Invitation to quote for promotional and conference content to support VentureFest North East

Innovation SuperNetwork (ISN)
November 2020

VentureFest is the North East's innovation conference. A longstanding date in the business calendar-as a physical event, VentureFest attracts almost 800 delegates. In 2020, the event will be brought to delegates entirely online!

As Coronavirus continues to impact our daily lives, we have taken the decision to bring the event to delegates digitally. Now, more than ever, businesses need to connect, collaborate and innovate in order to remain resilient. VentureFest is all about building on those connections, so we are bringing the scale, ambition, and buzz of a live event to hundreds of businesses and entrepreneurs online.

To support the delivery of VentureFest we are procuring content creators to help us bring the programme to life, both in advance, and as part of the programme content.

In addition, we are also recruiting support in developing a platform to deliver VentureFest online. Successful bidders will be part of a 'team' to help us deliver the event with the impact and ambition it is known for.

VentureFest North East will take place on 17 March 2021.

Requirements

Our aim is to ensure there is dynamic and interactive content in every session. We are working on the programme currently, but it will likely include the following:

- Keynotes (morning & afternoon)
- Workshops and Innovation Challenges
- Partner Exhibition
- Innovation Showcase (a celebration of Innovative SMEs)
- Networking
- Access to finance pitch event

In relation to the platform used to deliver the event, we are looking at specific functionality[i], should this support your thinking around how content can animate the conference.

1. We are seeking content-creators to provide a menu of potential content solutions and costs. Successful bidders will be invited to join our programme development discussions where we will co-design the programme with input on which content will best animate or support a session within the delivery platform.

   Content could include the below, but we are also open to suggestions:

   - Edited pre-recorded video, including talking heads.

- Animation.
- Dynamic presentations (potentially using Prezi, or similar software).
- Infographics or other downloadable content.
- Social media content to engage audiences with the event, both in advance of and during the event.
- Website plugins (VentureFest is profiled via www.SuperNetwork.org.uk, which is hosted on Wordpress).

2. In addition, we would also like some evergreen content to be produced alongside the VentureFest branded work. This would help to explain some of our core programme work, specifically work with Key Clusters and Access to Finance. This would be branded as SuperNetwork but could be used to support pre-promotion of VentureFest. This content could include:

- Social media template cards
- Animations
- Infographics

Responses:

Responses should be no longer than two A4 pages and should briefly summarise:

- The potential content options you could develop to support the VentureFest.
- Highlight similar experience
- Capacity & availability to deliver within the timescales
- Quote for services, including day rate.

Timeframe

The event is on Wednesday 17 March 2021. All content to support sessions should be finalised and signed off by 03 March 2021.

Deadline for quotation: Friday 27th November

Appointment: No later than 11th December

Budget

Our aim is to ensure a quality platform which enhances the event experience for attendees. We are currently working with a **5K budget (excl. VAT)** for the development of content.

Value for money is an important criterion in selecting the successful provider.

Questions

If you have any questions, please contact Shelley Armstrong, Communications Manager at Innovation SuperNetwork – Shelley@SuperNetwork.org.uk / 07789810553.

- [i] Registration that integrates to Eventbrite and imports current registrations, adhering to GDPR
- Branded welcome page with agenda and features to navigate through the event
- Main stage for keynotes
- Workshop rooms to run as parallel sessions
- Virtual exhibition
- Searchable directory of delegate profiles
- Networking in different sized groups
- Post event reports detailing a timestamped log of each delegate's activity alongside their registration data
- Access to the conference session recordings post-event
- Live presentations available to watch on demand immediately
- Delegates to select their own breakouts within the workshop rooms
- The front end should be clean, well presented and fully brandable
- Enable delegates on a journey e.g. build their own agenda, identifiable themed strands
- Innovative solutions for an interactive exhibition
- Possible further ways to connect delegates: QR codes that link to LinkedIn profile, interactive video wall, an opportunities posting board
- Social media integration
- Randomised and pre-assigned networking options
- Ability to make 121 appointments with other delegates and swap contact details