



Sunderland Business Week

Guidelines for Event Applications

Sunderland Business Week will take place from Monday 12 to Friday 16 October 2026.

Organisations are invited to submit applications to host events during the week. Events can be any size and any target audience, but must be free to attend and delivered in person.

Successful events will be featured on the website and you'll receive branded assets to help promote it as part of the programme.

If you have an idea but not all the details yet, that's absolutely fine! A short outline is enough at this stage, and the team can help you shape timings and fit within the wider schedule.

Event Types

The aim of Sunderland Business Week is to showcase our brilliant city as a dynamic place to do business.

It's for businesses from the city, but also those further afield, held in venues across the heart of Sunderland. In short, it's an inspiring week for people in business, or those thinking of taking an entrepreneurial leap!

Formats are flexible and can take the shape of presentations, panel discussions, fireside chats, networking, workshops and more. That part is up to you!

Event Bookings

In addition to planning and hosting your event, as an organisation you'll also be responsible for managing the booking process. Once confirmed, you will need to provide a booking mechanism for attendees (such as an Eventbrite page) and provide us with the details so it can be added to your event listing on the website. Sunderland Business Week will support your own event promotion by encouraging sign-ups via the website and marketing channels.



Responsible Events

We encourage all events to be welcoming, accessible and mindful in their delivery.

Please consider:

- **Accessibility** – Choose venues that are easy to access and have appropriate facilities wherever possible. Be clear with attendees about any limitations.
- **Sustainability** – Minimise environmental impact by reducing waste, avoiding single-use materials and considering local suppliers or low-impact travel options.
- **Diversity** – Aim for a broad mix of speakers and perspectives that reflect the diversity of the business community.

Review Stage

All submissions will be reviewed to ensure they align with the overall programme. The team will check details are complete, helping to avoid any clashes, before confirming whether your event can be included in the wider programme.

We recommend submitting early to give your event the best chance of being scheduled effectively.

The deadline for submissions is **Monday 1 June.**

If you have any questions, please contact:

events@sbweek.co.uk

<https://sbweek.co.uk/>

