



IDEAS FEST 2026

INVOLVEMENT OPPORTUNITIES

9th-10th September 2026
Champneys, Tring, Hertfordshire

Glastonbury for Business



THE UK'S MOST AMBITIOUS GATHERING OF BUSINESS LEADERS AND ENTREPRENEURS

Ideas Fest is the event that the UK's most driven and curious business leaders and entrepreneurs simply don't miss.

This is not a conference. There are no rows of chairs and PowerPoint slides. Ideas Fest is two days of big thinking, bold conversations, and genuine human connection, set on the grounds of one of the UK's most iconic wellness retreats. It is where people come to be challenged, inspired, and recharged.



IDEAS
FEST

"THE GLASTONBURY FOR BUSINESS."

"THE ANNUAL PILGRIMAGE FOR ENTREPRENEURS."

These aren't our words. They're how the people who attend Ideas Fest describe it to the people who haven't been yet.

A man with a beard, wearing a yellow short-sleeved shirt, a black baseball cap, and blue jeans, is playing steel drums. He is standing in front of a large banner with orange and purple sections and white text. A large white play button icon is overlaid on the image. The background shows a tent structure and other festival elements.

**IDEAS
FEST**

▶ WATCH

SEE IT FOR YOURSELF

Ideas Fest is different.

When 6,000 business leaders and entrepreneurs spend two days together on the grounds of Champneys, eating together, sleeping on site, staying up too late around a campfire, something happens that no conference floor can manufacture.

Guards come down. Real conversations start. Decisions get made.

Your brand doesn't just appear at Ideas Fest. It becomes part of that experience. Part of the memory. Part of the story people tell when they get home.

[Press play to see what that looks like.](#)

WHO ATTENDS IDEAS FEST?

They're not just attendees. They're returners. Year after year, the UK's most driven founders, leaders, and thinkers choose Ideas Fest because nowhere else gives them this.

Early-stage founders come for inspiration. Established leaders come to give back and leave re-energised themselves. Investors come to meet their next great prospect. And everyone leaves with connections they didn't plan.

It really is a rich tapestry.



→ Founders and business owners across every stage and sector

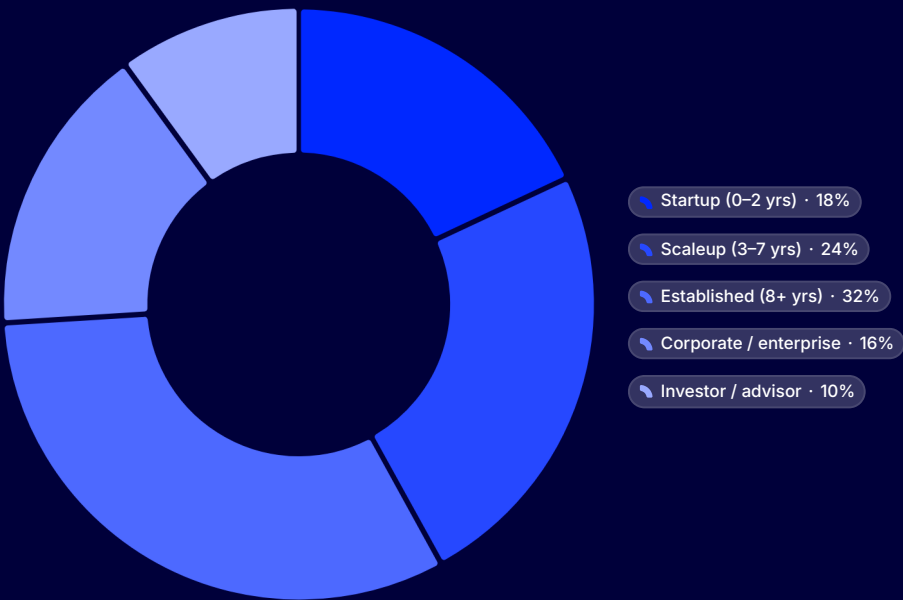
→ Investors, advisors, and ecosystem builders

→ Senior leaders from some of the UK's most recognised brands

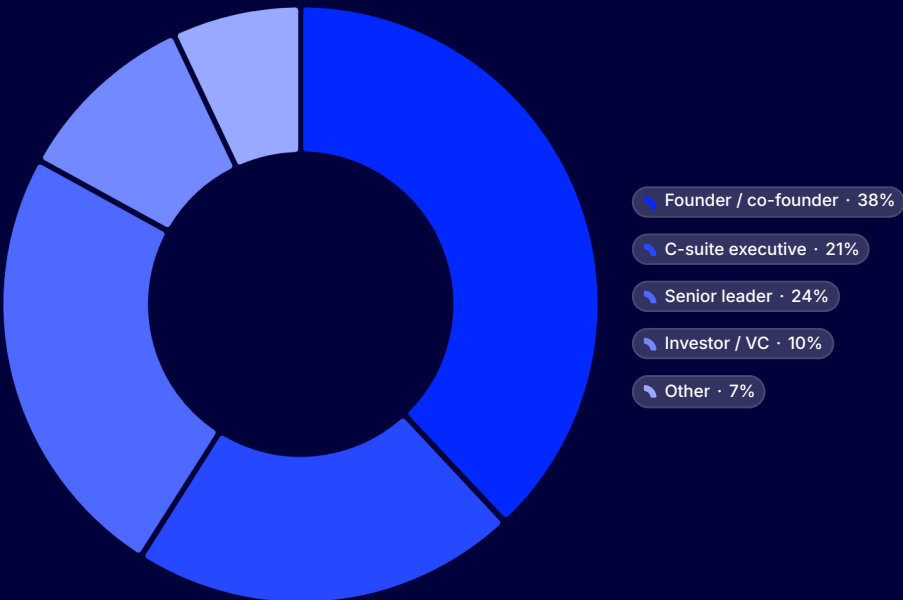
→ A community built over 27 years - loyal, engaged, and influential

ATTENDEE DEMOGRAPHICS AT A GLANCE

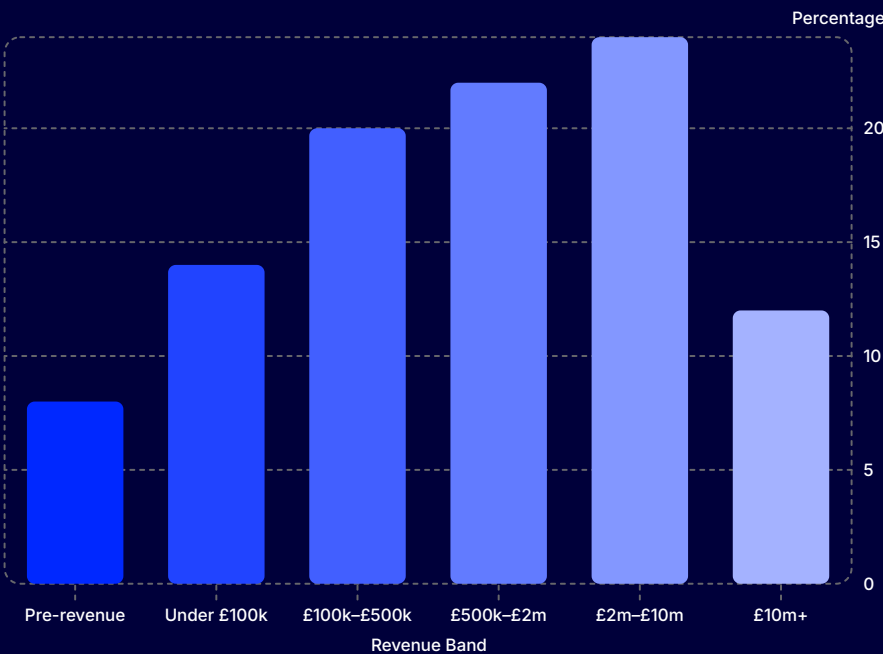
BUSINESS STAGE



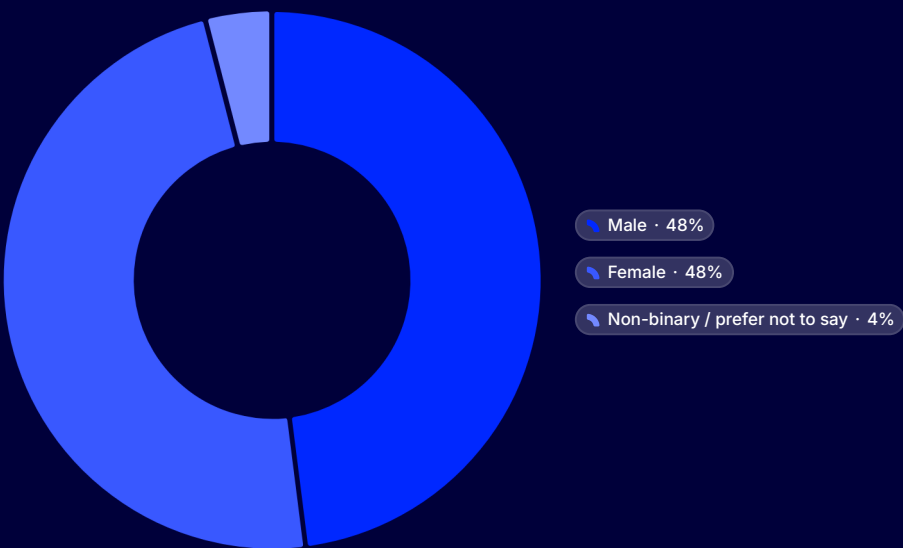
SENIORITY



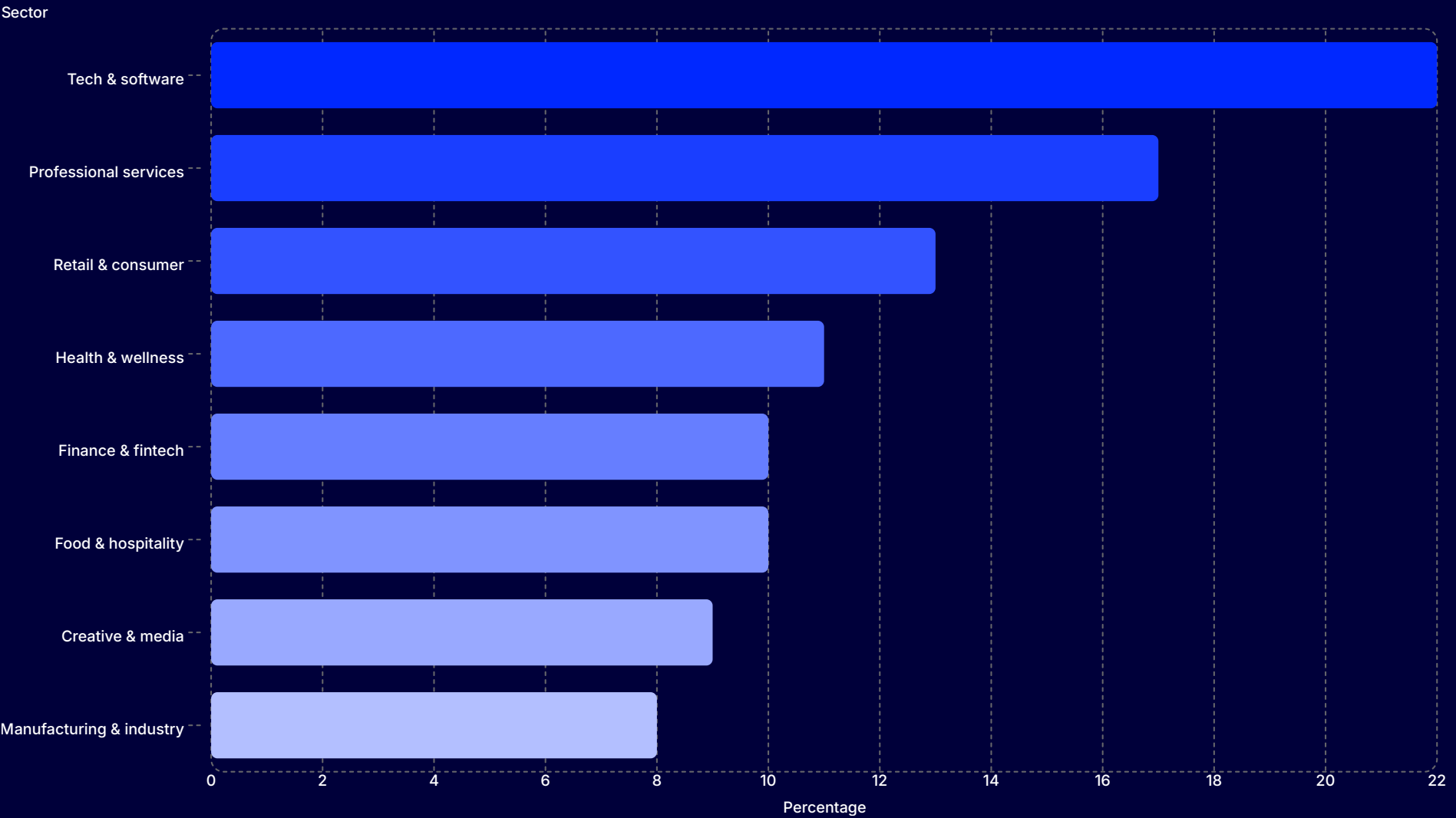
ANNUAL REVENUE BAND



GENDER SPLIT



TOP SECTORS REPRESENTED



This is not just a startup crowd. It is the full spectrum of UK entrepreneurship from day one founders to decade-long builders, all in one field.

IDEAS FEST BY THE NUMBERS

6,000

BUSINESS LEADERS & ENTREPRENEURS
across two days

TWO DAYS

OF IMMERSIVE PROGRAMMING
experiences, and connection

27 YEARS

OF WORKING WITH FOUNDERS
within Ideas Community

But the number that matters most? When we ask attendees what they value most about Ideas Fest, the answer is always the same: **THE COMMUNITY**. The people they meet. The conversations they didn't plan. The connections that change things.



THE ZONES: TWO DAYS OF WORLD-CLASS EXPERIENCES

Ideas Fest isn't one event. It's many, running simultaneously across the site, so every attendee finds their people, their conversations, and their moment.



DREAMLAND

Where big dreams meet the people and ideas to make them real, in partnership with Simon Squibb.



STARTUP VILLAGE

The beating heart of new businesses, where the next generation of great founders will gather.



IDEAS BUILT BY HER

A dedicated dynamic space recognising, celebrating and accelerating women in business.



FOUNDER RECOVERY ZONE

Because we all know that building a business is hard, and looking after yourself isn't optional.



SCALE UP ZONE

For founders who've found their footing and are ready to move fast and scale to the next stage.



INVESTMENT ZONE

Connecting founders with the capital, networks, and thinking to fuel their next stage.



NETWORKING

Structured and unstructured connections woven across the entire two days of Ideas Fest.



FOOD & DRINK

Exceptional food, drink, and the kind of conversations that only happen over a good table.



ENTERTAINMENT

Because the best ideas don't come from sitting still. Ideas Fest is a real festival with all the trimmings.

THE MINDS WHO'VE GRACED OUR STAGE

Ideas Fest consistently attracts an unparalleled lineup of thought leaders, innovators, and inspiring personalities.

These are just some of the brilliant minds who have shared their insights and challenged perspectives at our event:

- **Michael Acton Smith OBE** — Co-Founder of Calm; entrepreneur and author
- **Steven Bartlett** — Entrepreneur, investor, and host of Diary of a CEO
- **John Caudwell** — Billionaire entrepreneur and philanthropist; founder of Phones 4u
- **Louise Hill** — Co-Founder and COO of GoHenry; fintech pioneer
- **Joanna Jensen** — Founder of Childs Farm
- **Piers Linney** — Entrepreneur, investor, and former Dragon's Den panellist
- **Kate Muir** — Journalist, filmmaker, and leading voice on women's health
- **Pauline Paterson** — Founder of Dr. Paw Paw
- **Daniel Priestley** — Entrepreneur, author, founder of Dent Global
- **Simon Squibb** — Entrepreneur, investor, and founder of HelpBnk; known for funding people's dreams
- **Rory Sutherland** — Vice Chairman, Ogilvy; behavioural economist; TED speaker
- **Davinia Taylor** — Actress, wellness entrepreneur, and author
- **Jo Tuchener-Sharp** — Founder of Scamp & Dude
- **Ruby Wax OBE** — Comedian, mental health advocate, and bestselling author



Our commitment to curating diverse and impactful voices ensures attendees gain fresh perspectives and actionable strategies from the very best.



**IDEAS
FEST**

A REAL FESTIVAL

Forget sterile conference halls and endless PowerPoints. Ideas Fest redefines the business event experience, transforming it into a vibrant festival. Imagine stimulating conversations amidst live music, delicious food, and a relaxed atmosphere that encourages genuine connection.

Our attendees don't just attend; they immerse themselves, staying from dawn till dusk, forging relationships and sparking innovation in an environment built for fun and learning. It's where the real magic happens.

BEYOND THE FIELD: HOW YOUR BRAND TRAVELS

Ideas Fest doesn't stay in a field in Hertfordshire.

The Ideas Community's programmes generate year-round media coverage, social reach, and editorial presence across the UK business press.

When you partner with Ideas Fest, your brand appears not just on site, but in the stories that get told afterwards.

SOCIAL REACH

The Ideas Community's audience doesn't just attend, they post, share, and tag.

Ideas Fest generates thousands of organic social moments across LinkedIn and Instagram, from arrival through to the final morning.

Speakers share their sessions. Attendees share their experiences. Partners get tagged. Your brand doesn't just appear on a banner. It appears in the feeds of the people your banner is trying to reach.



YEAR-ROUND PRESENCE

Ideas Fest is two days. The Ideas Community is 365.

When you partner with Ideas Fest you step into an ecosystem that is active all year through the Great British Entrepreneur Awards, UK StartUp Awards, UK Fast Growth Index, and Great British Industry Awards.

Five programmes. Thousands of finalists.



CONTENT & EDITORIAL

Every session, every keynote, every conversation at Ideas Fest is content.

Speaker clips, highlight reels, behind-the-scenes moments, and attendee interviews all feed a year-round editorial programme that keeps the Ideas Community front of mind long after September.

Partners are woven into that content, not as an afterthought, but as part of the story.



WHAT HAPPENS ACROSS TWO DAYS



KEYNOTES & PANELS

Across multiple stages and zones



CURATED EXPERIENCES

Covering every dimension of business growth



INVESTMENT STRAND

A dedicated investment programme



EVENING PROGRAMME

Pub quiz, campfire, drum circle, poker tournament, cheese and wine pairing, laughter yoga, and more



ON-SITE ACCOMMODATION

Glamping and hotel rooms – so the conversation never has to stop



DESIGNED TO BE TALKED ABOUT

Long after the event ends

CONFIRMED PARTNERS FOR IDEAS FEST 2026

We're proud to have outstanding partners already on board:

We'd love to find the right home for your brand within the programme.



We're proud to have outstanding partners already on board:



HelpBnk



Implement AI



Join Talent



KitchenAid



Sherbet London & Sherbet Media



Supplied Agency



Xero

THE VENUE: CHAMPNEYS, TRING, HERTFORDSHIRE

Champneys is one of the UK's most celebrated wellness retreats.



For sponsors, this environment is everything.

People are relaxed, open, and present in a way that a conference centre or hotel ballroom simply cannot replicate.

Conversations that matter happen here.



BEYOND BUSINESS: ENGAGING THE WHOLE LEADER

Ideas Fest recognises that today's business leaders are multifaceted individuals, passionate about far more than just their bottom line.

They are ambitious people with diverse interests, creating unique opportunities for partners to connect on a deeper level.



HEALTH & WELLBEING

Inspiring vitality and resilience for peak performance.



TRAVEL & EXPLORATION

Fuelling new perspectives and adventures globally.



FINANCE & INVESTMENT

Securing futures and fostering personal wealth growth.



FAMILY & LIFESTYLE

Balancing professional success with personal fulfilment.



FUN & RECREATION

Celebrating life and making memorable connections.



PERSONAL DEVELOPMENT

Striving to achieve excellence in every facet of their lives

Partners can align with these passions, offering experiences and solutions that resonate with leaders' full lives, creating memorable and meaningful interactions far beyond the traditional business card exchange.

IDEAS FEST

FESTIMONIALS

“

"Ideas Fest is my favourite business event, it reminds me of an early South by South West"

Michael Acton Smith |
Founder, Calm

”

"Ideas Fest is literally outstanding in its field"

Oli Barrett | Serial
Entrepreneur &
Connector

“

"I met the most brilliant people at Ideas Fest!"

Ruby Wax |
Comedienne

”

"The Best Business Event I Have Ever Been To!"

Alex Hughes | CEO,
Inspire 2 Ignite

”

“

"GLASTONBURY FOR BUSINESS"

Steven Bartlett, Diary of a CEO

”

”

”



PARTNERSHIP OPPORTUNITIES

PARTNERSHIP OPPORTUNITIES

We offer partnerships at every level, with every package meticulously crafted around what you want to achieve, not just what's on a shelf.

 COMMUNITY COMMUNITY PARTNER £750 to £4,500 That could include: • An exhibitor stand • A welcome pack insert reaching all 6,000 attendees • Networking Zone sponsorship • Workshop or session ownership	 PREMIUM PREMIUM PARTNER £5,000 to £12,500 That could include: • A premium exhibitor presence • The opportunity to build your own hosted space with agenda • Digital and content partnership	 MAJOR MAJOR PARTNER £15,000 to £45,000 That could include: • Zone naming and activation (e.g., Startup Village, Investment Zone) • Secondary Stage sponsorship • Investment Strand partnership • Glamping Village naming rights	 GOLD GOLD & HEADLINE PARTNERSHIP £50,000 to £100,000 That could include: • Stage naming rights • Title Sponsorship (Ideas Fest presented by [Your Brand]) • Headline Evening Event ownership
---	--	--	---

ANNABELL DEARLING

Partnerships, Ideas Community

annabelle@ideasforums.com

Annabelle will build something truly bespoke, tailored to your objectives, not just what's on the list.

[Book a call to discuss](#)



THE IDEAS COMMUNITY: 27 YEARS OF COMMUNITY & TRUST

Ideas Fest sits at the heart of the Ideas Community ecosystem, built over 27 years.

Our programmes reach the length and breadth of the UK:



**THE GREAT BRITISH
ENTREPRENEUR AWARDS**

[EXPLORE](#)



**THE UK
STARTUP AWARDS**

[EXPLORE](#)



**THE UK
FAST GROWTH INDEX**

[EXPLORE](#)



**THE GREAT BRITISH
INDUSTRY AWARDS**

[EXPLORE](#)

That's thousands of founders, finalists, and business leaders who already know and trust the Ideas Community name.

When you partner with Ideas Fest, you step into that relationship.