



## **Guidelines for Fringe Applications**

**TechNext24** will take place from Monday 17 June to Friday 21 June 2024.

Organisations are encouraged 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 sit within the themes of the festival. This year the programme will be built around four broad themes; business growth, people, innovation and tech for all with multiple topics you can select at the point of submission that will help attendees find your event.

By applying to host 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 – the TechNext team 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.

### **Type of events**

The aim of TechNext Festival is 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, the festival seeks to offer something for everyone.

Events can be in person or online, and take the format of a keynote talk, workshop, interactive session, panel, meal, social or something else entirely - it is up to you. Where an event is in person, online access is encouraged if possible.

### **Event bookings**

In addition to planning and hosting your event, as an organisation you'll also be responsible for managing the booking process. Once your fringe event has been accepted as part of the programme, you will need to create a booking page and provide a link that will be added to your event listing. TechNext will support your own event promotion by encouraging sign-ups via the website and marketing channels.



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

By signing up to be part of the festival, you commit to supporting our ambition to ensure the festival is as accessible, sustainable and diverse as possible.

### Accessibility

Wherever possible, venues and events should be accessible to anyone who would like to attend. Please consider access to venues via public transport, accessible facilities within venues, 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 to minimise environmental impact. Please avoid single use plastic, consider using local suppliers wherever possible, avoiding unnecessary printing/paper/handouts at your event, and encouraging the use of public transport by delegates. You will be sent a 'sustainability code of conduct' document once your event is confirmed to help you with your planning.

### 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.

### Review stage

Once your proposed event details have been submitted, they'll be reviewed by the TechNExT team. The TechNExT team 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, social media handles and an event feature photograph for us to use on the programme schedule.

Fringe event applications will be reviewed frequently until the start of the festival. Please submit your application early in order to avoid any potential clashes. Closing date for festival fringe event submission is: **Wednesday 12 June 2024**.

### Reporting and Evaluation

In order to create an impact report including a carbon footprint for the festival, TechNExT will require the following information from you post event:

- Number of attendees (in person/virtually)
- Attendee organisation name (if applicable) and whether the organisation is a small, medium or large business (checkbox)
- Start of home postcode of attendees (i.e. NE30, YO1 etc)
- Mode of transport used

Please remember to include these questions in your booking form.



## **Funding**

There is a limited pot of money available to support a small number of fringe events with costs such as venue hire, catering, and speakers. Please note the TechNExt team may request 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. Applications for funding will close 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](mailto:getinvolved@technext.co.uk)

## **Sharing content post event**

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

*TechNExt is underwritten by Dynamo North East CIC, which is co-organised by Sunderland Software City. The festival is a collaborative festival, working with partners across the North East and delivered by BeaconHouse Events. Kindly supported by our headline sponsors Leighton, Opencast and Sage.*

[www.technext.co.uk](http://www.technext.co.uk)

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