

Call to host the 2018 Ecsite Directors Forum

Ecsite holds a Directors Forum in November of each year. The Directors Forum is an exclusive and inspiring 48 hour event for the Directors and Senior Managers of Full Member organisations.

Ecsite is hereby inviting Ecsite Full Member organisations to host and co-organise its Directors Forum in 2018.

The event is known for providing a trusted arena where Directors step back from their daily business, get inspired, share experiences and lessons learnt and take advice from each other. The programme consists in a careful mix of keynote speeches, contributions from Ecsite members, local discoveries and peer learning. Attendees expect high level, thought-provoking contents and interactions. The social events and lunch breaks are also an important time, allowing participants to make and strengthen connections. As an example, a detailed report of the 2016 edition can be found [here](#).

Hosting the Directors Forum is a great opportunity to showcase your organisation to the leaders and decision-makers in the European science engagement field.

When reviewing applications, Ecsite will consider:

- Adequate (strategic) theme for Senior Management audience
- Quality of the proposed speakers
- Fulfilment of the technical requirements
- Accessibility of the city
- Attractiveness of the suggested local excursion
- Attractiveness of the social events
- Motivation to host the event
- Human resources dedicated to organising the event
- Geographic location, aiming to strike a balance with past Directors Forums, as well as recent and upcoming Ecsite Annual Conferences

If you wish to apply to host the 2018 Directors Forum, please fill in the attached application form. Your application should not exceed five pages and must be received by Friday 26 May, midnight CET. We will not be able to consider late applications or further documents to applications.

The Ecsite Board will choose a Host mid June 2017. All applicants will be personally informed about the decision mid July at the latest.

A CLOSE COLLABORATION WITH ECSITE

The Host's team will be working closely with the Ecsite Office in planning the event. A close working relationship and a high level of collaboration is expected. The Ecsite Board and / or Ecsite Executive Committee will be reviewing progress regularly and approving the event's main components. Ecsite has the last word on the programme.

BRIEF DESCRIPTION OF THE EVENT

Time of the year

Mid to end of November (please suggest dates)

Duration and days

A little less than 48 hours, spread over 3 days: from Wednesday late afternoon to Friday after lunch.

Number of expected delegates

Difficult to establish at this stage: changes to Ecsite's membership structure that came into force in January 2017 are widening to pool of potential attendees.

For the sake of this application, count roughly 100 participants (out of which 90 paying participants).

Profile of delegates

Directors and Senior management of Ecsite Full members institutions. Full members of Ecsite are based in geographic Europe. They include a wide range of organisations: science centres and museums, universities, festivals, professional networks, research organisations...

Working language of the event

English

Programme grid

This programme grid shows the essential constituting elements of the Directors Forum's programme. The order, length and format of sessions and events can be adapted and will be defined collaboratively by the Host and Ecsite.

Note that a meeting of the Ecsite Board takes place on Day 1, before the start of the event.

DAY 1 – TAKING YOUR MARKS

17.30-18.15	Welcome drink
18.15-19.15	Opening (plenary) <ul style="list-style-type: none">• Short welcoming statement from the host, the Ecsite President and officials• Potentially a keynote or address on the theme from an external speaker• Series of short statements / case studies relating to the theme, presented by about 5-6 participants (selected by Ecsite & host via a call)
19.30-22.00	Discovering your home of the next 2 days Social event at the host organisation, allowing participants to get a glimpse of spaces and activities. Aim: explore the Host's venue, relax, catch up. Includes a seated dinner and ample time for freely chatting with peers.

DAY 2 – GETTING CHALLENGED AND INSPIRED

9.30-10.45	Provocation session from Mariano Gago Awards winner (potentially 2 parallel sessions) Workshop session delivered by the Mariano Gago Ecsite Awards winner of that year. Their chance to spread ideas and get their peers thinking. Probably two parallel sessions each welcoming half of the audience, facilitated by two different winners.
10.45-11.30	Keynote 1 (plenary) 30 minutes of speech followed by 15 minutes of Q&A. Speaker stays on to participate in the afternoon workshop
11.30-12.00	Coffee

12.00-12.45	Keynote 2 (plenary) 30 minutes of speech followed by 15 minutes of Q&A. Speaker stays on to participate in the afternoon workshop
12.45-14.15	Lunch
14.15-15.45	Workshop based on Keynotes 1 & 2 (potentially 2-4 parallel sessions) Exact format to be discussed with the two keynotes. Aim: relate the keynote contents to your own professional practice.
15.45-16.15	Coffee
16.15-17.15	Sponsor/partner time slot if relevant
17.15-23.00	Into the wild - local adventure Visit to an inspirational place, outside of your usual science centre & museums realm. Aim: do or see something new, broaden your horizons, get inspired, leave your worries behind. Evening programme there or at nearby (and coherent) venue, including seated dinner.

DAY 3 – DISTILLING INDIVIDUAL AND NETWORK-WIDE LEARNINGS

9.30-10.30	Peer exchange (potentially 2-4 parallel sessions) Participants who wish to do so share an issue with their peers and get support and advice from them. Fed by the previous days' learnings and experiences.
10.30-11.00	Coffee
11.00-12.30	Ecsite Board at your service & your brain at Ecsite's service (plenary) An opportunity for Full members to be in direct dialogue with the Board about current Ecsite governance questions. Collective discussion / reflexion on chosen Ecsite-related questions. Exact format depending on that year's challenge. Aim: contribute ideas, opinions or feedback on a strategic Ecsite matter.
12.45-14.00	Lunch & take leave

SUMMARY OF RESPONSIBILITIES

Main responsibilities of the Host

- Collaborate with Ecsite to establish the programme of keynote speeches, workshops and social events, following the event structure shown above
- Offer the catering, venues and spaces specified below
- Organise all logistical aspects and provide a support team
- Design and produce promotional material, programme, participant's bag containing a welcome package
- Provide shuttle busses if necessary
- Provide touristic information and arrange accommodation deal
- Invoice participants and collect their fees
- Staff the event

Main responsibilities of Ecsite

- Approve the theme and keynote speakers and the programme as a whole
- Organise and facilitate the workshops held on Day 3
- Review and approve all promotional material
- Promote the event using its channels (website, mailing, social media)
- Handle the online registration process (excluding invoice and payment)
- Provide on-site assistance: two persons

VENUE AND TECHNICAL REQUIREMENTS

The venue needs to be easily accessible by public transport.

Excellent wifi connection needs to be available for free at the venue.

The following rooms are needed:

Day 1

Ecsite Board Lunch room (16 persons max.):	12.00 to 13.00
Ecsite Board Meeting (20 persons max.):	13.00 to 17.30
Registration desk:	15.30 to 17.30
Welcome reception:	17.30 to 18.15
Room for plenary session:	18.15 to 19.00
Social programme at the Host's venue:	19.00 to 22.00

Day 2

Visit to local point of interest:	as convenient
Registration desk:	9.00 to 10.30
Rooms for session: depending on programme details, either plenary or two to four smaller workshop rooms:	9.30 to 17.30
Lunch:	13.00 to 14.15
Dinner & programme in town, incl. transfer:	19.30 to 23.00

Day 3

Rooms for session: depending on programme details, either plenary or two to four smaller workshop rooms*:	09.30 to 12.30
Lunch:	12.45 to 14.00

Specifications for the Board meeting: 16 people seated around a large table (or U-type setting) with a paperboard, screen, laptop and projector. Lunch served either in the same room or nearby.

Specifications for all other sessions: plenary sessions will alternate with parallel workshops.

Minimum requirements:

- 1 auditorium with a capacity of 120 sets
- At least 2 rooms with a capacity of 60 people each, seated in a workshop setting (groups of 10 around tables). If the auditorium can be easily converted into a workshop room, it can count as one of them.

Ideal: 1-2 extra workshop rooms to allow for more flexibility.

The following equipment will be available at all times in the meeting room(s):

2 microphones, laptop screen and projector, four paperboards, post-it notes and markers, one screen or projection showing live social media data.

English speaking staff before, during and after the event: the Host shall provide the support of its staff and experts for the proper development of the meeting and staff support, and at least one person to be responsible for the meeting room(s). The Host shall provide one person at the registration desk.

Specifications for the registration desk: the Host shall provide a registration desk at the entrance area, in which all the registered participants will collect their credentials.

INFORMATION, PROMOTION AND WAYFINDING

The Host will design and produce the necessary documentation for the meeting, like the pre-programme, the definitive programme, the participants list, the badges of the participants and the event bags. A digital version of the promotional materials required for online promotion will be

provided. Ecsite validates all material before publication. The Host will compile travel, accommodation and touristic information for participants.

Wayfinding will be put in place.

The Host will provide photographs of the venue(s) and city for the promotion and advertising of the meeting.

The Host will provide a professional photographer to capture the highlights of the Directors Forum. Pictures will be free for Ecsite to use in any future context (a copyright can be mentioned). Pictures will be available 2 working days maximum after the event's end.

CATERING

The Host shall arrange the caterings for the meeting of the Board and for the rest of the meeting days as follows:

- a) Ecsite Board
 - A lunch and coffee break on Day 1, whose cost needs to be agreed on with Ecsite at least two months prior to the event
- b) Meeting catering
 - A welcome drink and dinner on Day 1
 - Two coffee breaks, a lunch and a dinner on Day 2
 - A coffee break and lunch on Day 3

Note that as a measure to reduce the event's carbon footprint, half of the meals are vegetarian (either one fully vegetarian day or all-vegetarian lunches on days 2 and 3).

ACCOMMODATION

The application will identify two nearby hotels of 3, 4 and 5 stars if possible, with enough capacity to host all attendees. The distance between the Directors Forum venue and the hotels should be specified.

The Host will be in charge of negotiating a special rate with these hotels.

CITY AND REGION

The application will:

- Describe the attractiveness of the city and the region in terms of cultural and science communication institutions, heritage, etc.
- Describe the access to the city, including the distance between the airport and the event venue, the number of low cost companies operating on the airport, the frequency of direct flights from major European cities.

THEME AND SPEAKERS

The Host is asked in the application form to suggest and describe a theme and two potential keynote speakers. The theme should be strategic, broadening Directors' views, opening new insights, and offering innovative perspectives to participants. Keep in mind that the audience are Senior Managers and Directors. Speakers should be inspiring and good orators. There are two keynote speakers: one from the host country, and one active abroad. Once they have been agreed on, the Host liaises with the keynote speakers regarding all travel & accommodation arrangements.

SOCIAL PROGRAMME

The proposal will suggest social events for the evening of Day 1 (at its own venue), a local excursion on Day 2 and the evening of Day 2.

FINANCIALS

Income for the Host:

- Before the event, the Host receives from Ecsite €2.800 excluding VAT: This is a lump sum that includes all costs related to the keynote speakers
- For paying participants, Ecsite staff and Ecsite Awards winners, the Host can count on €135 excluding VAT per person.

Reminder: for the sake of this application, count roughly 100 participants (out of which 90 paying participants).

Any costs related to the attendance of Host staff, keynote speakers and special guests of the Host are covered by the Host.

As the organiser, the Host covers and pays directly all the costs necessary to the planning and delivery of the event as described in the previous sections, with the following exceptions:

Exception	Financial comments
Board lunch	Paid by the Host and reimbursed by Ecsite. Costs of lunch agreed previous to the event (see 3.5)
Registration system excluding invoicing	Paid by Ecsite

SPONSORS

For sponsors which are acquired and booked by the Host, all the revenues come back solely to the Host. Ecsite can also seek for sponsors and will provide them similar opportunities or benefits as the Host. Ecsite is solely responsible for receiving all the revenues from its own sponsors. Sponsoring packages are elaborated together.

Ecsite will not contact companies and institutions that are already sponsors of the Host. The Host will not contact existing sustaining members and sponsors of Ecsite.

All agreements with sponsors and donors will be written and these agreements will be approved by Ecsite before signature by the Host.

APPENDIX 1 - LIST OF PAST ECSITE DIRECTORS FORUMS & RELEVANT ANNUAL CONFERENCES

Directors Forums

City	Country	Year
Paris	France	2017
Granada	Spain	2016
Pilsen	Czech Republic	2015
Tartu	Estonia	2014
Lisbon	Portugal	2013
Lulea	Sweden	2012
Koln/Kerkrade	Germany/Netherlands	2011
London	UK	2010
Hellerup	Denmark	2009
Valencia	Spain	2008
Dresden	Germany	2007
Naples	Italy	2006

Annual Conferences

City	Country	Year
Copenhagen	Denmark	2019
Geneva	Switzerland	2018
Porto	Portugal	2017
Graz	Austria	2016
Trento	Italy	2015
The Hague	Netherlands	2014
Göteborg	Sweden	2013
Toulouse	France	2012
Warsaw	Poland	2011
Dortmund	Germany	2010
Milan	Italy	2009
Budapest	Hungary	2008
Lisbon	Portugal	2007
Mechelen	Belgium	2006

APPENDIX 2 – MAIN MILESTONES OF 2018 EDITION

Mid July 2017: Ecsite to let Host know that its application has been selected

Mid September 2017: Ecsite to submit contract proposal to the Host

End of September 2017: Host to have signed contract

End of October 2017: Host to submit topic for review by Ecsite (circulated by email) – 1 or 2 paragraphs

November 2017 - January 2018: Host liaising with Ecsite Office regarding details of programme, rooms, keynotes etc

15 February 2018: Host to submit description of keynote speakers, local visit & social events for review by Ecsite

Beginning of April 2018 : Host to submit definitive programme to Ecsite for review

Mid April 2018: Host to send Ecsite promotional / informational material for review: visual identity (banner) + programme document + a paragraph on the theme + one-pager on practical information (transport, hotels) + a few pictures of Host and programme points. Back & forth as needed.

End of May 2018: launch of dedicated page on Ecsite website + opening of registration + start of promotion

7-9 June 2018: use Ecsite conference to promote the event to Full members (e.g. flier at AGM: coordinated Host-Ecsite effort)

Summer 2018: promotional campaign via Ecsite + launch of calls for participative parts (via Ecsite)

Summer 2018: Host team fine-tuning all logistical details with Ecsite office. Includes agreement on costs for Board lunch & coffee breaks by mid August at the latest

Mid October 2018: end of registration

Mid November 2018: the Directors Forum itself

A few days after: thank you & evaluation email to participants sent by Ecsite

Beginning of December: close all accounts & financial transactions