



## **Event Management Tender for Festival Congress.**

**Organisation:** The Association of Independent Festivals (AIF).

**Title:** Event Producer- Festival Congress.

### **Summary:**

#### **The Association of Independent Festivals (AIF).**

Founded in 2008 by Bestival's Rob da Bank and his Manager Ben Turner, AIF is the UK's leading festival trade association, representing over 50 of the UK's most successful and creative festivals. Our membership ranges from 1,000- 75,000 capacity events including the likes of Bestival, Secret Garden Party, Shambala, 2000Trees, Barn on the Farm, Kendal Calling, End of the Road, Isle of Wight Festival and many more.

The key focus is on assisting the individual businesses of our members and the overall needs of the sector. AIF creates a national network of leading independent promoters, organising member meetings so that festival organisers can take the temperature of the industry and exchange knowledge and insight. In addition, we offer various forms of business affairs support and development to members, including financial health checks, a mentoring scheme and legal advice alongside a range of training and networking opportunities. Exclusive supplier deals are also offered to AIF members through the 'Friends of AIF' scheme.

The third key aspect of our work is campaigns and initiatives, representing and lobbying to Government on national issues affecting our members and

delivering impactful public facing campaigns. Find out more on our website-

<http://aiforg.com/>

### **The Festival Congress:**

Launched in 2014, the Festival Congress is AIF's annual flagship event, connecting the promoters of today to the promoters of tomorrow. In 2014, the event attracted over 250 delegates to Cardiff, Wales for a two-day sold-out industry conference and evening celebration- this was the largest gathering of independent festivals to ever take place. The event is a unique opportunity for AIF members and their teams alongside the wider industry and those interested in the industry to connect and shape the future festival landscape. The event is now a fixture in the festival conference calendar, with key partners including the Welsh Government, the British Council, UK Music, Britain for events and numerous commercial partners.

The event is scheduled to take place again in Cardiff in 2015 and 2016.

In 2015, the two-day event will include a series of panel discussions, presentations, talks and workshops within various spaces at the Welsh Millennium Centre (WMC) on the 5<sup>th</sup> and 6<sup>th</sup> November 2015 in addition to evening celebration events.

The conference will feature approximately 50 industry guest speakers over two days, exploring the key issues facing the sector with an incredibly progressive agenda and format.

The evening celebration will include the Festival Congress awards (which includes an informal dinner) at a separate venue to the WMC, which is to be confirmed. In addition, there will be several live showcases from emerging artists from the Horizons programme. Please request Appendix 1 during application for a complete provisional event outline and schedule.

## **Key functions and objectives of Festival Congress Event Producer:**

To produce a detailed Event Management Plan (EMP) for the Festival Congress. This will include, but will not necessarily be limited to:

- Event processes- including organisational, staffing and programming schedules.
- Risk assessment (s).
- Security and stewarding plans.
- Emergency procedures.
- Event communications procedures- both internal and to audiences.
- Licensing, insurance and site considerations.
- Traffic, transport and parking considerations.
- Noise, environmental and weather considerations.

To effectively deliver all elements of this plan in consultation with the executive team at AIF.

To be responsible for delivering the logistics and technical production of the two-day conference, celebration event and live showcases in Cardiff.

Liaising with all key parties, including the AIF team, event partners, sponsors, exhibitors and suppliers to ensure that communication is clear, accurate and systematic.

To manage the event working to a pre-agreed operational budget, reporting to the General Manager of AIF on a weekly basis and delivering accurate flash reports where necessary.

To oversee the work of an apprentice in Wales, who will assist with the

planning and coordination of the event.

To secure production equipment and personnel, working within clear budgetary parameters and maximising opportunities for cost savings.

Speaker liaison: Advancing all production and logistical information regarding the Congress to key parties, including approximately 50 speakers and guests, including (but not limited to) all transport and accommodation arrangements.

To attend and where relevant lead on event planning meetings, both in advance of the event, onsite and during the debrief period.

To work alongside the AIF Congress Sponsorship contractor to coordinate with sponsors and exhibitors, facilitating agreed activation requests onsite according to the direction of the Consultant and the AIF Executive Team.

To fulfil evaluation requirements for funders including an evaluation report for the Welsh Government- This includes an event report including explanation of how targets were achieved, using the 'Events Impact' calculator to demonstrate economic impact and representing at all event debrief meetings.

Compiling invoices and preparing additional financial information that will contribute to the annual audit of the event.

### **Key Objectives:**

The overall objectives (in no order of relative importance) of the proposed contractor will be:

- To successfully plan and deliver all areas of event management ensuring a smooth running and professional event throughout the weekend.
- To act as a central point of contact for event management and production, ensuring clear and accurate lines of communication to all parties.

- To manage the event team, taking a flexible and professional approach to problem solving, both onsite and in the build up to the event.
- To maximise cost savings, working to clear budgetary parameters.
- To maintain (and where relevant, establish) effective reporting structures across the event, delivering according to the EMP.

**Timeframe:**

May-November 2015. Estimated two days a week plus additional days onsite at the event.

Fee: £8,000.

**Contact:**

To register interest, please send a response to this tender to Paul Reed at AIF before the deadline of **Monday 20<sup>th</sup> April 2015**.

To discuss the tender in more detail, please contact the AIF office on 020 8994 5599 (ext 2) or email Paul – [paul@aiforg.com](mailto:paul@aiforg.com) before the cut off point of 5pm on **Friday 17<sup>th</sup> April**.

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To find out more about AIF and the Festival Congress, go to [www.aiforg.com](http://www.aiforg.com) 2014 event: <http://aiforg.com/initiatives/festival-congress/>