



Guidelines for Fringe Applications

TechNExt will take place from Monday 19 June 2023 to Friday 23 June 2023.

We're encouraging organisations to submit applications for fringe events that will take place throughout the week. Events can be of any size and any target audience, so long as they are free of charge and fit the festival theme of *Technology, the future and us*.

By applying as a fringe event for TechNExt, your event will be featured on the event website, you'll receive TechNExt branding assets to advertise your event as part of the festival and if required, you can apply for a small amount of funding to run your event.

If you have an event idea but don't yet know the exact details of who will speak, and where it will take place for example, that's fine - we can offer support with finding a venue or speakers. We can also advise on the best time and day to schedule your event looking at the wider festival schedule.

What we're looking for

We'd like TechNExt Festival to reach the widest possible audience within the region and celebrate tech and digital in all its forms. Whether it be coding, fintech, AI, innovation, sustainability, health tech, data, skills, start-ups, cyber security, immersive tech or something else, we're looking to offer something for everyone.

We would love to see as many in person events as possible, however virtual only events, and online access to in person events are also welcomed.

Event bookings

In addition to planning and hosting your event, as an organisation you'll also be responsible for managing the booking process. Once we have agreed and accepted your fringe event as part of the programme, we ask



that you create a booking page and provide us with a link that we'll add to your event listing. We'll support your own event promotion by encouraging sign-ups via our website and marketing channels.

Digital Leaders

TechNExt is teaming up with [Digital Leaders Week](#) (also 19 to 23 June 23) to broaden the reach to a wider audience. If you're thinking about streaming your event, we'll ask your permission for the DL team to contact you for a live stream link. They will handle online sign ups, promote your event to their community and report back with post event data.

Our 'Good Festival' ambition ([Read more here](#))

We ask you to commit to supporting our ambition to ensure the festival is as accessible, sustainable and diverse as possible. There will be a tick box on the application form to agree to this.

Accessibility

Wherever possible, venues and events should be accessible to anyone who would like to attend. Please consider access to venues, accessible facilities within venues, ability for delegates to use public transport, provision of disabled parking facilities and equipment for people with hearing impairments. Where your chosen venue is unable to be accessible in any area, please make it clear on the booking form.

Sustainability

TechNExt Festival champions sustainability and asks that Fringe events try to adopt sustainable practices in running their events to minimise their environmental impact. Please consider communicating electronically rather than by paper, avoiding single use plastic, using local suppliers wherever possible, avoiding unnecessary printing/paper/handouts at your event, and encouraging the use of public transport by delegates.

Diversity

We strive for diversity throughout the Festival and ask that your event reflects the diverse nature of the tech sector and the wider society we live in. Please consider your panels and speakers in light of this, with contributors of varying genders, races, ethnicities, ages and seniority level.

Reporting and Evaluation

TechNExt Festival will ask Fringe events to report on numbers of delegates that attend your events (in person/virtually), attendee organisation name (if applicable) as well as the start of the home postcode of attendees (i.e. NE30, YO1 etc). This will be used for the purposes of creating an impact report for TechNExt. We recommend that you include these questions in your booking form where possible.



Sharing content post event

We would love to share any content from your events before, during and after. Please follow us on socials ([Instagram](#), [LinkedIn](#) and [Twitter](#)) and [send us](#) links to any recorded content post event that you have permission to share and we can pop this onto our festival channels and share with our wider network and keep the momentum of the festival high.

Review stage

Once your event details have been submitted, they'll be reviewed by the TechNExt team. We will double-check that we have all the information needed and ensure that the timing fits within the developing programme of the festival. Please note that in some circumstances, we may have to amend timings to avoid competing events. Following review, your submission will either be confirmed, and you will be sent a final details form to complete, or we will liaise with you to finalise your session plan ahead of confirmation. The second form will request a logo, and an event feature photograph for us to use on the programme schedule.

We will review applications for Fringe events frequently until the start of the festival. Please submit your application early in order to avoid any potential clashes.

Funding

We have a limited pot of money available to support a small number of Fringe events with costs such as venue hire, catering, and speakers. We might come back to ask for additional clarification on costs prior to the confirmation of awarding any funding.

Applications for funding are running in rounds and will be assessed on a regular basis. We'll be closing applications for funding once all the available money has been allocated. Any funding awarded will be paid after the event has taken place and the impact data requested has been received.

Any questions please contact the TechNExt team:

getinvolved@technext.co.uk

Dynamo North East CIC are underwriting Tech NExt and is a collaborative festival, working with partners across the North East. Kindly supported by our headline sponsors Sage, Digital Catapult and Opencast.

www.technext.co.uk

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