

Appendix 5: Innovate UK 2015 event, 9 & 10th November 2015, Old Billingsgate, London

Background

Innovate UK 2015 is Innovate UK's flagship event of the year, and is a 50/50 partnership with UKTI. We are looking for the successful agency to help shape the marketing and media strategy; support the development of key messages; provide content for delivery in offline and online channels, and extend the reach of the content through earned and paid for opportunities.

The successful delivery of the media and marketing element of Innovate UK 2015 will be carried out through close partnership with our event production company GTi (Grant Thornton Innovision).

About the Event Hosts

Innovate UK is the UK's & the government's innovation agency and exists to support businesses in developing their innovative ideas into profitable products and services. The aim is to generate UK economic growth. We were established as an arms-length Government body in 2007, and have a wide-range of examples of our impact on UK business. For more information see www.innovateuk.gov.uk. Having rebranded in summer 2014, over the next 18 months we will be focusing on telling our new brand story externally.

UKTI works with UK based businesses to ensure their success in international markets through exports. They encourage and support overseas companies to look at the UK as the best place to set up or expand their business. UKTI is a non-ministerial department.

<https://www.gov.uk/government/organisations/uk-trade-investment>.

Event overview

This year's event takes place on the 9th & 10th November at Old Billingsgate in London. The URL is www.innovateukevent.com

- The event is the biggest multi-sector, multi-community innovation event in the UK. Co-hosted by Innovate UK and UKTI, it brings together 3000+ high growth UK businesses, international investors, government and academia.
- The aim of the event is to stimulate innovation, trade and inward investment by showcasing new ideas and technologies, highlighting innovation opportunities and trends, enabling new partnerships and technologies and connecting resources with those who need them - driving business growth through the development and commercialisation of new products and services.
- The event is a condensed version of what Innovate UK and UKTI do all the time, to achieve their goals of heightened innovation and increased trade and investment. Our aim is for the impact of the Innovate UK event to last for months if not years - far beyond the live days on which it happens.
- This year Innovate UK 2015 will be part of UKTI's Export Week, a series of events aimed at businesses looking to start their export journey or investigate how to increase their international business.
- Innovate UK has been held annually since 2007, with two days of networking opportunities, top class inspirational speakers from business, academia and the wider innovation ecosystem, with the very latest UK innovations on show
- In terms of themes, the event links together the government's Industrial Strategy, Eight Great Technologies, the Great Campaign, Export Week and Innovate UK's 15 innovation priority areas.

Event Audience

3,000+ attendees from across the global innovation landscape including the energy, healthcare, transport, HVM, materials, biosciences, agrifood, space and digital industries will attend Innovate UK 2015.

The audience profile will comprise:

- 40% UK Innovators (High Growth, high potential SMEs) export ready / export active companies
- 15% UK Large Innovators and Supply Chain
- 10% UK Financial and corporate investors
- 15% UK Support Providers (e.g. Research Councils, IP advisers)
- 10% UK Academia
- 7.5% International Delegation
- 2.5% Media

At the event, the audience may take on one or more of the following roles:

- Attendee
- Invited exhibitor
- Commercial sponsor/exhibitor
- Speaker
- Government partner/senior stakeholder
- Press
- International visitor

Innovate UK 2015 Event Objectives

- Stimulate UK economic growth by supporting innovation in high growth, high potential businesses
- Rebalancing the UK economy by creating overseas export opportunities and high quality inward investment
- Position Innovate UK and UKTI as the lead government organisations in the areas of innovation, trade and investment
- Generate a potential £8 million in new business for innovative UK companies
- Attract 1,500 unique, paying visitors to the show
- Generate total revenue from the event of £400,000 (ex VAT) to offset costs for Innovate UK and the UKTI
- Raise business awareness and encourage take-up of the innovation help, tools and mechanisms available from across the spectrum of Government. Target: 70% of the event audience feel more informed of the tools available, and 30% intending to make use of them

Agency Requirement

Strategy

We are looking for the agency to develop a comprehensive marketing & media campaign strategy to help promote and deliver the event objectives for Innovate UK 2015. The strategy should include ways in which we reach new audiences for the event through the use of media partnerships and working with intermediaries in on and offline channels. During last year's event we made heroes of exhibitors and guest speakers and believe a similar approach will be valuable for this year's campaign.

The agency will be required to develop a strong relationship with our in-house communications team to help shape the strategy and deliver against the agreed objectives, and to support the monitoring reporting of activity – analysing what is working and providing guidance where necessary.

We are looking for an agency that can set clear milestones and develop the processes for the marketing and media campaign and work with the various event partners, hosts and event production agency to help deliver a smooth event.

Content

The agency will be required to create content for on and offline marketing and media channels.

This may include helping the in-house team to develop visual content, video and imagery, and editorial to sell key stories to the press in the run up to and during the event, and for use in digital channels – social, web and email.

This content needs to be aligned to the existing event brand creative and the GREAT campaign and complement the brands of the host partners.

The agency will be required to deliver the creative message, artwork and production of collateral on time and within budget.

Marketing

We require the agency to support the acquisition of the UK and international delegates to ensure that we reach our targets of 3000 attendees, of which 50% will be paying attendees. The agency will also support the engagement of non-attendees through digital channels.

The agency will be required to understand and support the reach to audiences through existing owned channels including databases, websites – primarily on GOV.UK, and in social media channels. Where delivery of messages is through email and social media, we will deploy our owned channels at UKTI and Innovate UK.

The agency will be required to identify and work with online and offline media and marketing intermediaries to extend the reach of the event to new audiences. We are looking for creative solutions that maximise our budget at all times.

Media

We expect the agency to:

- Explore options for a headline national print media partner and a headline international broadcast media partner (this could be the same partner) that is heavily engaged in the creation and promotion of the event.
- Explore options for other media partners and event listings that ensure exposure of the event
- Work with the in-house team to support their work to target journalists to invite to the event and driving press attendance.

- Develop and distribute a toolkit of resources (media lists, template paragraphs and boilerplates etc) enabling exhibiting and speaking companies to maximise their own media outreach.
- Create and management of an approval process (acting as a clearing house) for these exhibitor press alerts and releases.
- Act as a liaison between the companies and Innovate UK/UKTI for any quote or interview requests, for their company media tools.
- Generate media coverage for most impressive/newsworthy exhibitors in the run up to and during the Innovate UK event – including interview liaison.

Digital:

We recognise that the on and offline channels need to work together. Specifically to digital channels we are looking to the agency to support the following:

- Drive traffic to UKTI and Innovate UK websites in the weeks leading up to and immediately post the event by 20%
- Position Innovate UK and UKTI as central to the innovation landscape, leveraging the event to attract wider media coverage and social media impact, measured by the trending position on twitter (from 6th in 2014 to 5th in 2015) and a perception survey post the event
- Grow digital engagement numbers by 25% to 18,500 in 2015, including 6,000 webinar views and 10,000 over social media (Some of this activity will be designed to run post event so as not to deter attendance during the exhibition)
- Build relationships between Innovate UK, UKTI and the online innovation community to encourage ticket sales, but also to generate wider awareness of Innovate UK and UKTI's products and services.