



Call for proposals to host

the

Ecsite Directors Forum 2015

or

Ecsite Directors Forum 2016

Brussels, February 2014



Ecsite holds a Directors Forum in November of each year. The event is an exclusive and inspiring two-day event for the directors and senior management personnel of Full Member institutions.

Ecsite is hereby inviting Ecsite Full Member institutions to host and co-organise its Directors Forum in 2015 or 2016.

Ecsite Directors Forums are about connecting with colleagues who quickly become friends, experimenting with new ideas and being on the cutting edge of management in science communication. It's a special event that fits a unique, specialized programme into an informal, dynamic and social atmosphere.

Hosting the Directors Forum is a great opportunity to showcase your institution to the leaders and decision-makers in the European science engagement field. It's also a chance for your institution to guide the overall theme and discussions of a high-profile event – what better way to put the issues that matter to you at centre stage?

As Host, you are responsible for the overall organization of the Directors Forum including the content. Ecsite validates the propositions. One or two institutions can co-apply to host the Directors Forum.

When selecting the Hosts organisations, Ecsite will consider:

- Creativity in the theme proposed
- Adequate (strategic) content for senior management audience
- Quality of the proposed speakers
- Answers to the technical requirements
- Additional opportunities presented in the proposal
- Geographical location regarding past Directors Forum
- The accessibility of the city must be easy (max of 6h travel from any large European city)

If you wish to apply to host the Directors Forum 2015 or 2016, please fill in the attached application form. Your application should not exceed five pages and must be received by 10 April, 2014. We will not be able to consider late applications.



Brief description of the event

Time of the year:

End of November or beginning of December (please suggest the date)

Number of days:

2 days, Wednesday evening, Thursday and Friday until noon.

Schedule*:

Wednesday

- Afternoon, 12h to 17h30: Ecsite Board meeting
- Evening: Opening of the Directors Forum with one keynote
- Dinner buffet style

Thursday

- Morning: Keynote speakers
- Lunch
- Afternoon: Ecsite working session on its Strategic Plan
- Dinner seated style

Friday

- Morning: Keynote speakers
- Lunch
- Closing of the Directors Forum after lunch
- Optional: City tour for the participants

* In case of schedule conflicts with the keynotes the order of events can be slightly adapted

Number of expected delegates:

50 - 60 delegates

Profile of delegates:

Directors and senior management of Ecsite Full members institutions.

Working language of the conference:

English

Summary of the responsibilities of the Host institution

- Suggestion and contacts of the theme and speakers
- Organisation of all logistical aspects and support team
- Organisation of social programme
- Design and printing of promotional material and programmes
- Shuttle busses if necessary
- Touristic information
- Budget responsibility within the given frame

Summary of the responsibilities of the Host institution

- Approval of the theme and keynote speakers
- Organization of two strategic workshop about the work of Ecsite
- Promotion of the event
- Handling of the entire registration process
- On-site assistance two persons

Venue and Technical Requirements

The Directors Forum should be held in a science centre, a science museum or a natural history museum, provided it is a Full member of Ecsite and meets the following requirements:

- 1 auditorium or meeting room for 60 people
- 2 meeting rooms
- Good IT installations
- Registration desk and cloakroom
- Wifi
- Easily accessible by public transport

Accommodation

The application will identify three nearby hotels of 3, 4 and 5 stars if possible. The distance between the Directors Forum venue and the hotels should be specified.

Venue, city and region

The application will:

- Describe the meeting facilities
- 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 conference 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 propose and describe a theme and potential speakers. The theme should be broadening views, opening new insights, and offer innovative perspectives for the participants. Keep in mind that the audience are senior management staff and directors, so ideally the content includes strategic content of their specific interest. Speakers should be very inspiring, good English speakers and should originate from at least 2 different European countries.

The proposal of theme and speakers shall be the core piece of your application; its quality is one of the most important criteria for selecting the Host.

Social programme

The proposal will suggest social events for the Opening of the Directors Forum and for the dinner of Thursday, as well as cultural and/or scientific visits. The Host is to plan and budget for 2 dinners, 2 lunches, and 3 coffee breaks. The lunch of the Board members on Wednesday noon is organised by the Host but paid separately by Ecsite.

Promotion of the event

The Host is responsible for the design and printing of the promotional material in accordance with the graphic and branding specifications of Ecsite. The following material will be produced by the Host: a Save-the-date flyer one year before the event (pdf. and printed version), one leaflet with the pre-programme 8 months before the event (pdf. only); a final programme 3 months before the event (pdf. and printed version). Ecsite approves the promotional material.

Financial resources

The Host covers the following costs:

- all catering costs
- all costs related to the social programme and transport if needed
- all costs related to technical equipment
- all costs related to design and print promotional material
- all costs related to the invoicing during the registration process
- all costs related to the venue

Ecsite covers the following costs:

- all travelling costs related to keynote speakers. No fees are paid to keynotes by Ecsite.
- all costs related to the Ecsite staff and Ecsite sponsors during the event
- all costs related to the diffusion of the promotional material and the registration

The Host is solely responsible to get its costs for the DF covered. The Host will get from Ecsite a maximum of 110.- € (excl. VAT) per paying participant of the registration fee.

Sponsors

The Host and Ecsite are allowed to bring appropriate sponsors to the event.

Selection

The selection will be done by the Ecsite Board at the end of May 2014. All applicants will be personally informed about the decision in June 2014.

List of the past Ecsite Directors Forums

City	Country	Year
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