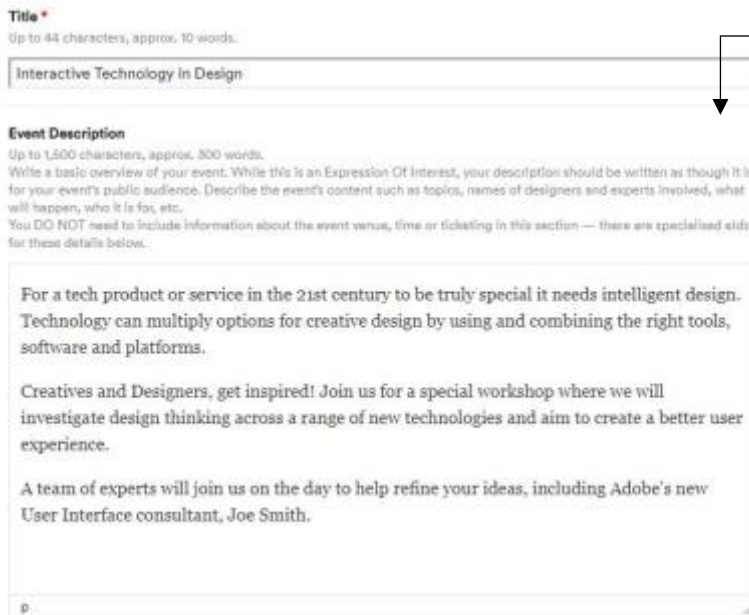


# Sydney Design Festival Expression of Interest Guide 2018

## How to submit an Expression of Interest

Your Expression of Interest submission is an advertisement for your event. The text and images you submit on this form will appear on the Sydney Design Festival 2018 website, however this is not the final draft and there will be a further opportunity to make essential changes to your event before the website goes live in January.

### EXAMPLE



The screenshot shows a form with two main sections. The first section is titled "Title" and has a sub-header "Up to 44 characters, approx. 10 words." Below this is a text input field containing the text "Interactive Technology in Design". The second section is titled "Event Description" and has a sub-header "Up to 1500 characters, approx. 300 words." Below this is a text area containing the following text: "For a tech product or service in the 21st century to be truly special it needs intelligent design. Technology can multiply options for creative design by using and combining the right tools, software and platforms. Creatives and Designers, get inspired! Join us for a special workshop where we will investigate design thinking across a range of new technologies and aim to create a better user experience. A team of experts will join us on the day to help refine your ideas, including Adobe's new User Interface consultant, Joe Smith." There are arrows pointing from the text on the right to the title and description fields in the form.

### Event title

Maximum of 44 characters in length.

Make sure your event title is clear, short and interesting.

### Event description

Aim to write 100–200 words.

This should be written as a promotional description of your event, not a proposal of your event.

### Tips for event description:

- If it is a lecture, include a description of the topic and also a brief biography of the speaker
- What are the highlights of your event?
- Consider the audience for your event, is it for professionals, students or families?

For more examples please refer to the Sydney Design Festival 2016 website: [sydneydesign.com.au/2016](http://sydneydesign.com.au/2016)

# Sydney Design Festival Expression of Interest Guide 2018

## Place and Time

### EXAMPLE

#### Venue Name \*

Name of the venue of your proposed event.

General Assembly

#### Venue Address \*

Enter the street address and hit enter. This field is used to display a map of where your venue is. The map below will attempt to drop a pin on your venue. Adjustments can be made by dragging the pin on the map.

56-58 York Street, Sydney, New South Wales, Australia



Enter 'TBA' if you don't yet have a venue. If you have a venue in mind, but are awaiting confirmation, enter the proposed venue name and 'TBC'

After entering your venue address, you can click and drag the pin to adjust.

#### Extra Info about Address

This is where you can include details beyond a simple address such as 'look for the red door, knock three times and ask for Jimbo, the password is swordfish'

Use the 'Extra Info' section if your venue may be difficult to find (e.g. 'Turn left when you see the red garage door') or if your audience needs to call for entry (e.g. 'Use the door buzzer to call Office 12')

# Sydney Design Festival Expression of Interest Guide 2018

## Event date and time

If the event is on more than one day use 'ADD ROW' button or hover over the right end of the row and select the plus symbol. **You need to add a new row for every day that the event is on. If your event has multiple sessions across one day, use a new row for each session.**

EXAMPLE

### Event Date and Time \*

Sydney Science Festival will run from 2-11 March 2018. If your event has multiple sessions across a day, or spans over multiple days, please list each session individually using the "ADD ROW" button.

| Date *     | All Day<br>Tick if event is all day or online | Start Time<br>Please format in 24-hour time. | End Time<br>Please format in 24-hour time. | Date Comment<br>Optional. If you have any notes or comments for this date, add them here. |
|------------|---|--|--|---|
| 13/03/2018 | <input type="checkbox"/> All Day              | 18:30  | 20:00                                      |   |

End Time

Time 20:00

Hour

Minute

Now Done

← 'ADD ROW' button

## Extra Info section

This is the 'human readable' version of the date and time of your event.

EXAMPLE

### Extra info about Date and Time

This is where you can include details beyond the simple date and time such as "11am session is for children and 7pm session for adults" or "Please arrive 30 minutes before start time to get seated".

e.g. Saturday 16 July 2018, 9.00am-4.30pm

← You can include details such as 'Arrive at 4.00pm for a 4.30pm start'.

## Tickets, Booking and Admission

Select the option that best describes your event. If your event is ticketed, further options will appear. For events with

- Paid admission: use the drop down menus to enter the type of ticket and the cost of each type of ticket. Then enter the weblink to your ticketing webpage along with a phone number for those who require contact.
- Free, but bookings required: enter a weblink to your registration/ticketing page, along with a phone number for those who require contact.

# Sydney Design Festival Expression of Interest Guide 2018

- EXAMPLE

## Tickets, Booking and Admission

Which one of these describes ticketing and admission to your event? \*

- Not yet decided
- Free, no bookings required. Audience can just turn up.
- Free, but bookings are required.
- Paid admission. Audience should book and pay for priced tickets.

### Tickets

Please select the ticket types you offer from the dropdown list. If you offer a special ticket type not listed, such as a members ticket, select "Other" and enter the name for your ticket. Add more ticket types using the "ADD ROW" button.

|   | Type  | Price | Ticket Comment       |
|---|-------|-------|----------------------|
| 1 | Adult | \$    | e.g. Pre-order price |

Add Row

You need to add a new row for each price category for your event using the 'ADD ROW' button.

Enter 'TBC' if you have not yet confirmed the pricing for your event.

### Booking Link

If attendees can book tickets to your event via the web, please link to that booking webpage here. If you DO NOT have a booking link ready yet, you can provide it later.

e.g. <http://premier.ticketek.com.au/shows/show.aspx?sh=GAMEMAST14>

### Booking Phone Number

If attendees can book tickets to your event over the phone, put the number here.

e.g. (02) 9999 9999

## About your organisation

Your organisation's name and website will be published on your event page of the website.

EXAMPLE

### About your Organisation

#### Organisation Name \*

This is the name of who is putting on your event.

#### Website

e.g. <http://www.yourorganisation.org>

# Sydney Design Festival Expression of Interest Guide 2018

## About you

This information is for the Sydney Design Festival team only. It will not be shared or appear on the Sydney Design Festival website.

EXAMPLE

### Contact

This information will be used only by admins and will not be displayed publicly.

The Sydney Design Festival 2018 team will be in contact with you over the months before the Festival for various reasons: to confirm details, request information and images, request media interviewees, etc.

Please provide the contact details for at least one extra contact (i.e.: marketing and communications coordinator, event producer, event manager, etc).

#### Contacts

|   | Name *               | Email *              | Phone Number *                              | Mobile Phone Number                       | Role<br><small>The role of this person in your organisation (e.g. CEO, Event producer, researcher)</small> |
|---|----------------------|----------------------|---|---|--|
| 1 | <input type="text"/> | <input type="text"/> | <input type="text" value="(02) 9999 9999"/> | <input type="text" value="0499 999 999"/> | <input type="text"/>   |
| 2 | <input type="text"/> | <input type="text"/> | <input type="text" value="(02) 9999 9999"/> | <input type="text" value="0499 999 999"/> | <input type="text"/>   |

**Add Contact**

Provide the contact details of the best person to contact about this event so that we can be in touch.

## Terms and conditions

Please read the Terms and Conditions to participate in the Sydney Design Festival and if you agree, check the tick box.

### Terms and Conditions \*

I have read and agree to the Sydney Design Festival [terms and conditions](#).



## Submit

Once you have reviewed and accepted the Terms and Conditions to participate in the Sydney Design Festival you can save your event.

# Sydney Design Festival Expression of Interest Guide 2018

## Images

### EXAMPLE

#### Images

##### Event Images

Upload 1-3 high resolution, landscape photographs or illustrations that reflect the subject matter of your event. It should be a photo that would suit an online page or program guide. Photos should be clear, high contrast and use imagery that evokes emotion and social connection. If you cannot supply a photo now, please be aware that if your event is accepted as part of Sydney Science Festival, you will need to provide an image by the end of April.

##### Images must be:

- JPG or PNG format
- At least 1 MB in size. Maximum 5 MB size.
- Landscape orientation
- Contain no text or logos

NOTE: It is mandatory that you add an image caption and credit the photographer or artist whose work is shown using the Caption field. e.g. Photo: Museum of Applied Arts and Sciences. Photographer: Ryan Hernandez

|   | Image                                       | Caption              |
|---|---|----------------------|
| 1 | No image selected <a href="#">Add Image</a> | <input type="text"/> |

[Add Row](#)

Note: It is mandatory that you add an image caption and credit the photographer using the caption field. E.g. Museum of Applied Arts and Sciences. Photographer: Ryan Hernandez.

Upload 1-3 high resolution, landscape photographs or illustrations that reflect the subject matter of your event. It should be a photo that would suit an online page or program guide. Photos should be clear, high contrast and use imagery that evokes emotion and social connection. If you cannot supply a photo now, please be aware that if your event is accepted as part of Sydney Design Festival, you will need to provide an image by the end of September.

Photos must be:

- JPG or PNG format
- At least 1MB in size
- Maximum 5MB in size
- Landscape orientation
- Contain no text or logos

## Further enquiries

If you have any questions, please contact [sydneydesign@maas.museum](mailto:sydneydesign@maas.museum)