



Northern Ireland Science Festival  
7 North Street  
Belfast, BT1 1NH

[www.nisciencefestival.com](http://www.nisciencefestival.com)

COMPANY NUMBER NI 324114  
CHARITY NUMBER NIC100332

## **INVITATION TO QUOTE**

### **Press support for NI Science Festival**

#### **Introduction**

The NI Science Festival is looking for the services of a PR professional or agency that can support the organisation in the lead up to and during the 2018 festival. Within three years the Festival has become one of the largest celebrations of STEM in Europe, with over 180 events across 60 venues and a total audience of 63,000. We are keen to ensure the Festival can reach an even larger audience through increased awareness and press coverage.

#### **Background to the Festival**

Founded in 2014, the NI Science Festival takes place over 11 days in February each year, beginning at the start of half term and extending into the school week. During the day the festival presents workshops, talks and interactive activities for young people, parents and schools. In the evening the festival presents an eclectic mix of debate, talks, theatre, comedy, music and film for adults.

The Festival is organised by Science Festivals NI, a unique collaboration of major science and arts organisations in Northern Ireland funded by the Department for the Economy, Belfast City Council, Queen's University, Ulster University, MCS Group, Tourism NI and the British Council.

Through unique events and experiences, the programme aims to highlight, inspire and engage the public with the sheer breadth and brilliance of science in Northern Ireland and beyond.

After delivering three major Festivals in 2015, 2016 and 2017, the organisation is at an exciting place in time. Both Festivals exceeded expectations and targets with over 50,000 attendees in 2015 and over 63,000 in 2016 and 2017.

#### **Our target audience**

With events during the day for a younger audience, in the evenings for an older demographic and the weekends catering to families, the festival will be targeted at a broad spectrum and our press coverage should reflect this. As well as targeting publications aimed at families

(NI4Kids), daily national press and local press, we hope to receive coverage in business and industry publications.

### **Scope of services required**

The successful candidate/agency will be required to deliver the following tasks:

- Produce and deliver an integrated Press and PR strategy for the 2018 Festival that increases media coverage in Belfast, NI, UK and ROI and internationally.
- Drafting and issuing regular media releases to national and local newspapers, business press, on-line media and, where appropriate, radio and television
- Generate PR/editorial interest with wider media and mainstream press including regional, national and international media, local radio, local television and national networks using press releases, previews, editorials, briefings and features in conjunction with partners.
- Work to develop media partnerships for the 2018 Festival.
- Liaise closely with funders and stakeholders to ensure their communication objectives are met.
- Manage press enquiries during the festival
- Be creative and innovative in their approach with activity that reaches the identified target audiences
- Monitor and report on all media coverage summarised with a written report at the end of the festival.
- Coordinate arrangements for tickets for journalists and media representatives at selected events.
- Provide regular press updates during the Festival period
- Collate a post event Press and PR review with clippings for all stakeholders.

### **Timescales and key milestones**

There will be a number of key milestones where we will require support. These include:

- December 2017 – A press release highlighting the “early bird” events released by the festival
- 11<sup>th</sup> January 2018 – The official press launch of the full programme of the festival
- Jan – Feb 2018 – Draft and issue press releases to local press to highlight events in each council area. Pitch press interviews and pieces with speakers to highlight individual events at the Festival;
- 15<sup>th</sup> – 25<sup>th</sup> Feb 2018 – Various press during the festival itself, particularly on the larger events in the programme.

### **Your submission**

Applicants must provide evidence that they meet the following requirements and provide examples:

- Experience of producing Press and PR campaigns for Festivals/events
- In-depth working knowledge and experience of working with STEM organisations Be sufficiently experienced to ensure this brief is delivered on time and to budget

Applicants must demonstrate:

- Excellent communication skills and expertise
- Excellent team working and collaborative skills

- Excellent oral and written skills
- Experience of problem solving and complaint handling.

Applicants must also:

- Be willing to undertake 'off-duty' working hours
- Have access to own transport

Please include the following in your submission:

- Examples of previous work/campaigns
- Experience in Festivals/events and STEM
- A breakdown of your hourly/daily rate.

Once completed this quote can be returned via email to [info@nisciencefestival.com](mailto:info@nisciencefestival.com) no later than **Friday 1<sup>st</sup> October 2017 at 12noon**. It is expected that the individual/agency will be in a position to start the work asap.