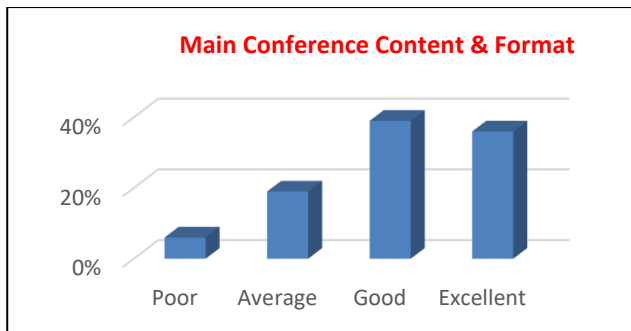
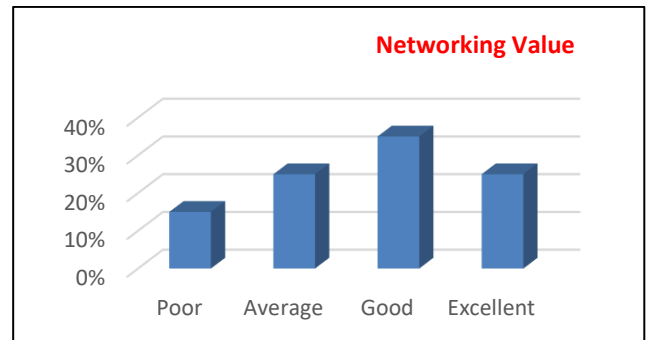
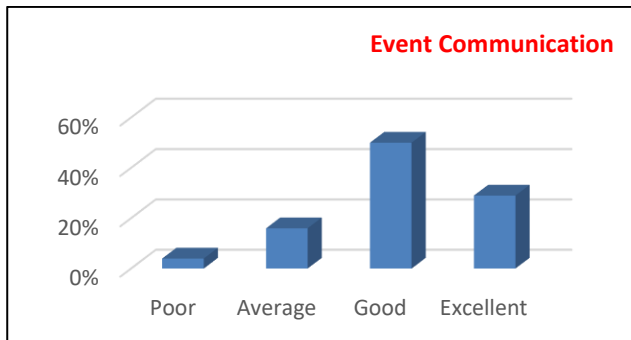
The conference attracted almost 50 contributors - leaders from Public & Private sectors (involved in the West Midlands economy), over 400 delegates, and highlighted the “extraordinary opportunity” that exists in the West Midlands.

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 great 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 48 respondents, representing a 'good sample' c 12% of the audience.



* Sample based on 48 respondents

Commentaries and Observations

Overall the conference was very well received....

"Thoroughly enjoyed the event. The speakers were all excellent throughout the duration of the day. Job well done 😊"

"I found the day really inspiring and informative. I got a real sense of the scale of what is happening in the West Midlands"

"Very well organised and successful event"

"Very busy day, with a lot happening! I liked the mix of content, very good!"

"Great venue, liked the format and content, some excellent speakers. Thank you"

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

"The quality of the food was good but the service wasn't great! But the videos were fantastic and I would go again next year"

"The conference would benefit from more private sector speakers"

"It would have been good to have the stands nearer the networking area and drinks reception area"

"The arrangement of the staff being in charge of hot drinks dispensing slowed things down"

Conclusions

In summary, the 3rd 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 2019 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, 33 out of 48 [81%] delegate respondents rated the overall rating of the relevance and value of the conference as excellent / good.

You can access the 2018 event photos, videos, speaker presentations and delegate list on the website – via the "2018 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!

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