

Your invitation to engagetech forums



What is it?

The [EngageTech forums](#) are workshops for public servants who want to find the right technologies for their engagements.

It's an intimate environment for technology providers to showcase their tools and discuss how they might be used by governments with participants (public servants).

Who is it for?

Technology providers (sponsors) participate in the forums to build relationships with potential clients, to showcase their products to market and to learn more about user needs. Procurement processes, transformation and implementations are openly discussed.

Participants love the forums because they get to learn about the tools available and see examples in a "non-sales" environment while discussing how they might use them with their peers. The forums attract:

- Policy advisors and planners
- Community engagement and community development specialists
- Cross-government, stakeholder engagement and program delivery specialists
- ICT innovation and information managers
- Communications and public relations staff

engage2 form partnerships with co-hosts (influencers) who help us promote the Forums to target audiences in each location.

Where and when will it be held?

You tell us. Our sponsors have told us they would like us to host events in Brisbane and New Zealand in 2020. Melbourne, South Australia, Canberra and New Zealand are also on the table. We need four sponsors, and one strategic local partner, per location to make a Forum viable.

The first event will be held in March and the second in November 2020.

Tickets

Ticket prices are set so that the forums are accessible for public servants. There are two prices:

STANDARD TICKETS
\$535 plus GST

DISCOUNT TICKETS
\$428 plus GST

Discount tickets will be sold to:

- Early birds
- Staff working in local governments with small populations
- Guests of our sponsors – in accordance with this agreement
- Groups buying more than 6 tickets at a time





How it works

The forums are a peer-to-peer learning environment for 100-120 participants. It's a full day event with six parts:

1

Opening presentation – from hosts.

2

Government panel – event partners and local influencers are invited to share their thoughts about the different types of technologies for engagement and how they might be used.

3

Workshop – participants share their experiences (use cases and lessons) during world café style discussions. Each table discusses a different type of engagement and tools that might be used across the [EngageTech Spectrum](#). Sponsors listen but do not participate in the small groups.

4

Sponsor panel – panel sponsors are invited to the stage to share a use case / case study and lessons. Panel sponsors can participate themselves or suggest clients to participate on their behalf.*

5

Speed demos – demo sponsors host discussions, answer questions and provide demonstrations with 10 -20 participants.

6

Debrief – small groups of participants (10) reflect on the day and share what they wish their boss had heard so that it can be recorded in the report.

A technology showcase is also set up, inside at the back of the room where possible, so that display and demo sponsors can set up banners, stands and screens. Participants are invited to visit these displays, to meet sponsors when they enter the room and during breaks.

This format has been tested and refined based on sponsor and participants input. engage2 has hosted five EngageTech Forums in Australia and New Zealand since 2013.

*This part of the forum is new – we are piloting in 2020 based on input received from our 2019 sponsors. It will only be delivered if we get three or more panel sponsors.



A new opportunity for sponsors

Half a day (4 hours) of Amelia's time to help your team to:

- Scope / tailor the design of your demo to meet the needs of Forum participants.
- Align your involvement in the Forum with your business development strategy.
- Prepare to leverage the opportunities generated by the Forum.

This service can be provided at

\$AUD1,500.00 (+GST) for half day along side any sponsorship package.

** See page 5 for the disclaimer.*

Demonstration SPONSOR PACKAGE

RECOGNITION AND BRANDING:

- Host a table at the Forum with at least three (3) 15 minute sessions for 10-20 participants to showcase your product and how it is being used by government.
- Showcase promotional banners and materials in your exhibition stand.
- Record a webinar demo with Amelia Loye for promotion on engage2's [EngageTech series](#).
- Acknowledgement by the chair during the Forum and in the post-Forum report.
- Your logo and weblink on the relevant [EngageTech Forum event webpage](#).
- Use of the EngageTech Forum logo to promote your engagement technology business.

DELEGATE PASSES:

- Two (2) complimentary passes to the Forum for staff members.
- Up to four (4) 25% discounted passes for your government clients.

ADDITIONAL BENEFITS:

- A list of job titles and company names of EngageTech Forum participants.
- engage2 will share two pages of your marketing materials with participants after the Forum.

The demonstration sponsorship package is \$AUD5,500.00 (+GST) per Forum.



Panel

SPONSOR PACKAGE

RECOGNITION AND BRANDING:

- Share a case study, lessons and tips during a Forum panel.
- Record a webinar demo with Amelia Loye for promotion on engage2's [EngageTech series](#).
- Acknowledgment by the chair during the Forum and in the post-Forum report.
- Logo and hyperlink to your website on the relevant [EngageTech Forum event webpage](#).
- Use of the EngageTech Forum logo to promote your engagement technology business.

DELEGATE PASSES:

- One (1) complimentary pass to the Forum for a staff member
- Up to two (2) 25% discounted passes for your government clients.

ADDITIONAL BENEFITS:

- A list of job titles and company names of EngageTech Forum participants.
- engage2 will share two pages of your marketing materials with participants after the Forum.

The panel sponsorship package is \$AUD4,000.00 (+GST)

or can be purchased as an addition to the demonstration sponsorship package for **\$AUD2,500.00 (+GST)** per Forum.

Showcase

SPONSOR PACKAGE

RECOGNITION AND BRANDING:

- Showcase promotional banners and materials in your exhibition stand.
- Acknowledgment by the chair during the Forum and in the post-Forum report.
- Your logo and weblink on the relevant EngageTech Forum event webpage.
- Use of the EngageTech Forum logo to promote your engagement technology business.

DELEGATE PASSES:

- One (1) complimentary pass to the Forum for a staff member.

ADDITIONAL BENEFITS:

- A list of job titles and company names of EngageTech Forum participants.
- engage2 will share two pages of your marketing materials with participants after the Forum.

The showcase sponsorship package is \$AUD3,000.00 (+GST) per Forum.

This package can be sold individually or alongside demo sponsorship. Only four of these packages will be sold per Forum. This panel is a new session we are trialling in response to feedback from our 2019 Forums. This session will only go ahead if we have three or more sponsors for this panel.



Overseas

SPONSOR PACKAGE

RECOGNITION AND BRANDING:

- Webinar demos at the Forum with three (3) 15 min sessions to showcase how your product is being used by government.
- Record a webinar demo with Amelia Loye for promotion on engage2's [EngageTech series](#).
- Acknowledgment by the chair during the Forum in the post-Forum report.
- Your logo and weblink on the relevant [EngageTech Forum event webpage](#).
- Use of the EngageTech Forum logo to promote your engagement technology business.

DELEGATE PASSES:

- Up to two (2) 25% discounted passes for your government clients.

ADDITIONAL BENEFITS:

- A list of job titles and company names of EngageTech Forum participants.
- engage2 will share two pages of your marketing materials with participants after the Forum.

The overseas sponsorship package is \$AUD3,500.00 (+GST) per Forum.

Network

PARTNER PACKAGE

RECOGNITION AND BRANDING:

- Acknowledgment by the chair during the Forum and in the post-Forum report.
- Your logo and weblink on the relevant [EngageTech Forum event webpage](#).
- Use of the EngageTech logo to promote your engagement technology business.

DELEGATE PASSES:

- Two (2) passes to the Forum for two (2) staff members.

ADDITIONAL BENEFITS:

- A list of job titles and company names of all EngageTech attendees.

WHO IS THIS PACKAGE BEST FOR?

The EngageTech Forum is for public sector staff. Staff from private businesses will not be sold tickets to the EngageTech Forums but industry associations or private organisations may choose to sponsor the forums as network partners.

The network sponsorship package is \$AUD2,500.00 (+GST) per Forum.

***Disclaimer:** *How we work with technology companies*

engage2 is product agnostic. We advise our clients about the engagement technologies available and how these products might suit their needs.

We also advise technology companies about the engagement technology market, supporting businesses with market research, product development roadmaps and business development strategies. This advice is provided commercial in confidence under contracts which include Non-Disclosure and Confidentiality Agreements. We do not support technology companies with sales, this includes sharing contact details or providing introductions to clients or Forum participants or taking commissions on sales that result from our advice.

BENEFITS	DEMO SPONSOR PACKAGE	PANEL SPONSOR PACKAGE	SHOWCASE SPONSOR PACKAGE	OVERSEAS SPONSOR PACKAGE	NETWORK PARTNER PACKAGE
Host a table					
Exhibition stand					
Participation in a Forum panel					
Pre-event Webinar					
Acknowledgment during the Forum and in report					
Logo and weblink on event page					
Use of EngageTech logo					
Complimentary passes					
Discount passes (25% off)					
Participant job titles and company names					
Share two pages of your marketing materials					



Contact Amelia Loye at info@engage2.com.au before 1st December 2019 with a clear indication of the sponsorship package, location and audience you would most like to reach in 2020. We will then prioritise our discussions with potential co-hosts and partners based on your input.

We hope to confirm locations and dates for two Forums before 30th January 2020. This will give us all some time to prepare and market the events so that we get the right people in the room. A payment of 50% of your total sponsorship fee will be required for each Forum as it is confirmed.