

THE CHILDREN'S MEDIA CONFERENCE



Department for International Trade
Old Admiralty Building
London SW1A 2BL

28 June 2021

To whom it may concern:

The CMC Virtual International Exchange Thurs 1 July 2021

Finances:

Support requested from DIT £11,165 + VAT

Proposal for services:

1. The CMC will organise the Virtual International Exchange on Thurs 1 July.
2. CMC will sign up approx. 50 international buyers to the Virtual International Exchange. We have put in place a high-profile industry figure leading on the International Exchange invitation to international guests, with admin support working directly with her so that leads can be followed up rapidly. We also have a member of the team dedicated to building relationships with Chinese companies at the highest level, who will ensure that our CMC China Connect resonates again for Chinese companies that they also attend the Exchange.
3. The intention is to capture 50 Service Deliveries by collecting contact information from UK International Exchange Delegates.
4. For 2021 we will organise a virtual market using our familiar Meeting Mojo profiling and scheduling tool, and an online video conferencing service which will allow our sellers to be in individual online "rooms" with requested buyers. International Exchange will run for 12 hours to accommodate buyers time zones so team costs will increase.
5. To provide opportunities within Meeting Mojo for the DIT teams including the Inward Investment team to meet international delegates and UK delegates to promote the various DIT-supported offers which enhance export potential. DIT Northern Powerhouse can also take part.

Background:

The Children's Media Conference not-for-profit company (CMC) is a Trade Challenge Partner. CMC works with DIT to support the children's industry to increase exports and to build export-readiness with those companies who are not yet in exporting.

1. International Exchange in July (online in 2021)
2. Kidscreen Summit in February online in 2021
3. iABC market in Hangzhou China in April/May / CMC China Connect

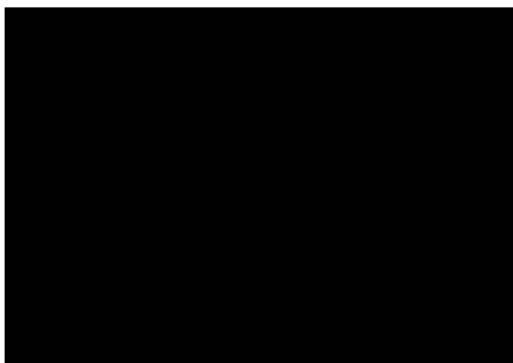
In addition, UK Companies use the CMC International Exchange as a springboard for other international animation and kids' markets, including the DIT-supported delegation to MIPJnr, and MIFA at Annecy, plus Cartoon Forum which requires broadcaster backing.

2021				
		Funded by DIT	Funded by CMC	Total budget
	EXPENDITURE			
	Delegation Management			

	2019	2020	2021	2022
Event				
International Exchange Assistants				
Event				
One-to-one Meetings				
Online Technical Coordinators				
Interpreter fees				
Meeting Mojo & Top Box Video Platform				
Promotional website & Recruitment E-bulletins, Twitter, FB, Insta et al				
CMC				
CMC Editorial Director				
CMC Operations Manager				
Registration system fees Eventbrite				

Event survey, CRM, PoD and follow-up			
BL Fee for 2 invoices			
CMC management fee 10%			
TOTAL	£11,165.00	£12,850.00	£24,015.00
All figures net of VAT			

Yours faithfully



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