

Call to host the 2021 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 2021.

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. [For an example, take a look at the detailed report of the 2019 edition.](#)

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 social events
- Motivation to host the event, past and current involvement in Ecsite
- 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 Conferences

If you wish to apply to host the 2021 Directors Forum, please fill in the attached application form. Your application should not exceed five pages and must be received by 29 April 2020, midnight CET. We will not be able to consider late applications or further documents to applications.

The Ecsite Board will choose a Host in June 2020. All applicants will be informed about the decision in July 2020 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

Based on the 2018 and 2019 Directors Forum attendance, between 65 and 80 participants are expected (out of which 55-70 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 <ul style="list-style-type: none">• Short welcoming statement from the host, the Ecsite President and officials• Series of short statements / case studies relating to the DF 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 <p>Social event at the host organisation, allowing participants to get a glimpse of spaces and activities. Aim: explore, relax, catch up. Includes a seated dinner and ample time for freely chatting with peers. Ideally, dinner takes place before the visit.</p>

DAY 2 – GETTING CHALLENGED AND INSPIRED

9.30-10.30	Keynote 1 <p>40 minutes of speech followed by 20 minutes of Q&A. Speaker stays on</p>
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	to participate in the afternoon "conversation" session, and if possible in parallel workshops
10.30-11.00	Coffee
11.00-12.00	Keynote 2 40 minutes of speech followed by 20 minutes of Q&A. Speaker stays on to participate in the afternoon "conversation" session, and if possible in parallel workshops
12.00-13.30	Lunch (vegetarian – Veggie Thursday)
13.30-14.45	Conversation session with the two keynote speakers
15.45-15.15	Coffee
15.15-17.15	Parallel workshop(s) – round 1 Exact format to be discussed. Aim: relate the event's topic & keynote contents to your own professional practice.
17.15-17.15	Sponsor/partner time slot if relevant
17.45-23.00	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. Vegetarian dinner.

DAY 3 – DISTILLING INDIVIDUAL AND NETWORK-WIDE LEARNINGS

9.30-10.30	Parallel workshop(s) – round 2 A second chance to pick from the same parallel workshops as on the previous day
10.30-11.00	Coffee
11.00-12.30	Ecsite Board at your service & your brain at Ecsite's service An opportunity for Full members to be in direct dialogue with the Board about current Ecsite governance questions. Might not be connected to this edition's theme. 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. Potentially takes place as different parallel sessions in smaller groups.
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 welcome pack
- Provide shuttle busses if necessary
- Negotiate a special rate at recommended hotel(s)

- Provide touristic information
- Invoice participants and collect their fees directly
- Staff the event

Main responsibilities of Ecsite

- Approve the theme and keynote speakers and the programme as a whole
- Organise and facilitate the sessions 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 minimum

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 (20 persons max.):	12.30 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 19.15
Social programme at the Host's venue:	19.15 to 22.00

Day 2

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 17.15
Coffee breaks:	10.30 to 11.00 & 15.00 to 15.30
Lunch:	12.00 to 13.30
Visit & dinner in town, incl. transfer:	17.15 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
Coffee break:	10.30 to 11.00
Lunch:	12.45 to 14.00

Specifications for the Board meeting: 20 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 100 seats
- At least 3 rooms with a capacity of 50 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 extra workshop rooms to allow for more flexibility.

The following equipment will be available at all times in each meeting room: 2 microphones, laptop screen and projector, four paperboards, post-it notes and markers.

In addition: foresee one screen or projection showing live social media data, either in the coffee break area or in the plenary session room.

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 programme (several versions), the participants list, the badges of the participants and the event pack. 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, present at all times during the event. 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 one or two nearby hotels of 3- 5 stars, 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. Participants will then book their own stay.

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), and the evening of day 2 (visit of a local venue/site/attraction and dinner in town).

FINANCIALS

Income for the Host:

- Before the event, after the opening of registration: 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 70 participants (out of which 62 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	Theme
Manchester	UK	2020	Placemaking
Trondheim	Norway	2019	Future thinking – the Sustainable Development Goals as an opportunity for developing organisations
Barcelona	Spain	2018	Science engagement organisations as Citizen labs
Paris	France	2017	Science engagement and digital media: meant to be?
Granada	Spain	2016	Unusual partners, strategic alliances
Pilsen	Czech Republic	2015	Industrial Heritage and Corporate Social Responsibility
Tartu	Estonia	2014	Downloading the future
Lisbon	Portugal	2013	More science, more beauty, more public
Lulea	Sweden	2012	Rocking the balance
Koln/Kerkrade	Germany/Netherlands	2011	Crossing borders
London	UK	2010	Change
Hellerup	Denmark	2009	Climate change
Valencia	Spain	2008	People power
Dresden	Germany	2007	Win – Win Partnerships with companies and foundations
Naples	Italy	2006	Science centers and museums and society: In need of dialogue

Ecsite Conferences

City	Country	Year	Theme
Stavanger	Norway	2021	TBD
Ljubljana	Slovenia	2020	Echoes from the Future
Copenhagen	Denmark	2019	Pushing Boundaries
Geneva	Switzerland	2018	Creative Collisions
Porto	Portugal	2017	Life everywhere
Graz	Austria	2016	Colours of Cooperation
Trento	Italy	2015	Food for curious minds
The Hague	Netherlands	2014	People Planet Peace
Gothenburg	Sweden	2013	Dreams - the spirit of innovation
Toulouse	France	2012	Space and the unlimited
Warsaw	Poland	2011	Freedom
Dortmund	Germany	2010	Exploring risk
Milan	Italy	2009	Ecsite2.0 Revolutions
Budapest	Hungary	2008	Commitment for a sustainable society

APPENDIX 2 – MAIN MILESTONES OF 2021 EDITION

July 2020: Ecsite to let Host know that its application has been selected

July 2020: Ecsite to submit contract proposal to the Host

End of September 2020: Host and Ecsite to have signed contract

28-30 October 2020: 2020 Directors Forum in Manchester. Host to send at least 2 staff and present 2021 edition in closing remarks.

15 February 2021: Host to submit description of keynote speakers, local visit & social events for review by Ecsite. Back and forth as needed.

Beginning of April 2021: Host to submit definitive programme to Ecsite for review.

Mid April 2021: Host to send Ecsite promotional / informational material for review. Back & forth as needed.

End of May 2021: opening of registration + start of promotion

11-13 June 2021: use Ecsite Conference to promote the event to Full members

Summer 2021: promotional campaign via Ecsite + launch of calls for participative parts (via Ecsite)

Beginning of November 2021: end of registration

Mid November 2021: the Directors Forum itself

Beginning of December 2021: close all accounts & financial transactions