

tech swindon

digi_tech network

Introduction

- The inaugural Tech Swindon summit ran from the 2nd to the 6th of November 2020 with an online schedule of 32 events.
- The event was based on partnership work and would have been impossible without our network of stakeholders and sponsors:



BusinessWest

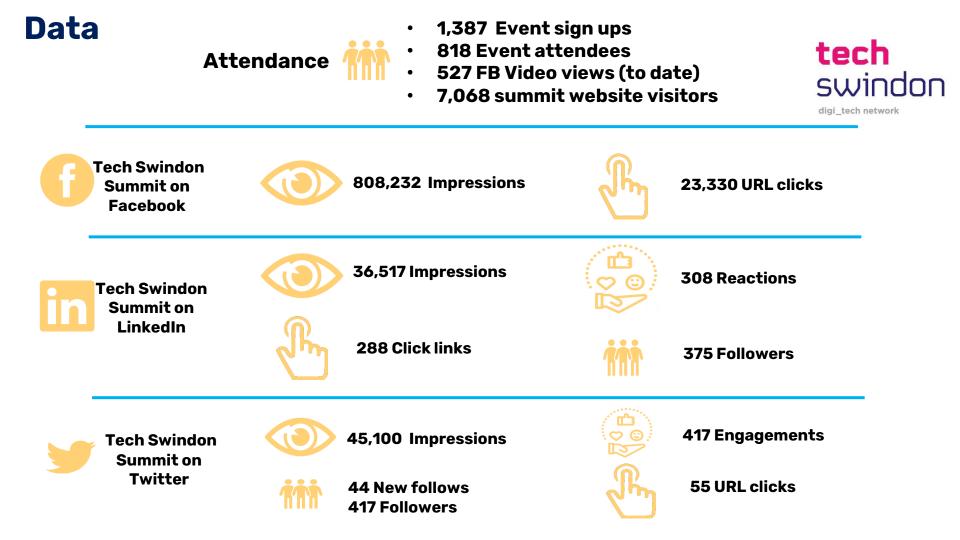


Sessions and Content

- Sessions were based across 4 key themes: Innovation, Tech, Talent, Business Resilience
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• Content provided by local, UK and international businesses and organisations





Key Learnings

- The appetite is there and even in this complex environment market demand exists.
- A themed and curated schedule works well vs non-curated utilised in other areas.
- All online platforms have their pros and cons have to pick and choose dependent on the session and the content.
- You can't escape the tech fails!
- Runway is critical for marketing overall event and contributors.
- Don't have an event on a sunny Weds lunchtime the day before a national lockdown.
- Content providers and speakers were amazing relevant, patient, kind and all happy to participate next year.
- Blended format preferable for 2021 mixture of physical and virtual preferable.





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