

Liverpool City Region

[Thegoodbusinessfestival.com](http://Thegoodbusinessfestival.com)

#goodbusinessfest

# THE GOOD BUSINESS FESTIVAL.



## Why now?

The Good Business Festival is determined to show leadership and continuity during this global challenge, and we understand that recovery from Covid-19 is going to be the immediate focus for many of our prospective partners and audiences.

Day by day it is becoming increasingly apparent that systematic change is urgently needed. This crisis is offering a renewed foundation for the conversations we want to facilitate, strengthening the action we aim to inspire and amplifying the call for business to take the lead role in tackling global societal issues.

There are now two matters at hand – continuing to drive the global movement towards good business and addressing the impact of the Covid-19 crisis. In light of this, The Good Business Festival will now take place in two acts.

**THE WORLD NEEDS  
TO GET BACK TO BUSINESS**



## Who is our audience?

Business and society are inextricably linked, so whether you work for a business, run a business or are just interested in business, The Good Business Festival is for you.

The B2B audience includes:

- Global brands
- Industry leaders
- Business owners, founders and directors
- SMEs, startups and scale-ups
- Investors, VCs and funders
- Foundations, NGOs and charities
- Cultural leaders
- Elected officials
- Public sector leaders

The B2C audience includes:

- Engaged consumers
- Students
- Employees, the self-employed, freelancers
- Public sector workers
- The future workforce

**FOR EVERYONE WHO  
WANTS TO HELP DRIVE  
THE GLOBAL GOOD  
BUSINESS MOVEMENT**

**10 000+ ticket holders**

**400k + existing engaged audience**

**A global digital reach of millions**

\*Targets cross Act 1 & Act 2, subject to Covid-19 developments



# WE AIM TO LEAD THE GLOBAL GOOD BUSINESS MOVEMENT

ACHIEVING OUR LEGACY AMBITIONS  
RELIES ON COLLABORATION WITH OUR  
PARTNERS. WHAT ROLE COULD YOUR  
ORGANISATION PLAY?

To drive the campaign for good business forward we aim to build a new community working to create meaningful change in business and in society, supported by digital resources and year-round programming:

- The Good Business Journal – a new digital destination for insight and thought leadership
- Recording all sessions to create a free digital edition of the festival itself
- Stimulating good business start-ups and education in our Liverpool City Region home
- Free online resources and open source tools for good business learning and support
- Long-term mentoring programmes
- Programme-specific follow-ons including workshops, partnerships, networking groups, webinars, coaching and knowledge sharing
- Continued thought leadership - publishing our collective learning, best practice and recommended action, targets and frameworks

The festival and legacy projects work towards the same ultimate goals:

- To position the UK as a good business leader and enhance positioning for Liverpool City Region specifically to lead by example as a region of good business
- To democratise and diversify a subject matter that impacts everyone
- To engage with absolutely anyone in order to find consensus, where possible, on the global societal issues that matter
- To provide learning opportunities for everyone from students to CEOs
- To enable businesses to be better, do more, go further and faster than they thought possible

A fully immersive digital event, staged and filmed live from the ACC Liverpool with selected guests and speakers, streaming three channels of content simultaneously throughout the day

# Act 1

**THE GOOD  
BUSINESS  
FESTIVAL.**

8<sup>th</sup> October 2020



TIME	CENTRE STAGE	GOOD THINKING	OPEN SOURCE
09.00			Around the world in 80 plagues
09.10			
09.20			
09.30	<b>30 MINUTE HOME WORKOUT</b>		
09.40			
09.50			

## PART 1: WTF JUST HAPPENED

10.00	Opening Statements - Redefining Success		
10.10			
10.20	WTF Just Happened - VT		
10.30			Blueprint for Better Business knowledge base resources
10.40		In Good Company - Doing Well by Doing Good	
10.50			The Good Business Charter
11.00	WTF - Debate		
11.10			Creative Rebels Podcast
11.20		On Purpose - Creating A Company with A Conscience	Blurring State Lines
11.30			Tracking & Measuring Good Business
11.40			
11.50	What Next for Globalisation?		
12.00			Crowdfunding to Recovery
12.10		Making it Count	Mastercard presents: Cybersecurity
12.20			
12.30	It's a Man's Man's Man's World		Lazy Women podcast
12.40		The Business Benefit of Being Employee Owned	Lendoe Presents: In the Spotlight
12.50			The National Archives: Black History in Liverpool

**LUNCH BREAK - VIRTUAL COMMUNAL LUNCH WITH 15-MINUTE DEMO FROM ANISHA KATONA, LIVE MUSIC OR DJ MIX, SUGGESTED READING THAT SETS UP THE NEXT SESSION**

## PART 2: RESET TO RECOVER

13.30	Never Waste a Crisis (Intro)		Make My Money Matter
13.40			
13.50	15% of UK Business Leaders are Black	China - Good for business, bad for education?	Rebalancing the Food Chain
14.00			
14.10			Holly Tackler - SME SOS Highlights
14.20			Imposter Syndrome and how to deal with it
14.30	Public Perception Barometer	What About the Workers? How To Be a Good Employer	
14.40			
14.50			
15.00	The Three Marketeers	Working Towards Racial Equality in Business	Designing Our Future
15.10			Only the Creative Survive
15.20			Radical Finance
15.30			The Carbon Cost of You and Me
15.40	Raising the Game	Back of the Net	How much are you really wasting?
15.50			Plastic Credits: towards a Circular Economy
16.00			
16.10			
16.20	I'm Gonna Level With You	Covid vs Brexit - Big Blows for Business	
16.30			
16.40			
16.50			
17.00			

**BREAK - LIVE MUSIC OR DJ MIX, DALGONA COFFEE DEMONSTRATION, SUGGESTED READING**

## PART 3: CHANGING FOR GOOD

17.00	Profit Comes from Purpose - The Rise of Corporate Activism	Lessons in Creative Leadership	
17.10			
17.20			
17.30	Capitalism After Covid	The Pathway Out of a Climate Emergency	
17.40			
17.50			
18.00	The Entertainment Revolution Will Be Televised		
18.10			
18.20	The Solutions Salon	The Solutions Salon - LCR BBB	
18.30			
18.40	Lucas Goes Looney		
18.50			
19.00		Transition Towards a Circular Economy	
19.10	<b>BREAK - LIVE MUSIC OR DJ MIX</b>		
19.20			
19.30	Take Me to Your Leader - North America	House Nation	
19.40			
19.50			
20.00			
20.10	Take Me to Your Leader - Australasia	Future of Work	
20.20			
20.30			
20.40			



# TIME

# CENTRE STAGE

# GOOD THINKING

# OPEN SOURCE

09.00  
09.10  
09.20  
09.30  
09.40  
09.50



Around the world in 80 plagues

## 30 MINUTE HOME WORKOUT

# PART 1: WTF JUST HAPPENED

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Opening Statements - Redefining Success
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What Next for Globalisation?
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TIME

CENTRE STAGE

GOOD THINKING

OPEN SOURCE

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Never Waste a Crisis (Intro)
1.5% of UK Business Leaders are Black
Public Perception Barometer
The Three Marketeers
Raising the Game
I'm Gonna Level With You

China - Good for business, bad for education?
What About the Workers? How To Be a Good Employer
Working Towards Racial Equality in Business
Back of the Net
Covid vs Brexit - Big Blows for Business

Make My Money Matter
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Designing Our Future
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Plastic Credits: towards a Circular Economy

**BREAK - LIVE MUSIC OR DJ MIX, DALGONA COFFEE DEMONSTRATION, SUGGESTED READING**







# STUDIO 1 CONCEPT

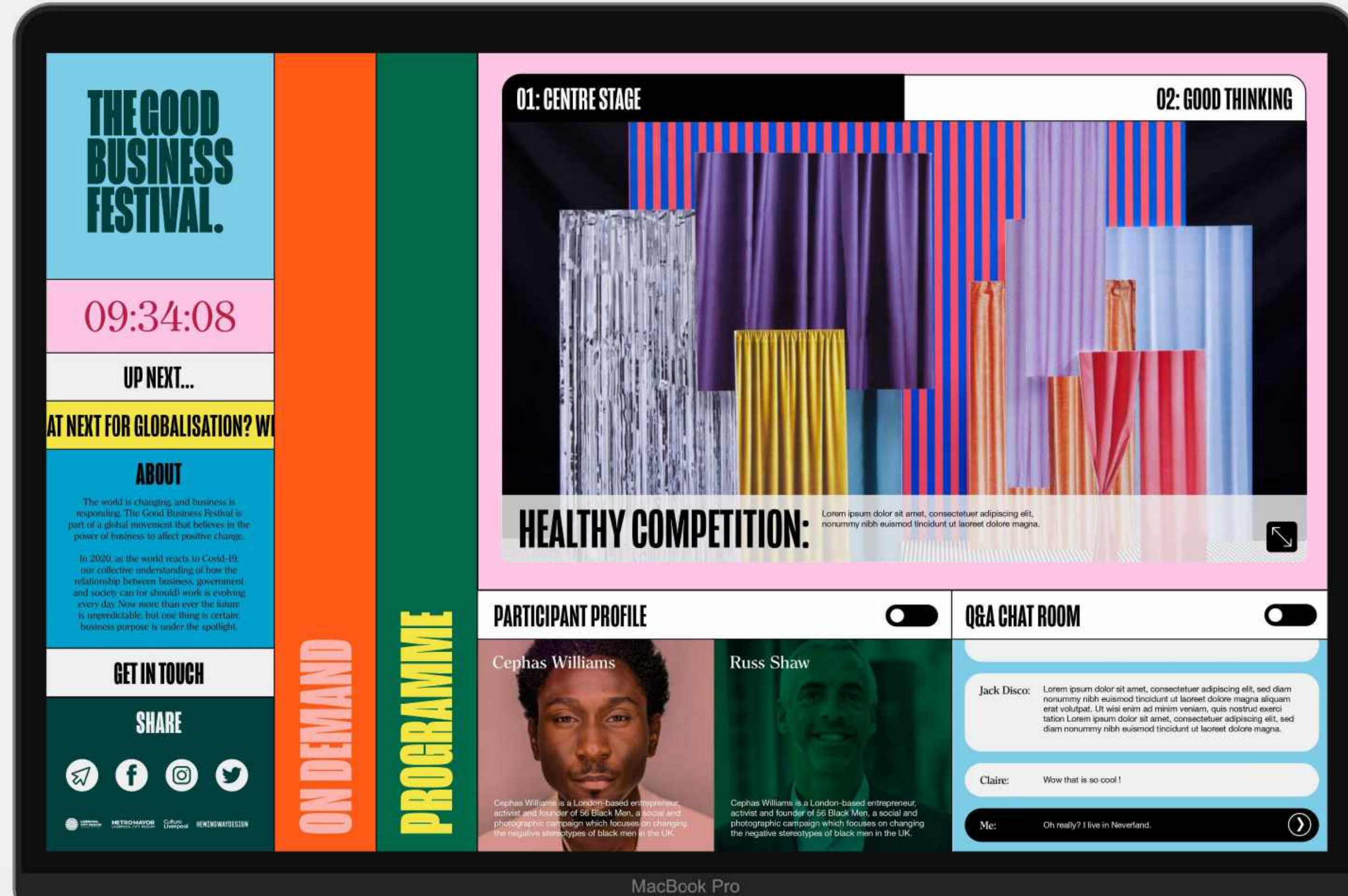


# STUDIO 2 CONCEPT





# ON DEMAND INTERFACE



MacBook Pro



# CITY REGION WIDE DRESSING AND ACTIVATION









## OUR VALUES

The Good Business Festival aims to drive positive change. We're not just here to talk - we mean business.

We want every person in every session to come away with an action and a tangible goal. So before the end of each session, you'll hear the Action Klaxon - our clarion call. All participants, moderators and audience members then have a chance to make a pledge - something achievable, motivating, and that will help them on the road to good business.

If anyone isn't sure where to start, we can help. Some of our participants will be able to offer a menu of recommended pledges - like working towards the UN Global Goals, starting out the process of B Corp certification or using recommendations from our partner think tanks - or you can make up your own.

# THE ACTION KLAXON



## GOOD THINKING

Good Thinking sessions will complement the festival's headline events and cover the same core topics. Brands, businesses and thinkers will offer their expertise and experience so that we can develop our shared understanding of how to put good business principles into action.

These sessions will take the best thinking on the important topics and turn it into useful, relevant business skills for those who need it.

# GOOD THINKING

Practical advice for SMEs, startups and individuals.

**ACT 1**

**OCTOBER**

**ACT 2**

**MARCH**

**AS WELL AS BEING A CORE PART OF BOTH ACTS OF THE FESTIVAL, GOOD THINKING SESSIONS WILL TAKE PLACE TO BRIDGE THE GAP BETWEEN OCTOBER AND MARCH. THESE SESSIONS WILL ENABLE OUR GOOD BUSINESS COMMUNITY TO KEEP THE CONVERSATIONS GOING AND MAINTAIN MOMENTUM BY DEVELOPING ON FROM WHAT WE'VE LEARNT IN OCTOBER. OUR SHARED LEARNING DURING THIS TIME WILL INFORM THE PROGRAMMING FOR THE MARCH EVENT.**



In March 2021, The Good Business Festival itself will take place as a multi-day, multi-venue event. One year on from lockdown, having had time to process and reset, we will gather our audience and participants in Liverpool and its surrounding boroughs and engage with our digital audience of 400k+ for our showstopper event. The smartest minds from around the world will join us to think big, galvanise our ambition and continue to drive positive change in our post-Covid-19 world. With compelling, thought-provoking and unexpected programming, the festival will prove itself to be globally relevant and culturally essential. Core content will be accompanied by social and arts activities, educational programming and fringe events across the region.

The event will be a learning opportunity for everyone. This will be a place where people and companies of all sectors and sizes come together to gain practical advice on working towards better business, and in doing so forge meaningful connections as a purposeful business community. Together we'll work to understand how business purpose can both help create stronger long-term profitable businesses and contribute to a better society.

# Act 2

**THE GOOD  
BUSINESS  
FESTIVAL.**

2<sup>nd</sup> - 4<sup>th</sup> March 2021



# A CLOSER LOOK: ACT 2 - MARCH 2021

**A THREE DAY, MULTI-VENUE CITY-  
WIDE TAKEOVER.**

**AS WELL AS EVERYTHING FROM ACT  
1, OUR FRINGE, ARTS AND SOCIAL  
PROGRAMMING WILL ENSURE A  
TRUE FESTIVAL ENVIRONMENT WITH  
PLENTY OF OPPORTUNITIES TO  
SOCIALISE AND EXPLORE THE CITY.**

## THE FESTIVAL HUB

Will be a permanent drop-in hub running throughout the festival. This will be a large vibrant co-working style series of spaces - with areas to work alone or hold meetings alongside breakout spaces, great food and bars.

## GOOD THINKING

Will be a mixture of ticketed, open access and digital programming to ensure everyone has the opportunity to further their knowledge, seek advice and gain useful, relevant business skills.

## FRINGE PROGRAMMING

Events run by selected partners to boost the festival reach and maximise accessibility for people across Liverpool City Region. Each of Liverpool's brilliant boroughs will host content to make this a truly region-wide event.

## GOOD BUSINESS SOCIAL

Cultural and social programming taking place throughout the city region to complement the main events. From early morning wellbeing sessions to evening activities, arts programming and entertainment.

## PODCASTING

Panel sessions and interviews with live audiences, as well as our own private festival studio for more intimate recordings.

## EXHIBITIONS

Creative platforms for alternative ideas – elevating the brands and businesses that have positive stories to tell and offering opportunities for companies to prove commitment to goals beyond shareholder value.



# FORMATS

## THE SPOTLIGHT

This is our 1-on-1 interview series, bringing together big names with different views on some of the greatest challenges we face.

## THE GOOD RANT

Five minutes. One subject. No holds barred. Sometimes the only way to tackle problems is to get them out in the open, so we are inviting you to deliver a 'Good Rant' on whatever it is which you think is getting in the way of Good Business.

## 10 ON 10

Two speakers with opposing views get 10 min each to pitch their viewpoint on a specific subject. Through a quick and simple online vote, our audience decide who wins.

## BLANK PAGE

Blank Page is a quick talks series which asks specialist in their field not to try and fix the challenges faced by their sector, but to redesign the sector from scratch. Sometimes the best way to find a solution is to start all over again.

## SIX

We ask contributors to present their ideas using only six slides and six minutes. This focus ensures that we are able to condense arguments into compelling, shareable content which will have a life far beyond the festival itself.

## EXHIBITIONS

Interesting and relevant stuff from around the world across the fields of tech, innovation, research, arts and science that we think is worth sharing. The Good Business Festival Act 2 will feature a variety of exhibitions, showcases and installations in venues and public spaces across Liverpool and the wider city region.

## WORKSHOP

Hands-on learning and collaboration where hosts and attendees can learn from each other. Using visual or digital tools our workshop programming will ensure that every one of our participants can make a meaningful contribution to the festival outcomes.



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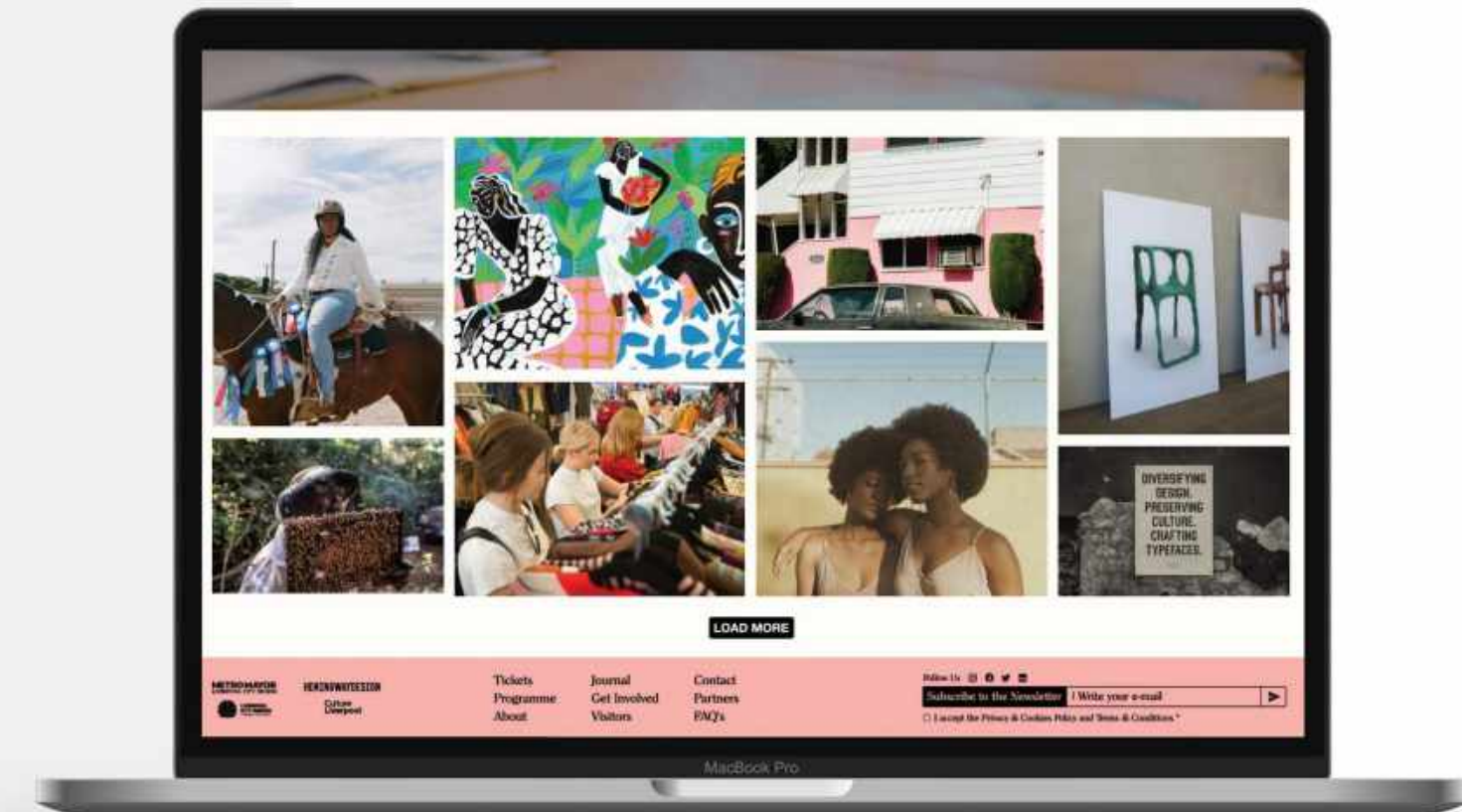
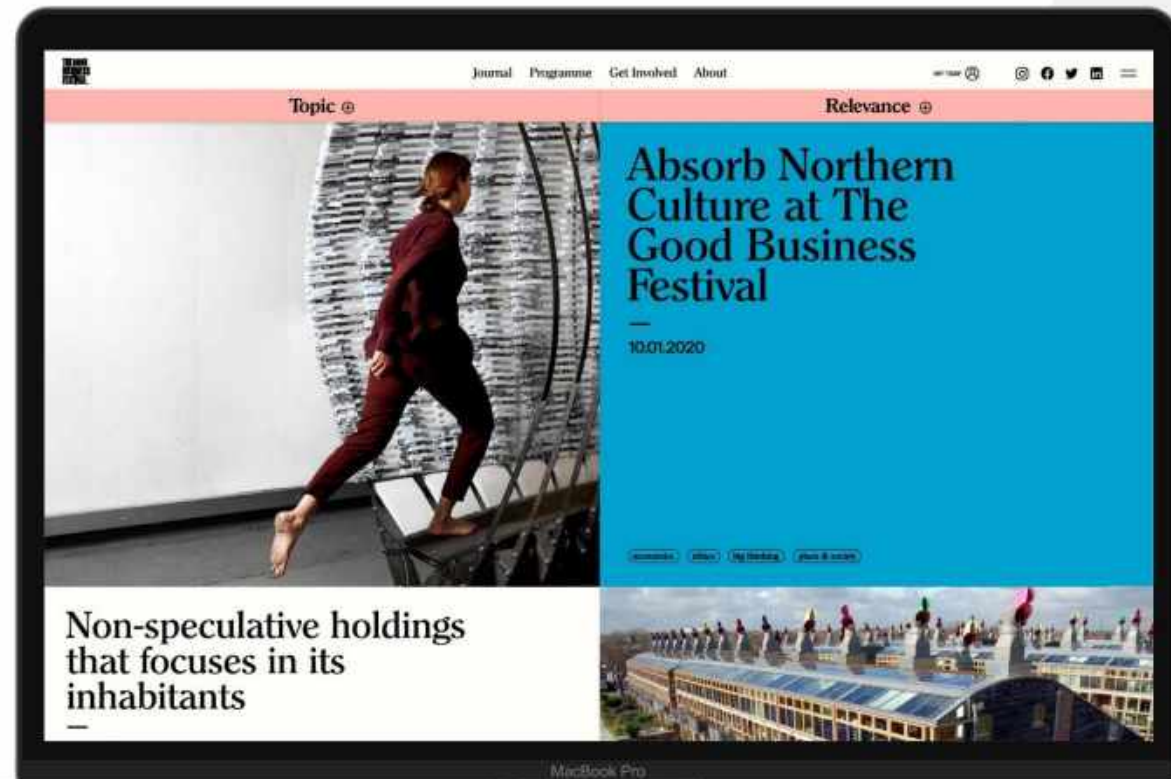
# THE GOOD BUSINESS FESTIVAL

## Journal.

The Good Business Journal is a platform to connect stories and ideas and bring them to life before, during and after the festival. The journal will be a new global digital destination for business insight and thought leadership.

It combines the dual expertise of our team and partners – business and culture – to create a platform where thought-provoking articles, business stories, news, insights and interviews are beautifully presented. Business stories told with powerful photography; data communicated through creative illustration; the work of international industry experts, economists and big thinkers supported by film makers, artists and designers.

Email [journal@thegoodbusinessfestival.com](mailto:journal@thegoodbusinessfestival.com) to get involved - we welcome input from writers, thinkers, industry leaders and artists.





## WHO'S ON BOARD?

We refer to everyone that we work with - from global brands to individuals - as participants. We hope that this inclusive approach sets everyone we work with on equal footing as a voice in the debate, on the road to good business together.

The global challenges that The Good Business Festival addresses are not easy to solve; these are systemic, complex and deep-rooted issues in our societies affecting millions of lives every day. It's a big task, and we believe that we can achieve more by working together than by operating alone.

In light of this, there are no predetermined restrictions on who we will or will not work with. We believe that positive change is possible. We don't believe in judging any person or business only on their previous actions - what's important is transparency about the past, and a focus on future ambition. This is an event built on inclusivity with the goal of creating fairer societies - that cannot happen if anyone is locked out of the conversation.

At The Good Business Festival, everyone can have a seat at the table.

AGEING BETTER - B LAB UK - BLUEPRINT FOR  
BUSINESS BRITISH COUNCIL - BRITISH FASHION  
COUNCIL - BUSINESS IN THE COMMUNITY - CENTRE  
FOR CITIES - CENTRE FOR PROGRESSIVE POLICY -  
EMPLOYEE OWNERSHIP ASSOCIATION - EVERTON  
FC - GOOD BUSINESS CHARTER - GREENPEACE -  
HOTEL PLANNER - IBM - ICELAND - INSTITUTE OF  
PROMOTIONAL MARKETING - INTERNATIONAL  
FASHION ACADEMY - IPSOS MORI - LIVERPOOL FC  
- MASTERCARD - MET OFFICE - NESTA - ORSTED -  
OXFAM - PROJECT EVERYONE - ROYAL COLLEGE OF  
PHYSICIANS - THE EDEN PROJECT - THE REGENDA



Ann Cairns **EXECUTIVE CHAIR, MASTERCARD**

Athian Akec **UK YOUTH PARLIAMENT**

Caroline Casey **FOUNDER, THE VALUABLE 500**

Cephas Williams **FOUNDER, 56 BLACK MEN**

Denise Barrett-Baxendale **DIRECTOR, EVERTON**

Gavin Ellis **CO-FOUNDER, HUBBUB**

James Perry **CO-FOUNDER, B LAB UK**

Lord Karan Bilimora **PRESIDENT, CBI**

Mariéme Jamme **FOUNDER, IAMTHECODE**

Mark Cuddigan **CEO, ELLA'S KITCHEN**

Renée Elliot **FOUNDER, PLANET ORGANIC**

Russ Shaw **FOUNDER, GLOBAL TECH ADVOCATES**

Ry Morgan **FOUNDER, UNMIND**

Solomon Smith & Mahamed Hashi **FOUNDERS, BRIXTON SOUP KITCHEN**



- In Good Company - Doing Well by Doing Good DAVID HEATT
- On Purpose - Creating Companies with Conscience HOLLY TUCKER
- Making it Count MAZARS
- Being Employee Owned EMPLOYEE OWNERSHIP ASSOCIATION
- China - Good for Business, Bad for Education?
- How to be a Good Employer
- Back of the Net EVERTON FC
- Working Towards Racial Equality in Business
- Covid vs Brexit - Big Blows for Business
- Lessons in Creative Leadership
- Pathway Out of the Climate Emergency THE MET OFFICE
- LCR Solutions Salon
- Transition Towards a Circular Economy
- House Nation REGENDA, TORUS



## RECOMMEND A SPEAKER

The Good Business Festival is committed to discovering, promoting and broadcasting the most exciting and influential emerging global business, finance and policy leaders who are shaping contemporary business culture.

We want to be blown away by outsiders, disrupters, and unlikely lasses and lads plucked from relative obscurity. So we're doing things differently.

Rather than hearing exclusively from the 'usual suspects' we're asking them to participate in our event but also to recommend someone else. Who would they want to hear from? Someone brilliant, someone who's under the radar but who's stock is rising. They could be young or experienced; a business leader or an employee; an activist, provocateur, artist or financier. It doesn't matter who they are or what they do as long they have character, eloquence, a clear message and a distinct point of view.

We want to amplify under-heard perspectives. Who should we hear from?

**WE WANT TO CREATE SPACE FOR VOICES  
FROM UNDERREPRESENTED MINORITIES IN  
BUSINESS AND TO HEAR AS MUCH AS POSSIBLE  
FROM THE LEADERS OF THE FUTURE.**

**WHO SHOULD WE HEAR FROM?**



Are you looking for a **GLOBAL PLATFORM** and an engaged audience to launch your big idea?

Do you have a business problem that you need **HELP TO SOLVE?**

Do you feel you're ahead of the curve on one of the topics we're covering and could **TEACH US** something about it?

Have you been **QUESTIONING** your purpose - as a business leader, an employee or as an individual?

**GET INVOLVED** in The Good Business Festival.



# THE GOOD BUSINESS FESTIVAL.

Get in touch with us:

[hello@thegoodbusinessfestival.com](mailto:hello@thegoodbusinessfestival.com)

Follow us:

