

eventuk's the next big thing

REQUEST FOR INFORMATION (RFI)

exclusive
to Confex Group clients

CONFEX GROUP

the next big thing 2010 regional heats

Following the phenomenal success and continued growth of Event UK's The Next Big Thing competition, the third edition will see an increase in the number of live heats. Due to popular demand we are planning up to 4 live heats around the UK and, as we understand this is a popular opportunity, we would like to give all our Confex Group clients the opportunity to pitch to host one of the events.

the brief

We are looking for 4 official hosts of The Next Big Thing 2010 Regional Heats. These 4 hosts may be venues, associations or destinations (or collaboration). The heats need to take place between April and August 2010 (inclusive). How little or how much you can put into the heat is up to you; however this is your time to shine in front of an audience of event organisers. Those who seem to be surpassing the brief are most likely to be successful in achieving the hosting rights.

The host must provide a venue for the heat (within the UK) and organise the heat as an event to a high standard following the guidelines provided. The host should promote the competition to its region and encourage acts to take part (advice and assistance can be provided) and also invite local event organisers through what ever means are appropriate/available. The host should also attempt to engage local press.

The event should last approximately 2 hours and should take place on a weekday evening. The format of the heat will be standardised to ensure the competition is fair, Event UK will provide a host, some signage, interactive voting equipment and one of the three or four judges. Staging, AV, invites, badging, F&B, two or three of the judges and any other sundries must be supplied/sourced by the host.

A full brief will be provided once the hosts are selected which will include guidelines on promotion, selection of performers and judging process. There will also be a member of The Next Big Thing team providing assistance and advice during the run up to the heat and at the event.

the benefits

Event UK will assist with the promotion of your heat, promoting to a regional selection of the 100,000 strong database of event organisers. Details of the heat and the host will be on the Event UK website and be included in all appropriate press releases.

The guest list and applications to attend will be managed by the host, therefore all data may be retained and used by the host for future promotional purposes.*

The format of each event will allow the host to deliver a short presentation to the audience of event organisers about themselves so whether you are a new venue, looking to build a new association chapter or want to cement your position as one of the most innovative and forward thinking event companies in your region this is an opportunity for you.

The host will be able to select some of the judges, which may include key influencers (either from the events industry or outside it) in your region. You may want to invite local press or stakeholders.

The host will receive branding at The Next Big Thing Final at Event UK. A promotional show reel will be played about the host prior to the finalists from that region performing.

The host will receive branding and imagery in The Next Big Thing show reel post event. The video will be included on the Event UK website, Confex Group TV and YouTube and promoted to the database and distributed to media.

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Should a finalist from your regional heat win the competition, you will be referenced on all press releases, on the website and wherever else the information is reported.

The competition is supported by the leading industry publication, *Event* magazine and last year coverage spanned the whole summer with regular reports on www.event-magazine.co.uk and in the printed magazine.

conditions

- ★ *All data collected must adhere to the data protection act, it must be clear what the host will use the data for and an opt out option given
- ★ The heat must be free to attend/participate in for all however the host will approve the guest list and performers
- ★ The amount of complimentary Food & Beverage supplied is at the discretion of the host but will be considered during the selection process
- ★ The Next Big Thing branding is to be used in all promotional material produced by the host and brand guidelines adhered to
- ★ The Official Next Big Thing Sponsors to be given branding and acknowledgement (currently Sternberg Clarke, IML and *Event* magazine) at the heat, signage will be provided
- ★ Event UK organisers and sponsors of The Next Big Thing must be permitted to attend the event, a member of The Next Big Thing team will also assist with the smooth running of the event
- ★ No costs are chargeable to The Next Big Thing, likewise The Next Big Thing will not charge for hosting rights of the heats or the benefits detailed above

application process

Applications will be reviewed at the launch of The Next Big Thing competition at International Confex 2010 on stand R322. Written applications should be submitted by 5th March to the contact details below. A short interview will be arranged with a member of The Next Big Thing team to discuss your proposal in more detail on the stand during Confex 2010 (February 23rd-25th Earls Court, London). If you are unable to attend an interview in this time or send a colleague in your place, your written application will still be considered. A decision will be reached by 12th March and all applicants will be notified shortly after.

For the written application please answer the following and email to the contact details below:

- ★ Proposed host
- ★ Region/venue
- ★ When (Please suggest some specific dates)
- ★ Capacity (anticipated size of audience)
- ★ What promotion will you do (please detail how you will encourage performers to enter, how you will invite your audience of event organisers, and what PR you may do – 300 words max)
- ★ What you will be able to provide at the regional heat event
- ★ Why you deserve to host a Next Big Thing Regional Heat (300 words max)

contact details

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Thank you for your consideration of this exciting industry event and we hope to hear from you soon.

Kate Disley, Group Marketing Manager
Confex Group, UBM Information

information

Confex Group is the umbrella brand for an events industry portfolio that covers the following events and support products & services; Event UK, International Confex, venuefinder.com/blue&green.

Confex Group provides organisers with a wealth of information and opportunities to obtain venues, products, services, ideas and advice on every aspect of running an event. Likewise to provide exhibitors/advertisers with a varied and complementary route to market that can be tailored to a supplier's individual requirements.