

CREATIVE TECH FEST BASILDON 2024

OUTPUTS AND IMPACT

Creative Tech Fest Basildon 2024 took place across 16 days in February.

Its overall aim was to raise aspiration among young people by providing insight into creative tech careers.

Key to this was engaging a wide range of businesses, providers and educators to showcase local and national innovation.

A diverse funding approach ensured all festival events were accessible and free to attend. Funding came from the UK Shared Prosperity Fund (UKSPF), Basildon Borough Council, and corporate sponsorship.

£11,000
invested in equipment for local businesses, providers and artists' practice

A newly established Creative Tech Partnership ensured stakeholders from business, education, and community organisations were involved in festival planning from the outset in regular steering group meetings.

70+ individuals from more than 50 organisations collaborated to deliver festival events and activities.

11 events took place in a range of settings - businesses, colleges, a library, theatre and town square. 2 events were online.



4 creative technology workshop events were delivered in 2 primary schools.



Where attendees came from



Where events were held

90+
educators reached

"I have enjoyed learning and doing new things I have not done before"

14 schools engaged

"It was absolutely fantastic - I look forward to next year's events"

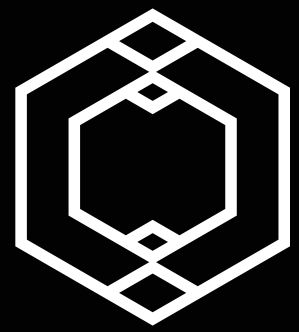
"I'm so happy to have won this prize. I'd like to be a photographer for my career, in the future."

Attendee gender balance

55%

45%

5 sold out events



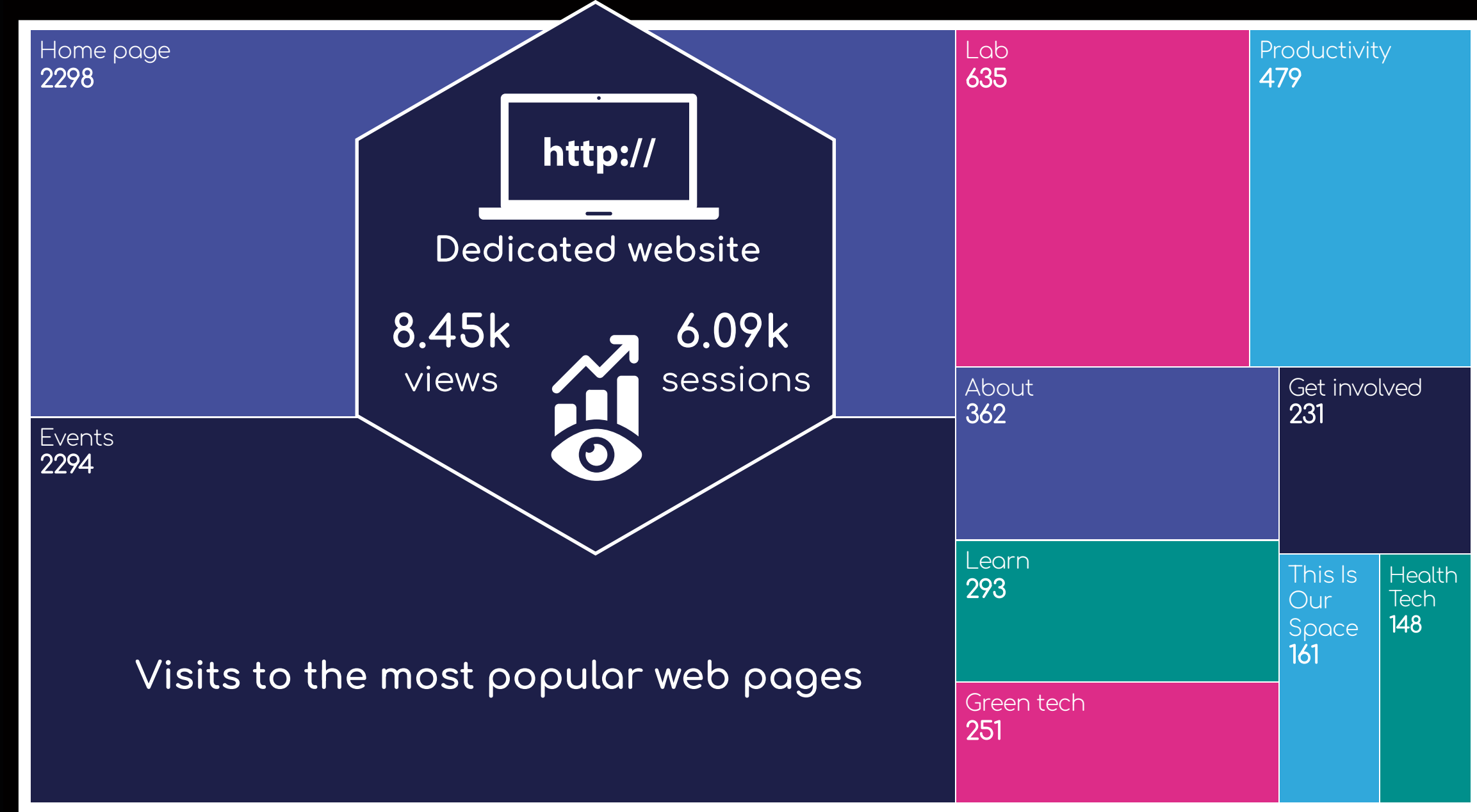
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BUILDING AN AUDIENCE

As a first-time festival we needed to bring people together under the Tech Partnership banner and build an audience.

Our first step was to create a brand and visual identity that would appeal to our target audiences. We produced messaging that underpinned the festival aims. Events were signposted by them.

We explored to what extent festival communications: 1) reached and excited a broad target audience; 2) encouraged engagement and investment from potential partners and stakeholders.



26
expression of interest forms submitted

40+
information and marketing assets created

3
career spotlights

Games Developer
Video Editor
Animator

32
Creative Tech Partnership board members

6
news letters

532
marketing contacts

3
'60 seconds with...' videos published

Festival themes



Inspire



Build / Grow



Evolve

Aug 2023

Project soft launch event

Sept 2023

First steering group meeting

Oct 2023

Brand identity launched

Nov 2023

Website published

Dec 2023

Events published

Jan 2024

Press release distributed

Feb 2024

Festival launch

Communications launched - running for 4 months



17
events



16
days

1097

1000+ families, young people, schools and businesses signed up for events.

Our event for educators was hosted at Leonardo. It explored the latest tech and research into how emerging tools - particularly in AI - can be harnessed to free up educators in their capacity and creativity. Attendees were treated to talks from renowned experts, along with hands-on workshops, demonstrations, and even some tech giveaways!

"Fantastic event. What and how this will impact educators had really been considered"



_LEARN

"Great family event and the facilitators were fantastic!"



_LAB

Our drop-in event at Towngate Theatre gave 200+ young people and their families a chance to play with some cutting edge technology, explore how every day tech skills can lead to interesting careers and talk to professionals working in creative tech.

A photography competition during the event saw two talented young photographers win Lenovo tablets.



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_PRODUCTIVITY

Our hosted B2B event focused on productivity and sustainability and explored the practical applications (and implications) of new technologies such as AI for business.

"It is truly exciting and inspiring to think about how business can harness technology for a sustainable competitive edge!"

"The talk by AJ was so good. It's crazy to meet someone whose company made a whole game you can buy and play"

"It was great to see such an informative event like this in the area, especially for the kids and adults."

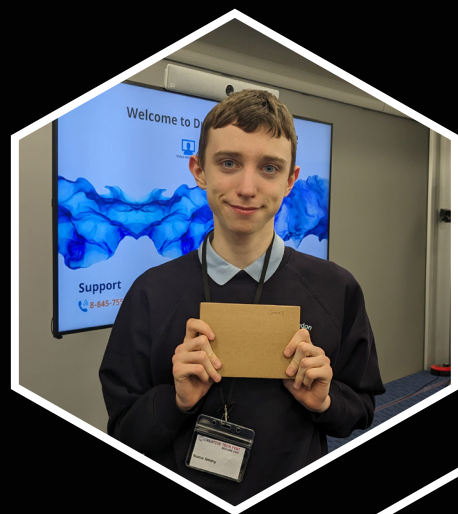
_GREENTECH

This one-day conference for KS3 pupils and their teachers brought together local and national partners from across the education, research and wider STEM sectors to enhance teacher and student understanding of the science and implications of climate change.

It highlighted the challenges we face, along with possible solutions and future technologies that can help.



"It was amazing!"



HEALTHTECH

A partner event from Mid and South Essex Health & Care Academy + USP college brought together a diverse range of employers to demonstrate the rich variety of tech roles within the health sector.

"Another great event today, focusing on opportunities in tech in the health and care sectors. Great to be joined by the likes of Pharmanovia and SYNLAB International"



"The students really enjoyed taking part in the workshops"



CREATIVE TECH FEST BASILDON

WHAT NEXT?

Creative Tech Fest Basildon 2025 will take place in February next year, again taking in Apprenticeship Week and half term.

You can help shape the festival. Do you have an idea to inspire the next generation of creative tech professionals, help local people to build and grow skills, or contribute to a future-focused Basildon?

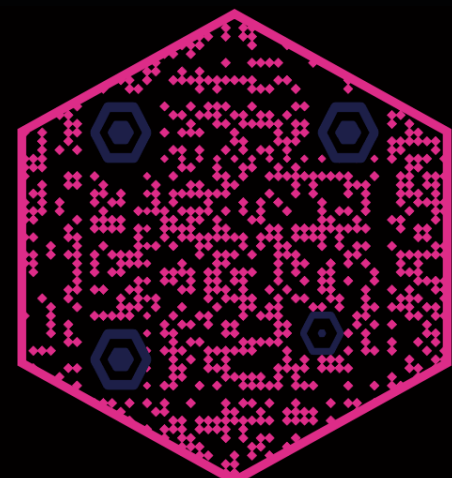
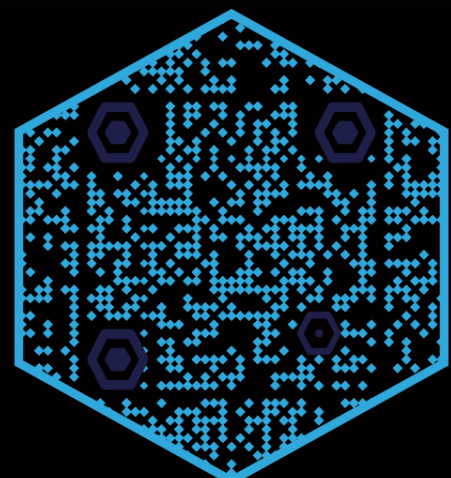
Some ways to [GET INVOLVED](#):

- Run your own event or activity
- Speak or present on a specific topic
- Give tours or talks about your business or role
- Have a stall or exhibit at an event
- Provide a venue for others to use
- Sponsorship and partnership
- Volunteering at events
- Promotion and awareness raising



[GET INVOLVED](#)

[SIGN UP FOR NEWS](#)



Huge thanks to all of our collaborators, partners, sponsors and volunteers.

Here are some of the organisations that made for a fantastic, fun-filled 2024 festival.

Your logo here next year?



"It was an insightful morning, combining networking, demonstrations and talks with these inspiring organisations. It was excellent to engage with receptive individuals, learning more about the future of technology in business, whilst introducing them to the world of New Holland."

New Holland Agriculture

"Basildon Creative Tech Fest is a fantastic way for young people to learn a bit about the future of technology + the amazing career opportunities. So many interesting people and ideas."

Stephen Metcalfe, MP