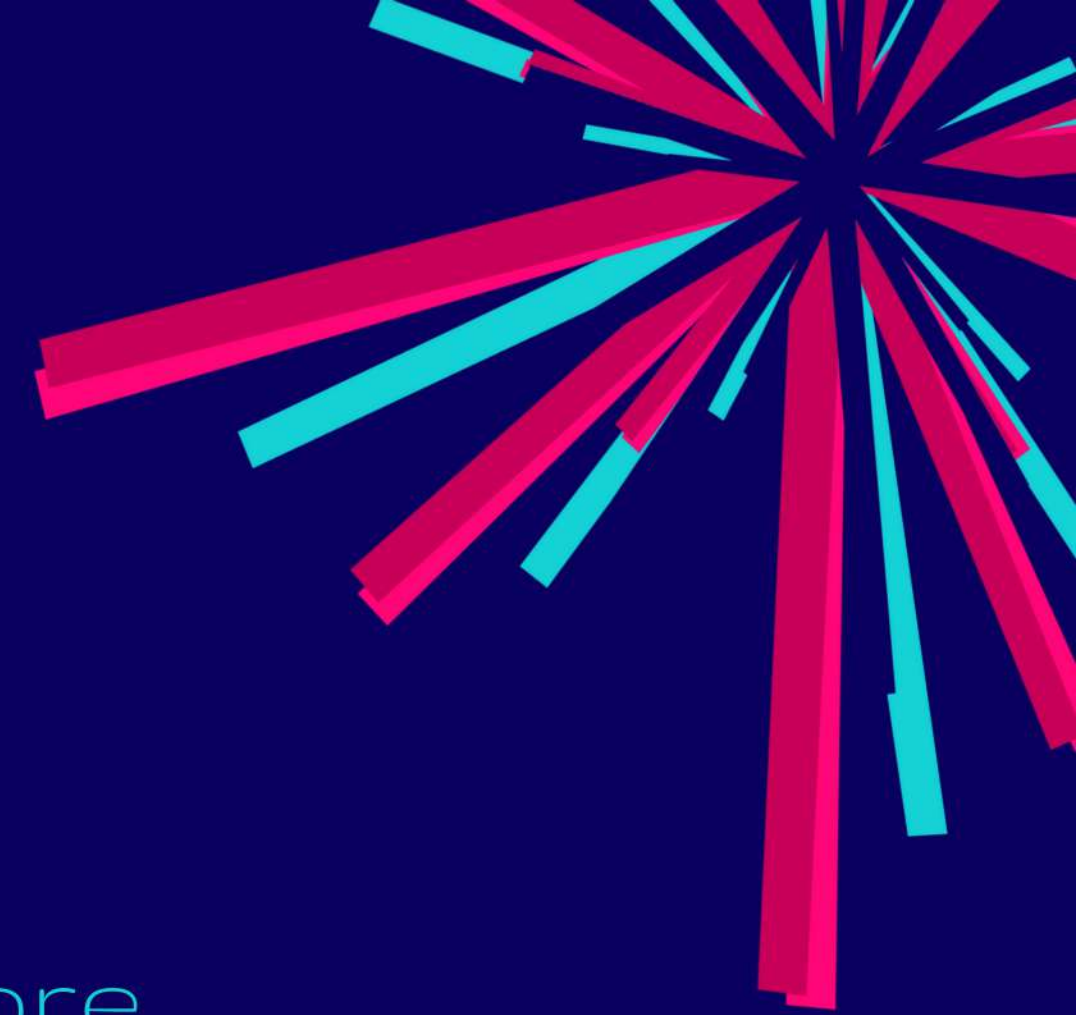




Software Cornwall's

FESTIVAL OF TECH

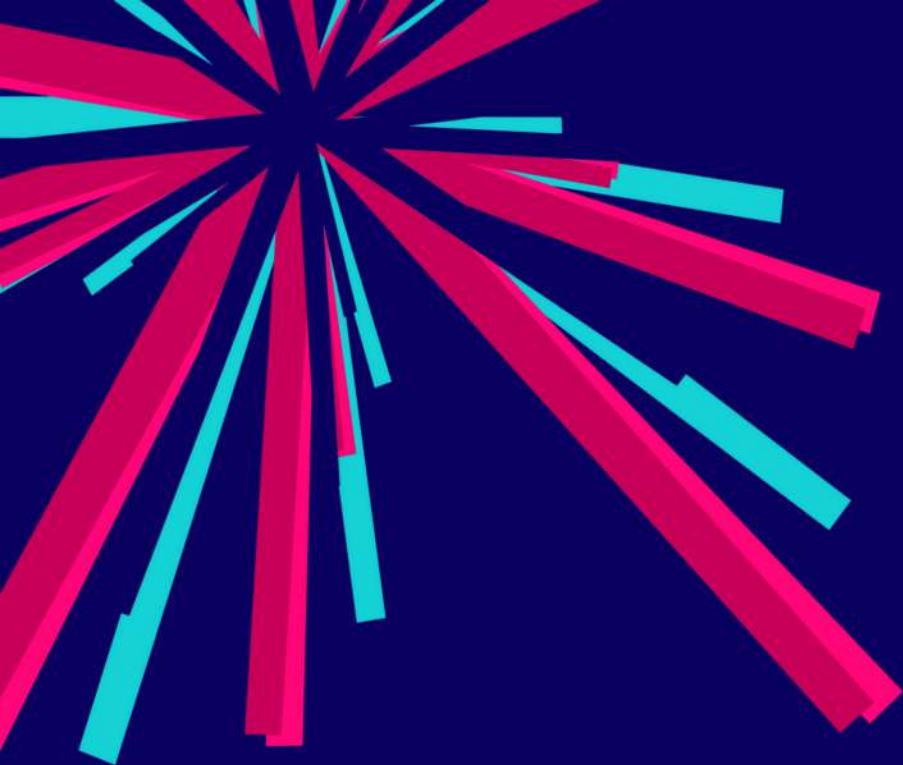




Ambitious to the core

The Software Cornwall team are ambitious and not afraid to dream. It is our dream that we **elevate** Cornwall's status as a prime hub for tech business, both within the county and nationally. Our goal is to **spotlight** Cornwall's thriving tech industry, **inspire** individuals to **explore** tech-centric career pathways, and **bolster** our local economy in the long term. Our mission is to drive positive social change by empowering the Cornish tech community.

To support us in our mission, we proudly present,
Cornwall's Festival of Tech.



What

Cornwall's Festival of Tech is a two-week-long celebration of all things tech, digital and software in Cornwall. Featuring everything from tech demos, expo, talks, workshops, code clubs, networking, collaborations and more!

When

Monday 12th February to Sunday 25th February 2024

Where

Events will take place all around Cornwall throughout the festival.



Why Cornwall?



ACTIVE & VIBRANT TECH COMMUNITY

The new 'Silicon Beach'

There are 80+ member companies and 1500+ individuals in the Software Cornwall membership ranging from massive software houses to startups. With tech hubs around such as FibreHub (Camborne), Spaceport Cornwall (Newquay) and the Launchpad Venture Studio (Falmouth), Cornwall is perfectly positioned to drive purposeful innovations.

A RICH HISTORY OF INNOVATION

Woven into Cornwall's DNA

Cornwall's mining heritage is no secret and led to the invention of the first steam-powered locomotive, firmly putting Cornwall on the map globally as a place where innovations happen. Today, the inventions might look a bit different but at their heart are the same problem-solving desires that help change the world for good.

A THRIVING & ENGAGED EDUCATION COMMUNITY

Inspiring the next generation

Thanks to our links with education institutions across Cornwall, hundreds of young people have gone through our education outreach programme gaining work experience, coding skills and meetups with prospective employers to show them the exciting career pathways into tech. Cornwall is well-networked locally ensuring optimum opportunities for the next generation.

Sector Stats

The South West accounts for the largest proportion of the UK's lending to SMEs outside London and the South East

£13.6bn
GVA
4.1% is generated through the tech sector

The South West is one of the top regions in the UK for digital accessibility

The new **£200m** regional fund could represent a catalytic opportunity for investment activity in the South West

£553m
GVA tech Sector

Cornwall is the fastest-growing tech sector in the south-west

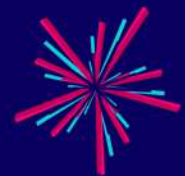
8,457
Tech Workforce

811
Tech Businesses

18%
Growth Rate

Source: South West Tech Analysis Report, March 2022

Festival activity & audiences 2024



THE BIG CORNISH TECH SHOWCASE

Join us at The Big Cornish Tech Showcase, our flagship rendezvous - where opportunities meet innovation and where Cornwall's vibrant business community can connect, collaborate and learn. The showcase will provide everything you need to shop locally when seeking your next software, digital or IT partner as well as an investor showcase for tech startups. It's all right here on your doorstep.

FEATURING:

- Expo showcasing Cornwall's tech industry
- Talks from digital transformation experts
- One-stop shop for your digital/tech projects
- Tech talks that will blow your mind
- Startup pavilion showcasing future tech
- Networking and collaboration opportunities
- Evening reception & light show! (Invite only)

Tuesday 20th Feb



Wednesday 21st Feb

CTRL ALT DEL

The all day conference will be a place where the tech industry and communities come together to explore what a more inclusive future could look like and how technology can be used to get us there. We plan to tackle challenges such as accessibility, diversity, and equality and will explore some of the hottest topics including inclusion in A.I. and climate change. We hope this event will continue our work towards improving inclusivity across the board in the tech sector. We are successfully changing the ratio of women in Cornwall working in tech. And in case you are in any doubt TEC is a girl thing!

FEATURING:

- Inspiring talks and keynotes
- Accessibility tech showcase
- Energiser activities & Immersive experiences
- Inclusive film screenings



COMMUNITY EVENTS

Software Cornwall has an extensive and successful education outreach programme, providing work experience, career showcases and assemblies to young people through schools and colleges. We want to expand our reach and demonstrate that there is a place for everyone in tech, even if you didn't choose the 'right' subjects at school. We'll have activities for all ages and abilities.

FEATURING:

- Tech Jam on Tour (kids code club)
- Tech Jam Late (adult code club)
- Mission to Mars (work experience)
- LED workshop (control LEDs with code)
- Inventors Day (design a technical solution)

February Half Term



Multiple Dates

COMMUNITY ACTIVITY GRANTS

To complement an exciting events schedule, we're pleased to offer financial grants to organisations to host events to be included in the festival programme. These could be run by community groups or other organisations that will complement the festival and increase its reach and impact. Events should take place within the 2-week festival window and be hosted in Cornwall. Applications will be reviewed and awarded by our Advisory Board.

OTHER EVENTS INCLUDE:

The Crea-tech Weekender, 24-25th February:

If you run a creative tech business in Cornwall, this is the weekend to shout about it! Game developers could host a game jam, content creators could hold a filmography workshop, AI developers could host a chatbot creation competition. Your imagination should be your only limit and we're accepting grant applications right now.

“Our mission is to drive positive social change by empowering the Cornish tech community.”



Who is Software Cornwall?

Visit: softwarecornwall.org

FLAGSHIP CONFERENCES

From our award-winning Agile on the Beach conference now in its twelfth year, to Startup Cornwall powered by Europe's biggest startup event; Slush'd, to HalfStack, the infamous JavaScript conference. We welcome incredible speakers, networking opportunities and new investment into the county through our events.

SKILLS & TRAINING

Our incredible network of trainers helps us bring new topics to Cornish tech and non-tech companies and upskill teams while keeping Cornwall at the forefront of digital technologies. We help adults retrain and find careers in tech.

EDUCATION OUTREACH

Working with primary and secondary schools in the county to deliver work experience opportunities, careers fairs, assemblies and much more. Inspiring the next generation of software developers, coders and creatives to show them that exciting opportunities exist on their doorstep.

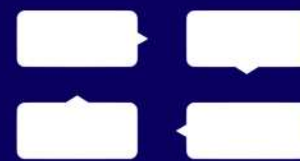
Our Education Outreach programme is unfunded and is one of the most important and valuable things we do. Charging for membership, training, events and other activities helps us fund our work in this area.

MEMBERSHIP

Our 80+ member companies benefit from exclusive events, discounts on training, networking opportunities and a feature in our online member directory and are the first to hear about new business opportunities that come in via our helpdesk. We amplify their news and promote their jobs through our digital channels.

SECTOR GROWTH

Everything we do is ultimately designed to support the growth of the tech, digital and software sectors in Cornwall. All of our activity focusses on tackling one of the tech sectors biggest pain points which is 'access to talent'.



software
cornwall

How to get involved in the Festival of Tech

Visit: cornwallfestivaloftech.co.uk/get-involved

SUBMIT YOUR EVENT

The Festival of Tech is run by the community, for the community. If you would like to host your event during the festival fortnight and would like to feature it on our website and in our promotional material, simply complete the form and we'll add it to the roster.

VIEW EVENTS SCHEDULE

With loads of activities set to take place during the two-week Festival of Tech, there will be something for everyone. Browse our events schedule and register for something that interests you. Don't forget to tell your friends!

VOLUNTEER

Volunteers are and have always been a key part of the Software Cornwall community. There are loads of opportunities to get involved. By volunteering, you'll gain work experience, the ability to make connections with others in the industry and most importantly, you'll have fun!

APPLY FOR A GRANT

If you're a small community group or individual that has dreamed of launching your own community event then we might be able to help. We have grants of between £250 - £2000 for you to do just that! The event must have a tech, digital or software focus.

BECOME A SPONSOR

Looking to raise awareness of your products and/or services? With a variety of activities taking place throughout Cornwall's Festival of Tech, there are lots of opportunities to gain brand awareness, attract new customers, recruit new team members and reach new audiences.

VIEW OUR MEDIA PACK

Do you write for a local/national newspaper or blog? Do you manage an Instagram account showing what's on in Cornwall? Do you host your own Podcast? Whatever your medium, we love to spread the word about the Festival of Tech and will support you in gaining exciting coverage to share with your audience.

Full Festival of Tech Sponsorship

ACCESS ALL AREAS

Gold festival sponsorship covers every event across the festival fortnight as well as ample time either side and is the most effective way to maximise your brand coverage.

Software Cornwall members receive a 25% discount on Gold sponsorship.

We can also offer custom packages to help you achieve your goals.

BOOK TODAY:

Contact niki@softwarecornwall.org

*Subject to promotional material being received before print deadline.

**Membership fees apply. Membership must be active at time of purchase.

GOLD

NON-MEMBER PRICE

£12,000

+VAT

- ✔ Guaranteed exhibition stand at the Big Cornish Tech Showcase on 20th Feb 2023
- ✔ Guaranteed 15 min speaker slot at the Big Cornish Tech Showcase on 20th Feb 2023
- ✔ Your logo present at all communications across all Festival of Tech events for the 2 weeks including flagship events, business events and community events. Logo and link will remain on website until the announcement of the 2025 event.
- ✔ Feature in the Digital Directory (circulated throughout festival and remains live for all of 2024)
- ✔ Dedicated email campaign introducing your services (2000+ recipients)
- ✔ Logo on all email campaigns linked to the festival (2000+ recipients)
- ✔ Logo on banner stand at over ten events*
- ✔ Logo on opening slides at all Festival of Tech events where slide decks are used (10+ events)
- ✔ Dedicated social media post introducing your services across x4 channels

GOLD+

MEMBER PRICE

£9,000

+VAT

Software Cornwall members receive a 25% discount on our Gold sponsorship package.**

Software Cornwall members will get:

- ✔ **Everything in the Gold package plus** all the benefits of a Software Cornwall membership for 12 months which includes:
- ✔ Free or discounted entry to all official Software Cornwall events for your whole team
- ✔ Discounts on Software Cornwall training sessions, programmes and masterclasses
- ✔ Access all Areas to the Software Cornwall website to post your jobs, news and events
- ✔ Access to the Software Cornwall community workspace on Slack featuring 550+ other active members
- ✔ Membership supports our valuable work in our Education Outreach programme helping the next generation of coders, developers and tech enthusiasts into careers in tech.
- ✔ **More:** softwarecornwall.org/membership-benefits

Big Cornish Tech Showcase Sponsorship

SPONSOR OUR FLAGSHIP EVENT

The Big Cornish Tech Showcase is one of our flagship events within the festival and welcomes 500+ thought leaders, decision makers and influencers from Cornwall's business, tech, digital and software communities. Book a sponsorship package and then add on additional extra's to maximise coverage.

Featuring:

- Expo showcasing Cornwall's tech industry
- Talks from digital transformation experts
- One-stop shop for your digital/tech projects
- Tech talks that will blow your mind
- Startup pavilion showcasing future tech
- Networking and collaboration opportunities
- Evening reception & light show! (Invite only)

We can also offer custom packages to help you achieve your goals.

BOOK TODAY:

Contact niki@softwarecornwall.org

*Subject to promotional material being received before print deadline.

**Membership fees apply. Membership must be active at time of purchase.

MEMBER PRICE**

£1,500

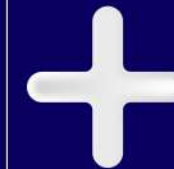
+VAT

NON-MEMBER PRICE

£2,500

+VAT

- ✔ Logo and website link on festival website
- ✔ Logo on banner stand at event*
- ✔ Logo on slides between speakers and/or information slides around venue
- ✔ Feature in the Digital Directory as a Sponsor
- ✔ Logo on email campaigns linked to the showcase



OPTIONAL EXTRA'S

Add these packages on for extra reach.

Delegate Bag Sponsor (Logo on one side) **£2000 + VAT**

Stage Sponsor (1 per stage) Tech Talks | Vendor Talks. Includes 15 min speaker slot on sponsored stage. **£1000 + VAT**

Startup Cornwall Pavilion Sponsor. Includes 15 min speaker slot on Vendor Stage **£1000 + VAT**

Evening Reception Sponsor. Includes 5 min speaker slot during welcome talks. **£2000 + VAT**

Our Digital Community

Followers, subscribers, audience.



Subscribers 2000+

Members, partners, supporters, enthusiasts, volunteers, friends.



LinkedIn 1850+

Members, partners, professional network, lurkers.



X 3000+

Conker champions, cat lovers, friends, fans...who knows?



Slack 550+

Closed network exclusive to Software Cornwall members.



Facebook 1100+

Volunteers, supporters in our community, parents/educators.



Instagram 550+

Individuals & friends from the local tech community.



Meetup 1000+

Individuals from Cornwall's tech & digital community seeking events.



Website 1500+

Unique monthly visitors seeking jobs, news, events, training and support for education.

The Team & Contact



NIKI DAVIES

Director & Head of Marketing
niki@softwarecornwall.org



HOLLY PATTON

Director & Head of Operations
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ROBERT WILTSHIRE

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KAYLEY LAWRY

Training & Skills Coordinator
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ALICIA BREEN

Events & Marketing Assistant
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SMALL TEAM. BIG ACHIEVEMENTS.

The Software Cornwall team have a long and successful track record of designing and hosting change-making events that support the Cornish tech and business communities and connect industry with education to solve the sectors biggest challenges.

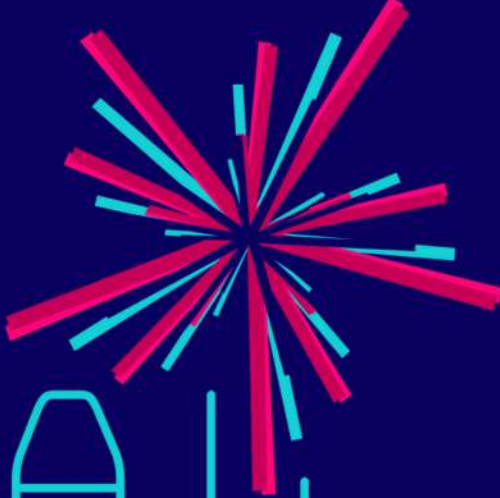
Flagship conferences include Agile on the Beach (500+ attendees, now in its 12th year), Startup Cornwall, powered by Slush'd (250+ attendees), quarterly Tech Connect (80+ thought leaders) plus an extensive education outreach & work experience programme (reaches 23k+ young people) among others.

Software Cornwall's
**FESTIVAL
OFTECH**



CORNWALLFESTIVALOFTECH.CO.UK

Software Cornwall's FESTIVAL OF TECH



This project is part-funded by the UK Government through the UK Shared Prosperity Fund.

The UK Shared Prosperity Fund is a central pillar of the UK Government's Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK by investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>

