



Event management agency for Q

Q&A (11 May 2023)

What's the current size and composition of the event team at Q (or the team at Q that collaborates in the design and delivery of the events)?

Q has a team of 30 people, different members of the team work on events. For most events there will be an event lead/project manager, sponsor, comms lead, project support and evaluation lead. For some events there will also be a design lead that is consulted. So about 4- 5 in the project team involved at different times.

Is the working 'Lab team' a different team to the Community spaces team?

The lab team is different to the community space and community event team, although some team members may be the same

How have you delivered in the past?

The event manager role has been up and running for just over a year, last year we experimented with how we wanted to deliver events, we worked with an agency to just run the logistical parts of some in person events. Before this, we worked with a preferred agency that ran our events over a number of years. The team have run many events between them, both online and in person and many are used to working with agencies to deliver them.

Q has a big ambition and small team members so we are doing a preferred provider approach, to work as an extension of the team. Time and resource will be needed at the beginning to set up ways of working. We'd be looking to the provider to talk about how they work with others, what works well.

Why are you hosting the Community Event as a virtual based on the feedback given in the videos from the 2022 event?

Last year we ran three events as part of the 'community event - 2 in person and 1 virtual. This year we have decided to do one virtual event under the banner community event and are aiming to roll out the in person events into community space. Attendees found it quite confusing there were so many offers and we want to roll out a series of in person events with community space.

Do you look for an event sponsor for the virtual event?

We do not have sponsors for our events.

You mention 'other suppliers' - what other key suppliers have you worked with in the past?

We mention BSL interpreters and captioners in the tender., Other suppliers have included - Photographer, videographer, captioners, spoken word poet, sketch noting.

What style of venue do you usually opt for?

Prefer cabaret style to theatre style, plenty of space to move around, and always like the option of a couple of breakout rooms and a separate area for catering.

Registration – is it SpotMe for all events?

SpotMe is only used for the community event. We would usually use Eventbrite, we are open to using other platforms you already work with, subject to approval from our data protection department. Eventbrite is already approved.

Do you have your own in-house designer or do you require the chosen agency to design the artwork for print?

We do not have an in house designer but we do work with some freelance designers. It would be great for the agency to be able to work directly with designers, but it might not be needed for every project.

You mention that the event agency is expected to support the Q comms lead with the marketing of the events. Could you clarify if/what level of marketing support may be required?

This will involve providing information and copy on the logistics for emails, feeding into timelines based on the needs of each event. Creation of branded

materials where needed. Working with the comms lead on the branding for the digital platform for the community event (SpotMe), uploading logos etc.

For the ad hoc events - are there any desired services that might not be included in the requirements of the initial events?

Nothing outside of the requirements outlined in the tender document. It is likely this will be logistical support for in person events, but can't say for certain yet. It will be key to set up preferred ways of working and agreement on how to commission work.

Would you require the chosen agency to sign an NDA before starting the work?

No that won't be necessary.

Do attendees have to pay to attend events?

No, all our events are free to attend.

For virtual events, have we recorded speakers in the past? And played this 'live' or as recorded content?

Last year we delivered our virtual events live, with speakers presenting in real time, we then record the sessions for viewing on demand.

In the past we have provided some pre-recorded content which was played as live on the day.

Are there any financial aims of the events?

No, we do not have financial aims. The aims of our events are around bringing members together to connect and support them. Some events may have an aim to promote Q and encourage them to join the community.

Do we require any sponsorship acquisition?

We do not have sponsors for our events.

For virtual event, what is the volume of speakers? What sort of capacity/resource would be required for speaker prep calls?

For the community event in October, we are currently planning our content so don't have an exact number at this stage. If you have gone to look at the recordings from the event last year, you will see there are quite a few of them.

We found that there were probably too many sessions last year and we split our audience. So, thinking about this year we will probably have 3-4 sessions a day with an average of 2 speakers

Virtual events - do you have break outs, and if so how many per session?

We use lots of breakouts at our virtual events. It really depends how many attendees we have for each session as to how many groups, we usually have groups of 5- 10 people in each breakout. To give an idea of the format of some virtual sessions, last year after an intro attendees went into their breakouts, come back into the wider group to feedback and then breakout to a different set of breakout groups, before coming together at the end. Not every single session is like this, and we are keen to diversify the formats across sessions this year but that gives you a good idea of how much we use the breakout function.

Virtual events - do we use any digital tools, ie virtual whiteboards?

We have used virtual whiteboards in the past, on the whole we try to keep them to a minimum to ensure accessibility, however depending on the aims of the session we may consider using them. We tend to opt for the chat box, polling and breakouts for our interactive elements.

Who acquires the licences, ie SpotMe and Zoom - would this be Q or the event agency?

We have acquired the license for SpotMe. We do have zoom licenses, as we are looking for the agency to take over all management of zoom for the community event it may make more sense for the agency to use their license, but this is something that can be discussed during the project planning once appointed.

Would any other virtual platforms be considered for the event?

SpotMe really works for us at the moment, it's simple to use and has everything we need, so we are keen to continue to use it. However, this doesn't mean we wouldn't consider other platforms in the future if needed.