



## Expression of Interest: EngageTech Forums 2018

engagetech is an engagement technology showcase and workshop where government can learn about and share their public engagement challenges with peers and industry experts. Not a conference, nor a sales pitch, but an event where participants expect to network and discuss the issues surrounding public engagement.

### What is it?

The [EngageTech forums](#) are designed to be a collaborative event facilitating intimate engagement between public (technology users) and private (technology providers) to come together in a “non-sales” environment to learn about:

- What tools are currently available (for public engagement)
- Not only what tools can do, but how they can be used
- Trends in technology – innovation roadmaps for technology

Private sector participants will learn more about the issues that public sector engagement teams have generating public involvement. The public sector can engage industry experts and their public-sector peers regarding what is possible and what will be possible from a technology standpoint, to help them plan for the future.

The EngageTech forums have a format that is tested and understood to make public sector participants feel comfortable in a collegiate learning environment where they can discuss methods of public involvement with experts and peers (not salespeople).

### Who is it for?

The engagetech forum is held on a single day and is designed for public service participants 100-150 (depending on venue) per event, including:

- Policy advisors and planners
- Community engagement and development specialists
- Cross Government, stakeholder engagement & program delivery specialists
- ICT innovators and enterprise architects

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Listen Understand Consider



- Communications and public relations teams supporting the roles listed above

We will work with you to ensure that a broad range of public sector stakeholders are represented at these events.

### Where and when will it be held?

An event will be held in Wellington at the University of Victoria on the 28<sup>th</sup> August, 2018.

This event will be opened by the NZ Minister for Innovation Open Government and Digital Transformation. The event is being co-hosted by the School of Business and Government at the University of Victoria and will be promoted and supported by the NZ Government Online Engagement Service team.

A second event will be delivered in Sydney as part of Smart Cities Week in October, on Monday the 29<sup>th</sup> October or Thursday 1<sup>st</sup> November. The locations for this event are being negotiated with our partners, the Smart Cities Council, a University and urban LGA.

### What happens?

A five-staged event shaped around a spectrum of engagement purposes/business problems that technology can help support:

1. Expo – technology showcase based on the EngageTech spectrum
2. Presentation / panel discussion
3. Workshop – world café style table discussions based on spectrum – sponsors will not be invited to participate but will be able to walk around the room to listen to discussions
4. Speed networking – meet the technology providers and people who have used their products
5. Debrief – a discussion about lessons learned throughout the day and experiences using EngageTech to date



## Opportunity for sponsors?

### Standard sponsorship package

#### *Recognition and Branding:*

- Host a table of 10 participants at the event with 3 X 15 min sessions to showcase how your product is being used by government
- Acknowledgement by the chair as an EngageTech Showcase Exhibitor at the start of the event
- Logo and hyperlink to your website on the relevant EngageTech event website(s)
- Logo on our promotional slide displayed on stage at the start of the event and during all break periods
- The opportunity to showcase any promotional banners and materials in your exhibition stand

#### *Delegate Passes:*

- One (1) complimentary pass to the event for a staff member
- Up to four (4) 25% discounted passes for relevant government clients or contacts (must be employees of a government agency, statutory body or government managed consortium)

#### *Exhibition Stand:*

- Exhibition space in a prime location at the event

#### *Additional Benefits:*

- A list of job titles and company names of all EngageTech attendees
- Your corporate profile or marketing material of up to 4 pages in length added to our conference share drive
- Use of the EngageTech logo to promote your engagement technology business

The standard sponsorship rate is: \$5,000.00 (+GST) for each event for standard sponsors.

**To become a Standard Sponsor, please call Amelia on +61 411 960 585 or email [info@engage2.com.au](mailto:info@engage2.com.au)**



## **Premium sponsorship package**

The standard sponsorship package plus:

### *Recognition and Branding:*

- Recognition and an outline of why you were invited to be a premium sponsor in Amelia Loye's opening address
- Participation in the panel at the start of the event
- Recording and marketing of a podcast with Amelia prior to the event which will be used to market the event with a link to it shared in the follow up communications and post-event report
- Banner at the entrance to the event

### *Delegate Passes:*

- Additional two (2) complimentary pass to the event for staff members
- Additional two (2) 25% discounted passes for relevant government clients or contacts (must be employees of a government agency, statutory body or government managed consortium)

This package is only available to industry associations and networks and sponsors whose companies distribute or markets engagement technology products and methods.

The premium sponsorship package is \$9, 000.00 (+GST) per event.

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