# EVENT PROPOSAL form

## Britcham Events provide a platform to educate, inform and enhance the knowledge of fellow Chamber members and guests.

## if you would like to run an event Please complete this proposal form for review by the Chamber team, following this dates can be held in the events calender.

## LEAD FOR THE EVENT

|  |  |
| --- | --- |
| Name |  |
| Company |  |
| Email |  |
| Business Committee (If applicable) |  |
| Business Committee collaborating with you (If applicable) |  |

## Key information

|  |  |
| --- | --- |
| Preferred Date |  |
| Event outline & suggested title |  |
| Website Marketing text: Why you should attend |  |
| Website Marketing text: What you will learn |  |
| Website Marketing text: Who Should attend |  |
| Additional resource such as Slido Q&A, Polling |  |

## Event type

|  |  |  |  |
| --- | --- | --- | --- |
| Event Type | Associated costs | Details | Confirm your Event Type |
| Panel Event |  | Bringing together industry leading experts to discuss current and punchy topics effecting Businesses across the globe.Open for all to attend, delivered in a variety of venues including hotels, the BritCham office and Member Venues. Providing a platform for knowledge share and networking. |  |
| Pure Networking Evening |  | Generally centered around a core industry, bringing like minded people together for an evening of networking and refreshments. |  |
| Business Tour |  | An intimate insight behind the scenes of a business, usually inaccessible to the general public. |  |
| Webinar  |  | Knowledge share in a digital era. Hosted LIVE, digitally with Q&A, Chat and polling facilities. Live for registrations on the Chambers Events page. Later hosted on the website as a podcast. |  |
| Podcast |  | A moderated conversation, pre-recorded, offering an insight to industry/experience/knowledge to be hosted on the Chambers platforms. |  |
| BritCham Presents Event*Member opportunity Only* | $2,500  | Hosted in the BritCham office, this is a member exclusive opportunity to deliver an intimate session with content lead by you.Live for registrations on the Chambers Events page. |  |
| Britcham Presents Webinar*Member opportunity Only* | $2,000  | This is a member exclusive opportunity to deliver a pre-recorded presentation, permanently hosted on the Chamber website for free viewing by all with a dedicated URL for sharing. |  |
| Company Roundtable Event*Member opportunity Only* | $1,500 | For companies keen to organise a roundtable of relevant senior professionals from our member network when their C-suite executive visits Singapore, we can organise a bespoke guestlist on your behalf for up to 20 guests. |  |

## Speakers details

|  |  |  |
| --- | --- | --- |
|  | Details | Confirmed? |
| Speaker 1: Name |  |  |
| Speaker 1: Designation |  |  |
| Speaker 1: Company |  |  |
| Speaker 1: Biography (please attach a photograph) |  |  |
| Speaker 2: Name |  |  |
| Speaker 2: Designation |  |  |
| Speaker 2: Company |  |  |
| Speaker 2: Biography (please attach a photograph) |  |  |
| Speaker 3: Name |  |  |
| Speaker 3: Designation |  |  |
| Speaker 3: Company |  |  |
| Speaker 3: Biography (please attach a photograph) |  |  |
| Speaker 4: Name |  |  |
| Speaker 4: Designation |  |  |
| Speaker 4: Company |  |  |
| Speaker 4: Biography (please attach a photograph) |  |  |
| Speaker 5: Name |  |  |
| Speaker 5: Designation |  |  |
| Speaker 5: Company |  |  |
| Speaker 5: Biography (please attach a photograph) |  |  |

**Event Terms & Conditions**

1. Sales pitches of any form are strictly prohibited. We maintain a high standard of our events in regard to quality and integrity and always aim to present meaningful, diverse value for money programs.
2. We give priority to companies that are Chamber Members but proposals submitted from other companies or organisations will also be evaluated and taken into consideration by the Chamber on a case by case basis.
3. The event proposal must be relevant to the Chamber membership
4. The speaker(s) engages in the event free of charge.
5. The Chamber must receive the complete event details at least 6 weeks before the event date. The Event Proposal will be evaluated by the Chamber and any relevant Business Committee. Upon approval, we will get back to you with available dates based on the Chambers’ calendar of events and other external factors such as venue availability. In certain circumstances, we will consider quick turnaround events subject to availability of resources, event spaces and event bookings.
6. The Chamber will offer event dates on a first come, first served basis.
7. The Chamber reserves the right to postpone or cancel an event if the required minimum attendance is not reached.
8. The speaker(s) and the Chamber Business Committee event lead will attend the event for free.

\*\*\*Further complimentary tickets will be given on a case by case basis and are not guaranteed\*\*\*

**The Chamber will provide:**

1. Suggestion of suitable dates once the Event Proposal has been received.
2. Organise all event management including venue sourcing and administration processes.
3. Undertake all costs incurred to produce the event.
4. Reserve the right to set the ticket price for the event.
5. Develop marketing collaterals with information provided by you.
6. Speaker recognition on the online event listing.
7. Marketing and promotion of the event through the Chamber website, Newsletter & post event coverage in the Orient.
8. Opportunity for the company to display and distribute marketing collaterals is subject to approval based on the content and the intention of the same.
9. Basic technical and AV setup – Laptop, projector, remote mouse, screen, lapel/wireless microphone (venue dependent) and audio. Please advise in advance if the presentation will require any additional equipment.

**The Chamber/business group lead for the event commits to:**

1. Submit a signed proposal with complete details as requested above.
2. Provide all information required for marketing upon confirmation of the event date.
3. Provide company logo, CV and picture of speaker(s) for marketing collateral.
4. Driving event awareness through the Chamber and the Business Committee members’ individual networks.
5. Promoting the event by attending and driving event awareness & attendance through the Business Committees networks and communities.
6. Guarantee the presence of speaker/s on the day of the event. The Chamber reserves the right to cancel the event in case of a change in speaker nearer to the date of the event.
7. Ensure the arrival of speaker/s at the event venue at least 30 minutes before registration opens.
8. Send the presentation in Power Point format at least 3 working days prior to the event.
9. Where possible, provide a publicly-shareable version of the presentation and/or related documents which will be promoted by the Chamber and shared with the event attendees post event.

**BritCham Media Policy**

1. All media queries should be forwarded to Lucy Haydon (lucy@britcham.org.sg) as they are received to ensure consistency of our message and policy. Requests for quotes or interviews with the Chamber are to be arranged through Lucy and the MarCom team.
2. Requests for media to attend events and/or use audio/visual equipment shall be considered on a case by case basis and must be approved by BritCham, the event organisers and speakers before any commitment is made to the media.
3. BritCham reserves the right to seek post-event publicity for the Chamber by using press releases and multimedia content. Within such releases the full speaker details including their company will be referred to. A statement that all opinions expressed are of a personal nature and do not reflect the opinion of BritCham or the company will be included as standard. Where possible, speakers will be given an opportunity to approve any verbatim quotes from the event. This may be time constrained due to the nature of press release scheduling.

 **Event Guidelines for Speaker/s**

The Chamber is known for organising excellent events with insightful, high quality content. Our speakers should focus on:

1. **Tactics & Takeaways**

Keep in mind that our attendees are looking for tangible takeaways that they can implement when returning to the office.

1. **Focus on the "How To's", not the "Why's"**

We are looking for speakers to spend their time on the stage explaining how to make the most out of whichever topic they are speaking on, rather than spending their time telling attendees why that topic is important.

1. **High-level Strategies**

Key strategic thinking from thought leaders in the industry is always welcome by the audience. Your presentation could incorporate such content.

1. **Fresh and Innovative Perspectives**

 We are always keen to present fresh and unique content.

1. **Case Studies**

Attendees love to hear how other businesses have approached a key challenge or adopted a new business project/technology etc; any case studies or examples that you can present will strike relevance with the audience. Attendees also love learning about what not to do, or how other organizations learned from their mistakes.

1. **Hot Topics and New Takes on an Existing Topic**

Industries and more importantly businesses are constantly changing and evolving, so we want to ensure that the BCC event agenda features the hottest topics. Submitting new topic ideas or a new take on an existing topic is always a winner.

1. **Don't Pitch Products or Services**

This is probably the most important point about participating as a speaker. Attendees come to Chamber events to hear unbiased presentations and we do not accept pitches for any kind of product or service. Please keep your presentation abstract and focused purely on education and experience sharing. Being a speaker at an event and showcasing your thought leadership on the subject you are presenting is truly the best advertisement for your business.

1. **Branding and PR**

Poor public speaking significantly affects your brand image. Despite having a wealth of knowledge, some speakers/senior members of an organization who are presenting do not practice good presentation skills. They read off a presentation or suffer from stage fear. We advise speakers to get assistance from your internal PR team or enhance you public speaking skills in order to represent your brand effectively.