Expression of Interest: EngageTech forums 2019

An engagement technology showcase and workshop where governments 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 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

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

Participants engage with industry experts, technology providers and their peers in the public-sector to understand how tools are being used and what is possible so that they know how to ask for the tools they need for their projects and organisation.

Technology providers participate to learn more about how public sector engagement teams are engaging, what they want to do with technology and procurement processes and implementation issues.

Who is it for?

The EngageTech forum is held on a single day and is designed for public service participants 120 per event, including:

- Policy advisors and planners
- Community engagement and development specialists
- Cross Government, stakeholder engagement & program delivery specialists
- ICT innovators and enterprise architects
- Communications and public relations teams supporting the roles listed above

We work with the hosts and sponsors of our events to ensure that a broad range of public sector stakeholders are represented at the Forums.

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Where and when will it be held?

A New Zealand Forum is being held in Auckland on the 15th May 2019. This Forum is being supported by Council who have bought all 120 tickets to give to members of their Engagement Network and 10 other innovative NZ Councils they want to learn from and with.

Their Engagement Network consists of more than 500 representatives from the eight organisations that form the 'Auckland Council Group' which includes *Auckland Transport, Panuku Development, Auckland Tourism, Events and Economic Development (ATEED) and the 21 Local Board*s. All organisations in this group will be represented at this Forum.

A panel of suppliers will be set up after the event with teams encouraged to trial use of a variety of products. The Council is using the Forum to expose the network to the spectrum of products available and to encourage teams to purchase tools and trial new approaches while thinking strategically.

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 can walk around the room to listen to discussions but do not participate in small groups
4. Speed demos – 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 EngageTech provider sponsorship package

Recognition and Branding:
- Host a table at the event with at least three (3) 15minute sessions for 8-10 participants to showcase your product and how it 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 webpage
- Logo on our promotional slide displayed on stage at the start of the event and during all break periods
- Recording and promotion of a webinar demo with Amelia Loye from engage2
- 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
- One (1) 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

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Additional Benefits:

- A list of job titles and company names of all EngageTech attendees
- engage2 will up to 4 pages of your product marketing materials with participants post event. Use of the EngageTech logo to promote your engagement technology business

The standard sponsorship rate is: $AUD5,000.00 (+GST) for each event for standard sponsors.

Interested? What now?

If you are interested in any of the above sponsorship options, please reply to this invitation by contacting Amelia Loye at info@engage2.com.au with a clear indication of the event you would like to sponsor.

If you are interested in sponsoring the Auckland EngageTech Forum contact Amelia@engage2.com.au immediately. We have room for six (6) standard EngageTech sponsors in the Auckland Forum only. We are also inviting industry associations to join us as network partners for the Forums.

The Auckland Forum and its sponsors will be announced on the 1st April 2019. We will need a signed contract and 50% deposit confirming your involvement before the 27th March if you would like to be included in that announcement.

If you would like to work with engage2 as a partner or sponsor for future EngageTech Forum's please get in touch. We are happy to run our Forums with Governments as part of their ICT and change management program and alongside smart city, engagement, civictech events for government staff.

Thank you,

Amelia Loye

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