

PROGRAMME HIGHLIGHTS TIER - CRITERIA 2019

PURPOSE

The programme highlights tier exists to identify events within the festival that can be promoted as part of the Techweek19 marketing campaign to attract attendees, based on their expected high quality of delivery and well-defined content.

Events included in this tier are likely to include content delivered by industry experts that provide practical learning outcomes, as well as providing an environment within which attendees can connect and develop their knowledge and network successfully.

Outlined below are the benefits an event organiser will receive from being involved in this tier, as well as expectations set by Techweek19.

HOW TO SUBMIT YOUR EVENT:

Please login to the [Discussion Forum](#) and post in the “Programme Highlights” thread within your region with your event idea. Your regional community coordinator or someone from the Techweek Team will respond and provide you with next steps. Contact Techweek19’s Festival Manager [Alicia Northridge](#) if you have any questions.

Please be aware that the closing date for submissions to the Programme Highlights is Friday 16 December 2018, places within this tier are limited. Some of the outlined benefits below have set deadlines, so the time upon which you submit your application will dictate what benefits your event will receive. We encourage you to get in touch early to avoid disappointment.

PROGRAMME HIGHLIGHT EVENTS WILL RECEIVE:

- Featured listing on the Techweek19 digital programme at techweek.co.nz
- Festival pack with promotional material (posters, t-shirt)
- Administrative assistance from the Techweek19 team with your event listing
- Access to digital resources pack with supporting collateral
- Use of Official Techweek19 Event badge
- Boosted Facebook post on Techweek19 channel*
- Inclusion in Techweek19 promotional flyer*
- Inclusion in the programme highlights blog*
- Pull-up banner to display at your event*
- Techweek19 representative to attend your event*

Please note: *Terms and conditions apply – subject to availability. Deadline dates apply

CONFIRMED EVENTS ARE ASKED BY TECHWEEK19 TO:

- Include Techweek19 in all event communications – using the Official Techweek19 Event logo and appropriate key messages (to be provided by the Techweek19 Team)
- Engage with Techweek19 channels and hashtags on social media
- Comp a minimum of two tickets to the event for Techweek19 (to be used by Techweek19 team and/or partners or media)
- Provide access to at least 3 key speakers for media
- Use the Techweek19 press release template
- Provide non-identifiable attendee data post event

TO BE CONSIDERED AND RECOGNISED AT THIS LEVEL YOUR EVENT SHOULD:

Criteria - Mandatory	Further details and support from Techweek19
Have a clearly defined objective	Understand what your event objective is and outline how it will be achieved.
Fit within either Inspire or Build Capability event categories and align with the Techweek19 'Good For the World' theme	Which category does your event fit into and why? How do you see your event aligning with the overall Techweek19 theme?
Have a clear primary target audience	It is important that the Techweek19 team understands your primary target audience to assist with marketing your event. Please provide details about who you are targeting and what would be the reasons and benefits for them to attend.
Have good quality content, with detailed outcomes that add value for the specified target audience	<p>It's important that the description of the event matches what an attendee will experience.</p> <p>Please identify three outcomes that attendees will receive from attending your event.</p> <p><i>To ensure high quality content, we recommend you review all submitted presentations by speakers to ensure all slides are eligible and relevant. We have a great speaker briefing template to help outline some do's and don'ts that you can share with your presenters as they prepare for their session.</i></p>
Include industry experts sharing their knowledge and expertise in the subject matter	At this tier it is important that attendees receive credible and relevant information. Please outline any invited and/or confirmed speakers.

<p>Have a high standard of event production</p>	<p>The expectation at this tier is that events are organised at established venues with good facilities. AV is of good quality, providing large, clear screens for presenters, using microphones for clarity, and the overall acoustics are good to ensure everyone can hear the presenters.</p> <p>Please take into consideration the room setup, what is the arrival and registration process? Seating arrangement in the room? Do you require additional event items such as name tags if it becomes a networking event? Please provide production details for the event you are planning.</p>
<p>Use the Techweek19 ticketing platform</p>	<p>Techweek19 has created a ticketing platform and we ask this this is used for Techweek19 listed events.</p> <p><i>Please contact Alicia Northridge - Festival Manager if this is not possible to discuss alternative options.</i></p>
<p>Meet a speaker diversity target of 50% female, 10% Maori and Pacific</p>	<p>Diversity is incredibly important, and we want to ensure events in the programme represent New Zealand society and are positively balanced. Adequate representation encourages future generations to consider careers in the tech sector and brings different voices and perspectives to an event.</p> <p>Please confirm you will work to these targets when creating your event programme.</p> <p><i>If required, Techweek19 is happy to help event coordinators find and connect with good quality speakers to assist with meeting this diversity target.</i></p>
<p>Criteria - Recommended</p>	<p>Further details and support from Techweek19</p>

<p>Incorporate the New Zealand Tech Story within your event content and key messaging.</p> <p>Where possible, use your event content to align with the key messages of the New Zealand technology and innovation sector...</p>	<p>INGENIOUS SOLUTIONS: When you want a job done differently, give it to people who think differently.</p> <p>NATURAL COLLABORATORS: Being from a small country means we dream big – and teaming up helps us achieve the extraordinary.</p> <p>INNOVATION FROM THE EDGE: Innovation starts at the edge, not at the centre. That puts us in the right place to change the world for the better.</p> <p>GLOBAL SOLUTIONS: We've always looked beyond our shores for new challenges. That means New Zealand businesses are born global from day one.</p> <p>OPEN, TRUSTED, STABLE: New Zealanders are known for doing the right thing, even when nobody's looking. That makes us the partners you've been looking for.</p> <p>For more information and supporting collateral please visit UpStarters.</p>
<p>Have a communications plan for attendees</p>	<p>It is important to ensure anyone attending your event is well prepared. Please outline your proposed communications plan leading up to and post your event. Please outline any planned promotions that Techweek19 should be aware of to help amplify.</p>