

# 2021 ECSITE ONLINE CONFERENCE

## Call for Hosts



Submission deadline: 31 January 2021, midnight CET

# Contents

<b>Foreword</b>	<b>3</b>
<b>The Ecsite Online Conference</b>	<b>3</b>
Dates	3
Target audience	4
Programme	4
Sponsors and Business opportunities	4
A note on participants' numbers	4
<b>Responsibilities &amp; financial mechanisms</b>	<b>4</b>
Summary of the Host(s) responsibilities	5
Summary of Ecsite's responsibilities	5
Other responsibilities (to be discussed depending on the possibilities of the online platform)	5
Financial mechanisms between the Host and Ecsite	5
<b>How to apply</b>	<b>6</b>
Who can host	6
The bid	6
<b>Selection criteria</b>	<b>6</b>
Eligibility criteria	6
Selection criteria	6
<b>Important dates</b>	<b>7</b>
Appendix 1 – Resources to understand the spirit of the Ecsite events	7
Appendix 2 – Points to be addressed in your main pitch (element B of your bid)	7
Appendix 3 – Digital platform checklist (element D of your bid)	8

## Foreword

**Ecsite is calling for a Host, or a consortium of Hosts<sup>1</sup>**, to co-organise<sup>2</sup> the Ecsite Online Conference - a **large, professional online event** for the science engagement community, to be held in June 2021.

The Ecsite Online Conference will be a **paid event**, and will aim to offer about 100 inspiring sessions, debates, workshops, a range of unique cultural events and unparalleled networking opportunities. The **Ecsite Online Conference will harvest the potential brought by the digital:** new means to collaborate and network, new ways to get inspired, new opportunities for a more diverse audience... The Host, or consortium of Hosts, will be **working closely with the Ecsite team** in crafting this new online happening, in **the spirit of all Ecsite events - creative, engaging, open and professional.**

The Ecsite Online Conference will aim to be the largest Ecsite event so far with a target audience of **1,500+ professionals from more than 50 countries.** Organising this online event **will put the Host(s) on the international science engagement scene.** Hosting the Ecsite Online Conference will be excellent for the **Host's reputation** at international and local/national level, a **crucial service to the European science engagement community**, and a unique **professional development adventure** for their staff.

## The Ecsite Online Conference

### Dates

The Ecsite Online Conference will run for a minimum of 3 consecutive half days or a maximum of 5 consecutive half-days during one of the first three weeks of June. Final dates will be determined with the Host.

### Target audience

Our aim is to gather around **1,500 attendees from more than 50 countries.** Participants will be professionals (CEOs, management staff, explainers, etc.) of European and worldwide science centres and museums and of other science engagement organisations. Being online, this event has the potential to attract new stakeholders, such as researchers and policy-makers. The working language of the event (and thus of this bid) is English.

---

<sup>1</sup> *Having a consortium of Hosts organising an Ecsite Conference isn't something new: it was the case for the 2016 and 2017 Ecsite Conferences. If it wouldn't have been for the Covid-19 pandemic, the 2021 Conference would have also been organised by a consortium of Host institutions.*

<sup>2</sup> *As for the in presence Conferences, the human and financial resources of the Ecsite office are not sufficient for it to organise the Ecsite Online Conference alone.*

## Programme

The programme of the Ecsite Online Conference will be shaped between the Host, Ecsite and the Conference Programme Committee (ACPC). It will include about 100 inspiring sessions (up to 12 running in parallel), plenary keynote speeches and facilitated networking opportunities.

Optionally, the Ecsite Online Conference would also offer **armchair travel/cultural experiences** to its attendees - these are inspiring productions by the Host(s) to showcase their organisations and/or countries' touristic and cultural attractions. These experiences could be short video tours of the Host institutions, science shows run by their staff, the broadcast of a local cultural highlight...

## Sponsors and Business opportunities

The Host and Ecsite each seek sponsors or donors. Ecsite is in charge of designing the standard sponsors and partners packages on offer for the event. As in previous Ecsite events, the Ecsite Online Conference will foster business-driven networking and offer opportunities for advertisement, sponsored sessions, commercial pitches... All the revenues of Host sponsors come back solely to the Host. All the revenues of Ecsite sponsors come back to Ecsite. As a general rule, the Host(s) seek partners located within their countries while Ecsite seeks partners located outside the Host countries.

## A note on participants' numbers

This is the first time we organise an online Ecsite Online Conference. Past (physical) Ecsite Conferences have been attracting a total of 1,100+ participants. The [#EcsiteOnline offer](#) in the Spring of 2020 (webinars, Ecsite day and Ecsite Business day) was free. It attracted 1,400+ participants, and 800+ registered to join the Ecsite day on 11 June 2020. Our target for the Ecsite Online Conference in 2021 will be around 1,500 participants - we will be making extra promotional efforts.

Not all participants will be paying participants.

## Responsibilities & financial mechanisms

Shaping the Ecsite Online Conference will be an exciting new project. We imagine it as a collaborative endeavour with the Host, the Ecsite team and the Conference Programme Committee (ACPC) working on this large online event together. In a nutshell, Ecsite will supervise the overall organisation of the Ecsite Online Conference and more specifically coordinate its contents and communication, while the Host will coordinate the logistical organisation of the event and its optional cultural programme. Registration and collection of payments will depend on the chosen digital platform.

*Note: Ecsite is open to negotiate the responsibilities. Feel free to [contact us](#) to clarify and/or discuss different possibilities.*

## **Summary of the Host(s) responsibilities**

- Provide a digital platform, meeting the requirements listed in Annex 3
- Coordinate all technical aspects related to the digital platform, with the necessary IT team (10 to 20 technicians at the most)
- Coach the event speakers in all the technical requirements to deliver a speech and / or to facilitate a session
- Join the Conference's Programme Committee (ACPC) for two years.
- Record & report the event's logistical data (e.g. how many attendees per day and per session, how many chat conversations etc) to help future hosts.
- Provide an English speaking team

### Optionally

- Organise armchair travel/cultural experiences
- Identify three of the five keynote speakers and cover their fee
- Fundraising at the national level(s)
- National and regional promotion of the event

## **Summary of Ecsite's responsibilities**

- Supervise all aspects concerning the event
- Narrative and flow of the Ecsite Online Conference
- Promote the Ecsite Online Conference, including graphic identity and design of all promotional materials
- Marketing, including setting the prices of the event
- Content and programme, including identifying two of the keynote speakers and covering their fee; and identifying sessions led by Ecsite sponsors
- Evaluation

*Note: Additionally, to its own responsibilities, Ecsite can provide 150 hours of their staff to support the Host in their tasks (during the Ecsite Online Conference, or in the months leading to the event)*

## **Other responsibilities (to be discussed depending on the possibilities of the online platform)**

- Registration and fees collection
- Networking events

## **Financial mechanisms between the Host and Ecsite**

The Host team will receive 50% of the collected participants fees. The Online Conference fee will be on average €100 ex VAT. We expect about 1000 paying participants.

## How to apply

### Who can host

We are calling for a Host or a consortium of Host organisations to organise the Ecsite Online Conference. The Host institution must be an Ecsite Full member. In the case of a consortium of Hosts, which may be national or international, the majority of the institutions must be Ecsite members, with one organisation (a Full member) referred to as the main contact point for Ecsite and the party that Ecsite will hold reliable for all responsibilities and duties. We don't expect Hosts to handle everything internally: partners, agencies or contractors can be involved.

### The bid

All documents need to be provided in English. As much as possible, please group all elements in one single pdf file. Please avoid scanned documents for elements B-D, as they make bid analysis painstaking.

#### Mandatory elements

- A. Letter of introduction and financial commitment: one-page, bearing the signatures of the people legally entitled to commit your organisations (scan)
- B. Main pitch: free form document, addressing questions listed in Appendix 2. Please try not to go over 10 pages.
- C. If a consortium of Hosts: How will the work be divided among the different institutions
- D. Digital event platform: checklist in Appendix 3 plus a video preview of the suggested platform and its assets as the right tool to host the Ecsite Online Conference.

#### Optional element

Letter(s) of support from local and/or national stakeholders (scanned – can be provided in language other than English if they come with a translation)

## Selection criteria

#### Eligibility criteria

The following are eligibility criteria: this means that if you don't fulfil these points your application will not be taken into consideration).

- The Host or consortium of Hosts must all be members of Ecsite;
- The main contact point for Ecsite must be staff of a Full member organisation;
- The application must be complete and handed in on time. No documents are taken into consideration after 31 January 2021;

#### Selection criteria

- Motivation and experience of the Hosting team(s)
- Quality of the proposed digital platform (attractive design, networking possibilities, possibility to host parallel sessions)

- Attractiveness of the cultural/travel experiences
- Host involvement in Ecsite

## Important dates

Please submit your proposal via email by 31 January 2021, midnight CET to:

Catherine Franche  
Executive Director, Ecsite  
[info@ecsite.eu](mailto:info@ecsite.eu)

If you have questions during the proposal phase, please send them to [info@ecsite.eu](mailto:info@ecsite.eu).  
A selection will be done by the Ecsite Board in February 2021.

## Appendix 1 – Resources to understand the spirit of the Ecsite events

- Watch the the #EcsiteOnline [webinars](#), [Ecsite day](#) & [Business day](#)
- Watch the summary [video of the latest Directors Forum](#) (online on 29-30 Oct 2020)
- Watch this [summary video of the 2019 Ecsite Conference edition](#)
- Browse through [photo albums](#) of previous editions

## Appendix 2 – Points to be addressed in your main pitch (element B of your bid)

You and your motivations as Host(s)

- Briefly describe your organisation(s): mission, history, activities, striking figures
- Mention your organisation's link with and involvement in Ecsite
- If relevant, present the consortium and other key partners you will be working with to organise the Ecsite Online Conference
- Describe your motivations to host the Ecsite Online Conference
- Describe your response to this hosting brief: what do you identify as the main opportunities and challenges? How do you imagine the collaboration with Ecsite? What sorts of mechanisms would you put in place to allow agility and creativity?

Your unique flavour

- Even in an online event, it's important to inspire participants with new flavours. Present your ideas
- If you wish to organise armchair cultural events, present the ideas you have in mind for the armchair cultural events and describe the sort of experience you would like to create for attendees.

Proposed platform

- Present the platform you'd like to use to host the event and its different possibilities.

More about the hosting team

- Describe the partners and key contractors you would be working with and who would be doing what
- Describe your experience of organising large events

## Appendix 3 – Digital platform checklist (element D of your bid)

*Optional elements are marked as such*

Name of the platform(s) (could be more than one)		
	Yes (x)	Notes (links, further information and explanations...)
Demo video		
Supports over 1500 attendees		
Broadcasts live events		
Broadcasts pre-recorded videos		
Personalised event agenda (optional)		
Push notifications (optional)		
Networking tools		
In-session interactive tools (pools, Q&A, chat...)		
In-session breakout rooms (optional)		
Multiple content tracks		
Screen sharing		
Speakers room(s) to set up before a live session		
Visibility possibilities for sponsors		
Registration (optional)		
Security & privacy		



Records sessions for future use		
Post-event analytics		

*You may add lines or adapt the form to better highlight the platform possibilities.*