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JOURNALISTS

## STUDENT PUBLICATION ASSOCIATION ANNUAL CONFERENCE

BIDDING INFORMATION PACK 2018

#SPANC18

## The Student Publication Association National Conference 2018

### Application Pack & Guidelines

Hello from the Student Publication Association Executive 2017-18. Thank you for your interest in hosting the Student Publication Association National Conference (SPANC) 2018.

#SPANC is one of the biggest and best events in the student publication calendar, and there really is no other event quite like it. For two days, we gather around 150 student journalists and editors from around the country who all absolutely love one thing: student media.



The passion of the delegates is outstanding and is always evident in the daytime sessions. Although we also have evening events, which are the perfect chance to let your hair down and socialise with other delegates.

The fascinating thing about the conference is that each year it is different - and that's down to the conference team and the host publication. The days are long, but organising #SPANC is an incredible experience to be part of, as well as being something your union can be proud of if you host.

If you need any advice or have any questions please drop us an email at [chair@spajournalism.co.uk](mailto:chair@spajournalism.co.uk) or [marketing@spajournalism.com](mailto:marketing@spajournalism.com)

We can't wait to hear from you!

**The SPA team**

## What is the Student Publication Association National Conference?



#SPANC is a two-day event, held during the academic Easter holidays, at a student union or university of one of our members. It is a great opportunity for SPA members to spend some time speaking with and learning from industry professionals on a range of topics that affect not only how students run their publications, but also offer advice on how they can break into the industry. The conference also gives students a chance to get together, share ideas and have some fun!

The conference's objectives are to ensure that all delegates will learn, be inspired, and meet new people. We want them to feel enthused when returning to their respective publications.

We would like to invite applications from publications that wish to host the Student Publication Association National Conference 2018. The only condition is that applicants must be members of the SPA to apply.

All interested publications are asked to produce a conference proposal, which should be submitted as a PDF file to the SPA Executive at [chair@spajournalism.co.uk](mailto:chair@spajournalism.co.uk).

Exact instructions can be found in the following Application Information and Guidelines in the pages that follow.

The deadline for receiving all applications is 23:00 on Friday, November 24th 2017.

We will review all applications and the winning bid will be announced in December via email, social media and our website.

If you have any questions about your proposal, don't hesitate to get in touch with any member of the executive committee.



## Your Conference Proposal

Your conference proposal should be submitted as a **PDF file**, but we welcome other supporting documents or media, such as video or an audio package.

The more information you can give us, the more we can get a feel for your publication's suitability to host SPANC.

The proposal should contain information on each of the sections outlined below in this pack, taking into account the points listed. There is no word limit, but keep it concise!

In all cases we expect full prices and costs - including VAT - in your proposal. Please be as specific as possible, down to the smallest details, so that we can make an informed choice when it comes to shortlisting and deciding on the host publication.

Wherever possible, we also require written confirmation from the service providers you approach for your proposal to ensure that the prices you are quoting will not change if we choose you. We also expect an endorsement and written confirmation from your university or students' union (if we're using their buildings, for instance), as well as any venues you approach for accommodation and entertainment.

We have to make sure that publications and their respective universities and students' unions are committed to hosting the conference should we select them, in order to make sure we don't run across any problems closer to the date. The more on board the institutions around you are, the more confidence we will have in your bid.

You can find an example of a previous successful SPANC bid on our website.

The image consists of two parts. On the left, a purple vertical banner with the word 'WELCOME' in white capital letters. To its right is a photograph of three young people, two men and one woman, standing together and holding brochures or programs. They are wearing dark t-shirts with some text and logos on them. On the right is a screenshot of a document page titled 'COSTS & BUDGET'. The page has a teal header with the title and a sub-header 'WE HAVE A GREAT TRACK RECORD OF ORGANISING THE HIGHEST QUALITY EVENTS AT THE FLEET POSSIBLE PRICE FOR OUR ATTENDEES'. Below this, there are several tables and sections of text detailing costs and budgeting. One table shows 'Budget at a Glance' with items like 'Number of attendees' (1000), 'Dinner' (£100), 'Lunch' (£100), 'Equipment' (£100), 'Nights' (£100), 'Accommodation' (£2100), 'Registration' (£1150), and 'Total' (£3050). Another section discusses 'How much does it cost?' and lists various expenses such as venue hire, catering, equipment, and transport.

## What We Need From You

### 1. An Introduction to your publication, your University and Students' Union

Who are you? We're going to be working with you for five months on this event, and in the weeks running up to the event - we will probably speak to you on a daily basis!

Let us know a little about yourself:

- Who are you?
- What is your publication about?
- What does hosting the conference mean to your publication?
- What does hosting the conference mean to your university or students' union?
- How do they plan to support you with the event?

### 2. Location and Travel

The SPA has publications from the very top of Scotland right down to the south coast, and getting 150 students all in one place from around the UK is no mean feat!

- How far are you from major cities, and what are national and local transport links like?
- Where is your university or student union in relation to the local area? i.e. Are you a campus university out of the city, or are your buildings right at the heart of everything?
- How will this affect people making their way to #SPANC18, and what are the likely costs?
- Is there parking at your university for cars and minibuses, or is there a car park nearby? Is this secure overnight and will there be any charges?
- How will you aide delegates in getting round the city and the university if things are spread out?

*Tip: Even if your campus is 20 minutes from the conference, if you can provide a shuttle bus or even an army of volunteers to create a walking bus, then this will help delegates unfamiliar with the city in arriving without trouble. But don't forget to include any additional costs for such services in your proposal.*

### 3. Conference Facilities

Fitting 100 delegates into a single room can be a tight squeeze, and many of the sessions at the conference (such as the keynotes, welcome/leaving addresses and AGM) require all of our delegates to come together in one place. This space will ideally become the centre of conference, where people can ideally come throughout the weekend if they needed any help.

We also hold a number of training sessions and speaker sessions throughout the event, so we would therefore need to have access to a number of smaller rooms to allow for more flexibility.

- Do you have adequate rooms available for both keynotes and smaller sessions?
- How central are all facilities? Are they within or close to your university or student union?
- Where are the rooms in relation to each other? Ideally smaller sessions should be in the same building so delegates can move freely.
- Is there a cost to book these rooms?
- Do the rooms come with enough AV Kit, including projectors, speakers, microphones etc? (And is there somebody to help with tech throughout the event?)

#### **4. Accommodation**

It's no good getting 150 people to the conference if they haven't got anywhere to sleep!

This will likely be the largest cost in your proposal but there are lots of different accommodation options that can help you find the most cost-effective deal. Don't just approach your university conference team and assume they will be the cheapest around.

- Are there Halls of Residence that we could use whilst the students are all away?
- Is there a hotel(s) nearby that could house all of the delegates and speakers?
- What are the facilities like?
- What would the costs be per delegate?
- How close is the accommodation to the main conference site? (The closer the better!)

#### **5. Catering**

Delegates need to eat! Look into different options for catering so that you can find the most cost-effective deal. Again, don't just assume your university hospitality team will get you the cheapest deal.

Some meals are a must for SPANC18 but, we also welcome those who are willing to go one step further and cater for the whole weekend.

- Day 1 – A light dinner (*Optional*)
- Day 2 – Breakfast (*Optional*)  
Lunch (**Compulsory**)  
Formal Dinner (**Compulsory**)
- Day 3 – Breakfast (**Compulsory**)  
Lunch (**Compulsory**)



The second night is awards night and therefore a formal evening. The dinner usually takes the form of a buffet or semi-formal three-course meal. However, we are always looking for creative and innovative ways to make this evening a little bit different. For example, could you offer a cocktail reception followed by a gourmet buffet?

Here are some points to consider:

- Do you have catering facilities on-site that can cater for the event?
- Will breakfast be served in the hotels, or would it be cheaper to do this on campus?
- What menu possibilities can you offer?
- Is there somewhere with capacity for up to 150 delegates to sit down and eat together? Or can we arrange sittings?
- How much will it cost per delegate?

## **6. Entertainment**

The conference has previously had a variety of great entertainment on the two evenings to provide an ice-breaker, allow delegates to get to know one another and potentially network with the industry speakers. In the past we have had live music, a karaoke evening, bar drinks and a pub quiz.

The conference is not just about educating your publication, but also about having fun and getting to know other student journalists.



- What events would you propose?
- Do you have facilities on-site at your university or student union?
- Can you arrange drinks promotions?
- Would your university radio stations be willing to DJ?
- Do you have an entertainment /production set up to host events? #SPANC often requires stage production, for example.

## **7. Cost and Budget**

Money, money, money: budgeting is crucial to the success of your bid. The SPA Committee Exec will sit down in December and scrutinise your budget and if the numbers don't add up, we won't be able to progress with your bid.

In terms of costs, you should factor in the following:

- Room / equipment hire / production and decor
- Catering
- Accommodation
- Entertainment-related costs (e.g. DJ or equipment / venue hire / security)
- Shuttle Buses (if required)

Please be careful when stating costs!



Are they fixed or per-head? If the cost of hiring a room is £1,000 then make sure you state this in your budget - don't try and calculate the cost per head, as this can be misleading.

Similarly, if a hotel charges £39.99 per twin room, per night - state this rather than try to calculate a total cost.

ALSO: Value Added Tax (VAT) is an important consideration. For every quote, you should find out if it is inclusive or exclusive of VAT and state this clearly in your proposal. You don't want to send off your bid to find out the cost is 20% more than you expected!

The SPA will help find sponsorship for SPANC to lower costs for members attending. We would therefore find it really useful if your bid could state how much sponsorship you think you would need from the SPA. For example, if the SPA was to raise £4,000 towards costs, what do you think the final price would be for those attending?

Also consider:

- What are the payment terms likely to be?
- Are deposits required? If so how much and how soon before the event? (Very important!)
- Are you able to get the support of your university or student union to part-fund, or offer sponsorship for the event?

Proposals that are thorough and offer good value for money, with no hidden costs, will be looked on extremely favourably. The budget can truly make or break a bid so make sure you get it right!

## 8. Organisation

The publications volunteer team is the backbone of the Student Publication Association National Conference. It is impossible for the five-strong SPA Executive to pull off the event without a trusted and reliable volunteer team at the host university.

We recommend that the host publication put forward a small group of publication representatives to oversee organising the conference at their end, liaising with the SPA Executive on all conference-

related matters. This could include the editor, deputy editor, section editors, or a student union sabbatical officer. We would also like to know who from that team will act as a main liaison with the SPA so that there is a clear line of contact in the lead up to SPANC.

In order to successfully run the conference we will require regular meetings between the host publication and ourselves. Meetings will begin once each application has been reviewed and a successful host publication chosen.

These meetings are likely to be every two weeks and from time-to-time could involve you having to travel. We also will be doing a lot of planning online through Skype, Google Hangout and Google Docs, and would hope that you are easily contactable via email or telephone to discuss conference issues when required.

The host member will be responsible for all of the arrangements at the venue, as well as booking all facilities, services (such as catering) and accommodation at their end, so you need to make sure you and your publication are happy with this responsibility.

*Tip:* We want to know that your volunteer team is reliable and professional as they will be representing not just your university but also the SPA to our members and to the industry.

We want to know that your team is friendly and enthusiastic and committed to the Association!

## 9. Anything of interest?

Although the SPA will organise the majority of the sessions and speakers, we will also look to your publication, university or student union for useful contacts and potential speakers who may be of interest to our members and delegates.

If you have links with your local BBC, news desk, newspapers, magazines, PR companies, etc, then we would love to hear about them, especially if they are willing to offer speakers, sponsorship or just want to come along for an evening.

*Tip: No bit of information is too insignificant. Even something as simple as we can get free cans of Red Bull or cereal bars each morning for all the delegates is worth us knowing. It's not necessarily about what you are saying, but the fact that you've been proactive and managed to get somewhere or something!*

## 10. Dates

The conference is normally held over two days (one night) with an additional optional evening on the first night, during the Easter holidays, but not actually over the Easter weekend.

When suggesting dates for the conference bear in mind that universities across the UK have different holiday dates and lengths, and that we would ideally like dates that the majority of our

members could attend on. The month we are looking at is between March 30th and 22nd April 2018 but these are flexible.

- Which dates would you initially propose we hold the conference on?
- Are there alternative dates that you can offer?
- Have you double-checked with your venue that they are willing to open on these dates?  
Have they already booked something in?
- What will the transport to and from your university or student union be like during this period?

### 11. Summary

Give us a brief statement detailing why your publication is the best to host the conference this year. This is your chance to tell us anything you haven't already, and why you want to host #SPANC18.

Make sure you include:

- Your publication name and your university name
- Application contact details
- A single contact responsible for your bid (name, email and mobile no.)

### 12. Endorsements

We ask applications to include written confirmation from the host publication's university / student union confirming that they are happy with hosting the conference and are willing to provide the required space and facilities during the proposed period. You may also wish to provide a written confirmation from your proposed accommodation that they are happy catering for this number of people during the period you've suggested, as well as any other contractors you've approached regarding pricing.

## **SPANC18 Bid Checklist**

***A handy checklist of everything important your bid must contain so you don't forget anything!***

- Introduction to your publication, University and Students' Union**
- Location and Travel**
- Conference Facilities**
- Accommodation**
- Catering**
- Entertainment**
- Cost and Budget**
- Organisation**
- Anything of interest?**
- Dates**
- Summary**
- Endorsements**

### **So Remember...**

**You need to include all the information listed in the 12 headings above, and send a copy (PDF) of the conference proposal (with any letters of endorsement) to the SPA at [chair@spajournalism.co.uk](mailto:chair@spajournalism.co.uk).**