

Drat Specification

The UK Space Agency wishes to hold the fifth UK Space Conference in 2019. It will act as the underwriter for the conference and wishes to appoint the Event Manager/Supplier.

1. Background

The UK Space Conference is held biennially and is led by the UK Space Agency on behalf of the whole UK space community.

The previous UK Space Conferences were held on 4 - 5 July 2011 at Warwick University, 15 – 17 July 2013 at Glasgow SECC, 13 – 15 July 2015 at ACC Liverpool, and 30 May – 1 June at Manchester Central.

	2011 Warwick	2013 Glasgow	2015 Liverpool	2017 Manchester
Delegates per day	500	650	950	1200
Gala Dinner	400	500	550	550

In 2017 there were over 100 exhibitors, using a floor space of over 4000 m².

The UK Space Conference brought together the space community for an in-depth discussion on the state of the space sector around the UK. The conference presented a platform for government, industry and academia to engage with each other and with the wider public, as well as with delegates from across the world.

It enabled dialogue and exchanged information between government, industry and the academic community, and highlighted the connections between the space sector and other sectors in the UK economy.

The UK Space Conference had a varied programme, with a platform for policy announcements, industry priorities and perspectives, as well as key innovations and research outcomes that will help shape the sector. The conference also enabled the community to engage with the UK Space Agency.

The UK Space Conference succeeded by:

- linking industry, academia and the public sector by acting as a networking hub to increase collaborative working
- providing an opportunity for students to learn about space career prospects which will enable industry to recruit motivated and skilled people
- increasing knowledge at all levels on national space policy and the UK space programme
- showcasing UK excellence in the space sector to the wider public
- helping demonstrate the UK's global leadership in the space sector and providing opportunities for international collaboration and investment

2. Description of Event

Following the success of the 2017 event and strong delegate feedback, it is planned that the 2019 event will be run over three full conference days with a mixture of plenary and parallel/workshop sessions, coffee breaks and buffet lunch for a minimum of 1,200 delegates per full day. There will be a substantial exhibition to manage. A drinks reception will be hosted in the exhibition area on the first conference evening and a gala dinner at the end of the second full day. We will also be hosting an outreach element to the conference which is likely to involve local schools.

This format however is subject to change, we would expect a workshop to be facilitated by the Event Manager to assist with shaping the format and content of the conference.

Date of Event

July 2019 (date to be confirmed)

Objectives of the Conference:

- To bring together representatives of the whole UK space community to build links, share opportunities and address mutual concerns
- To provide a high profile platform for policy announcements, industry priorities and perspectives and key innovations and research outcomes
- To increase knowledge at all levels on national space policy and the UK space programme
- To demonstrate global leadership and opportunities for international collaboration and investment

Organisation

An Organising Committee, composed of representatives of the key stakeholder groups within the UK space community, will be responsible for overseeing all aspects of the conference.

It will appoint:

- Supplier (to be selected via the procurement process carried out after the Early Engagement day has taken place) to carry out the work detailed in this document on its behalf
- A Programme Committee which will be responsible for the content of the conference including choice of topics and speakers
- Other working groups as necessary

Funding

Event to be funded by delegate fees, sponsorship and charges for exhibition stands. The initial fixed costs of the venue hire shall be underwritten by the UK Space Agency, but other costs (including the Event Manager's fee) shall not and hence must be covered entirely by the income from delegates, sponsors and exhibitors.

Location

To be confirmed – it will be in the UK. Site visits are underway

Delegates

1,200 delegates per day (minimum, with around 1400 individual delegates in total)

3. Tasks

The roles and responsibilities of the Event Manager are listed below. These may be subject to change as plans evolve.

The Event Manager will report to the Chair of the Organising Committee appointed by the UK Space Agency and they will attend all Organising Committee meetings. Reports will be provided to the Organising Committee as required, including regular finance statements. The Event Manager will work closely with the Conference Project Manager who is a member of both the Organising and Programme committees and will be your first point of contact for day to day decisions.

4.1 Pre-Event

- **Project management**

Prepare and continually update project management documentation, including a comprehensive project plan, lessons learned log and report, risk and issues register and end of project report. Highlight concerns and variances as they arise. Provide a secretariat for Organising and Programme Committee, minute meetings, liaise with the Project Manager regarding the content of the minutes and the progress of actions. Minutes to be produced within 5 working days of the meetings.

- **Promotional material**

Design a series of recruitment flyers and notices (electronic and hardcopy) and promulgate. Provide to UK Space Agency, Organising and Programme Committees and other partners to email their contacts direct.

Co-ordinate mailings (electronically) to all members/contacts of partners involved in the event as determined by the Organising and Programme Committees. Liaise with the relevant marketing teams of the partners in order to advertise the event on all websites with a link to relevant websites with joint usage of logos.

- **Press management**

Liaise with press and journalists (in conjunction with UK Space Agency Comms team) to ensure good coverage of event, before, during and after conference. Prepare press packs and briefings. Organise interviews during the event as required.

- **Social media**

Develop and implement a social media campaign throughout the lead-up to the conference, onsite and post event.

- **Conference App (TBA if funds allow)**

Develop and manage a conference app to include the agenda, speakers, exhibitors and parallel networking activity.

- **Photography and Filming**

Organise and brief a photographer to capture all three conference days and networking events. Organise a videographer to capture key moments during the conference and networking events.

- **Conference animation**

Develop an animation sting for the conference to be played to open plenary sessions.

- **Outreach Programme**

Coordinate the UK Space Conference Outreach Programme working with the Organising Committee to agree targets and success criteria. Working with local groups, recruit primary and secondary schools to participate and 'after school' groups if appropriate. Deliver a two- or three-day programme of interactive and educational activities for approx. 500 children working with the UK Space Conference Organising Committee.

Follow best practice for working with school groups.

- **Exhibition**

Develop exhibitor packages and recruit around 120 exhibitors. Prepare and circulate the exhibitor manual. Prepare floorplans and signage. Manage all communication with exhibitors leading up to the event. Exhibition rates to be discussed with the Project Manager and agreed by the Organising Committee.

- **Financial**

Open a bank account in the name of the conference; maintain accurate accounts of the income and expenditure in connection with the event; and ensure all accounts are properly audited throughout the duration of the event.

Receive all income for the conference and make all payments as required. Manage budget as agreed with Project Manager and Chair of Organising Committee.

Provide regular finance statements to the Project Manager and Organising Committee when required, including all actual, budgeted and expected income and outgoings.

Prepare a financial model based on expected income from Delegates, Exhibitors and Sponsors, the proposed rates and packages for which should be discussed with the Project Manager and agreed by the Organising Committee. This income must offset **all** outgoings including the Event Managers' fees and venue costs plus a surplus of 5% for the 2021 conference.

The Event Managers' fees will be the last outgoings to be paid.

- **Secure sponsors for the event (along with the Organising Committee)**

Put together a sponsorship package proposal in conjunction with the Project Manager for approval by the Organising Committee. Approach and secure sponsors using the Event Manager's contacts, plus previous UKSC sponsors, exhibitors and attendees.

- **Develop venue brief and venue bidding process. Identify venue options and undertake recces**

If a venue has not already been secured:

Work with the UK Space Conference Organising Committee to develop a venue brief and venue bidding process for the 2019 UK Space Conference. Also identify other options available and undertake recces with the chair of the Organising Committee and Project Manager.

Manage all negotiations and contracting with the chosen venue.

- **Co-ordinate all arrangements for the event including catering, AV etc**

This will include visits to the venue; walk through the event with the venue Event Manager to discuss all logistics arrangements. Agree and arrange all logistics including menus/refreshments, AV requirements, security and facilities.

- **Co-ordinate all arrangements for speakers prior to and for the duration of the event (incl. accommodation if required)**

After the initial approach to speakers has been made by a member of the Programme Committee and a speaker acceptance has been received, the Event Manager will be given all the necessary contact details to enable further dialogue in connection with all practical

arrangements, including the speaker presentation, arrival and departure times as well as ensuring all presentation material is received from speakers prior to the event.

- **Design a micro website for the event**

In collaboration with the event partners an internet site will be created to enable the event to be promoted as well as giving updated information regarding the programme. This site will also allow delegates to book online as detailed below.

- **Process and administer all delegate bookings (via online payment)**

This will allow delegates to select their preferred conference package, book online, receive immediate confirmation/joining details and automatically receive an invoice. The conference package may include associated social events e.g. for accompanying persons who do not attend the conference sessions. The package must also cover the dinner and related events for registered conference attendees and their accompanying persons.

Maintain delegate lists and keep the Organising Committee up to date with number of delegate bookings.

- **Accommodation bookings**

It is not expected that accommodation bookings will form part of this contract but suggestions regarding the facilitation of such bookings would be welcomed.

- **Co-ordinate the dinner and awards**

Plan dinner (including menus, seating plan, decoration, lighting), liaise with key representative of awards organisers, arrange suitable logistics for awards (stage, AV, lighting). Process all dinner bookings.

- **Produce delegate packs, badges, conference programme and all contents for delegate packs**

Plan, co-ordinate and print the content for the delegate packs, ensuring all speaker bios, presentations etc are received prior to event so as to incorporate within packs (if required). Ensuring professional and accurate information is produced to an agreed style.

4.2 During the Event

- **Provide on-site management for duration of the event.**

This will involve meeting and greeting (registering delegates on arrival), and general co-ordination and stewarding of conference, dinner and awards, and parallel sessions. Plus liaising with the outreach organisers and any volunteers they use.

Liaise with speakers during the event

Liaise with venue management during the event

- **Run an exit questionnaire to measure success and learn lessons (such as suitability of venue, organisation, topics, etc).**

Supervise proper closure of the event

4.3 Post Event

- Thank speakers as required
- Ensure speakers presentations are available on the web
- Pay all third party costs out of the income received from sponsorship, delegate and exhibition fees
- Prepare end of conference report/evaluation and arrange a de-brief meeting with the Organising Committee
- Provide detailed accounts with final income and expenditure