



INFORMATION PACK 2017





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“Hosting a NaSTA Conference is the biggest and best challenge you can undertake in student media. It opens up opportunities beyond your university life, giving you something spectacular and complex to add to your CV and your personal portfolio. “



Introduction

The National Student Television Association's annual Conference and Awards Weekend is hosted each year by a student television station somewhere in the UK. The biggest event in the student TV calendar, it attracts 400 delegates from nearly 50 different stations, and the host of the 2018 weekend could be your university.

The NaSTA Conference and Awards Weekend offers an opportunity for students to meet and talk to industry professionals, and celebrate the achievements of the NaSTA community for the past year.

This guide gives all the information you will need if you want to run for Host Station for the 2018 Conference and Awards Weekend.

Key Dates

8th March- Host Station nominations open

19th March- Host Station nominations close

31st- Host Station hustings during first half of AGM

1st April- Ballot for Host Station

1st April- Host Station for 2018 announced at the 2018 Awards



How to Bid for Host Station

For your bid, we ask for two documents. The first is the 'Tender Document', which is your opportunity to explain why the NaSTA Conference and Awards Weekend 2018 should be hosted at your university, and any other information you would like to include that will help stations make their decision. This can be a maximum of 3 A4 pages.

The second document must answer all of the questions set by the Executive that can be found in Appendix I. Even if you have already included this information in your Tender Document, you need to include it here.

You should email your application to tommy.parker@nasta.tv. Don't forget that the deadline for all of the required information is the 19th March, and nominations are open now!

Host Officer

As part of your bid, you also need to nominate a Host Officer. This person will be the main co-ordinator for the weekend and will also be part of the NaSTA Officer Team. This can be a separate, 1 page A4 pdf document.

They are the lead officer for NaSTA on all administrative matters relating to the planning of the annual national conference and awards ceremony. The role will take a lead on managing areas such as sponsorship for the conference and awards ceremony, promotion of ticket sales, sourcing judges for the awards etc. Because they will be having a very busy year, they shouldn't be someone who already has a large role in your station, such as the Station Manager.

More information about the Host Officer can be found in Appendix II.



What to Include in Your Bid

The Tender Document is your station's bid to host NaSTA 2018. It should be a maximum of 3 A4 pages (in pdf format) and will be distributed to stations to assist them in their decision, so you might want to include some potential marketing ideas and pictures.

As Host Station, you are permitted to make one of the following actions about awards categories, but this must be declared as part of your bid.

- Remove a single category and replace it with another new category of your choice
- Make no changes to the awards categories

Further information about the current awards categories can be found in the NaSTA constitution. If you are unsure about making changes, or what changes you can make, email Tommy Parker (tommy.parker@nasta.tv).

There are some key things to include in your Tender Document:

- As part of the weekend, you will need to source accommodation for around 300-400 people. Ideally, this would be on campus, if not, you might want to contact some local hotels to find out how much this might cost. You also need to consider where the judges and speakers would stay.
- Your ticket prices should be no more than around £130 per person for a ticket including accommodation, and £80 per person for a ticket without accommodation.
- You will need a variety of venues, including the welcome meeting, the conference sessions and the awards night itself.
- How will you crew and stream the awards night? Will your station make up the crew, or will you source external crew?
- Will you change an awards category or keep them all the same? You also need to think about how you will receive the entries. You can expect around 500 entries over the week, so need to think about how you will process these and distribute them to judges. You might want to put together a small technical team while putting together your bid who will be able to help with this.



Information for SU's and Universities

Your Students' Union MUST understand that they are required to underwrite/ insure the costs of hosting conference so that NaSTA is protected against any potential shortfalls in your budgeting. Your bid must include written confirmation as part of your bid that this has been discussed with them.

There are many benefits for Students' Unions to become involved in the conference and awards weekend. As part of these discussions with your Students' Union, perhaps you could share these with them.

The Benefits:

- Allowing students who may otherwise usually have nothing to do with event management to organise an event on this level and see it all go well not only adds to their skillset, but proves to outsiders that the students of the university are highly capable and worthy of an investment of both time and money.
- It will ensure that your station, union, and whole university are firmly on the map and in the minds of others, who will then look to you as an example of success
- It gets students engaged and gets them talking
- It is brilliant publicity
- It is impressive to prospective students
- It encourages amicable competition between universities, as well as collaboration and a sense of community

Don't forget, that your Students' Union is full of staff (and other students) who can support and advise on not only your bid, but as key members of a successful conference and awards weekend. Starting this conversation with them early and involving them in the bidding process is really important.

There are things that they will be able to help you with throughout the year, including administration support with things such as your ticket sales system, or helping to provide venues for free, or heavily discounted.



Advice for Bidding

Before you can do anything else, you need to speak to your Students' Union and make sure the right people know exactly what hosting the NaSTA Conference and Awards weekend will involve, the role of every party involved, and are 100% clear on all matters pertaining to scheduling and budget.

You should get together a small core team, which includes the potential Host Officer and a technical expert, and talk everything through. Don't forget to involve all of your station in your discussions, they will have some great ideas that can make a real difference to your bid. You should consider all parts of the weekend when putting together your bid. A good place to start is your station's previous experiences of NaSTA and what you would do to build on these.

You might want to read over the whole of the NaSTA Constitution and Policy Document. This will give you a really good idea how the organisation runs and what is expected from the conference and awards weekend.

“Being host officer for NaSTA 2015 was an unforgettable experience. It may have involved a few sleepless nights, and some difficult conversations, but taking on the role was more than worth the time.”

Matt Murphy, NaSTA Host Officer, Preston 2015



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Timetable for the Weekend

FRIDAY

Arrival

- easy-to-find check-in/reception area to pick up lanyards, info, and keys

Accommodation and Check-In

- consider how people might travel

Welcome Address

- Ideally this would be a big lecture theatre in a convenient place in relation to accommodation. This is also where hustings will take place.

Hustings

- Each year, the new NaSTA Executive are elected as part of the weekend, and the hustings usually take place immediately after the welcome address

Welcome Party

- Traditionally this is a BBQ with a bar/dance area to move onto
- ideally people will have a chance to mingle and actually talk for a while before having a bit of a night out, on campus.

SATURDAY

Breakfast

- should be included with accommodation

Conference Rooms

- will need multiple rooms within reasonable proximity to host variety of talks and workshops

Lunch

- Should be easy to find somewhere to eat.

Dinner & Awards Ceremony

- The evening should also include a drinks reception, and after-party. Don't forget about tech
- PA, lights, video projection, and the ability to livestream the ceremony.

SUNDAY

Breakfast

- should be included with accommodation

AGM

- requires a space that in theory will hold all station delegates



Check-Out

- where do people return keys etc? Is there somewhere to store luggage during AGM?

Lunch

- not necessary to provide but might be nice to suggest somewhere for anyone sticking around a bit longer to go to together

You will work closely with the NaSTA Executive and Returning Officer to build the framework for the weekend, as there are a number of events (including the elections and the AGM), that they will be part of and can help with.



Frequently Asked Questions

What if we require an extension for our application?

If you require an extension, you must contact the Returning Officer, Tommy Parker, to make any arrangements. Late applications not arranged and approved in advance will not be accepted.

What if we can't get written confirmation from our Students' Union about their involvement?

This is a really important part of your bid, and must be included. As soon as you have an idea that you might put in a bid for the host station, you should be in direct contact with both your Students' Union and University. We would recommend that you set up a meeting with everyone who might be part of the weekend, including SU staff members.

Do we have to make a speech at NaSTA 2017?

At NaSTA 2017, you will be required to pitch your bid to all the stations present on the Friday evening. This gives people an opportunity to ask any questions that they might have about your bid. You will have a maximum of 5 minutes to make your presentation, and you may use visual aids, including a video and/or PowerPoint (or other) presentation. Stations will vote for their new Host Station on the Saturday and it will be announced during the awards on the Saturday evening.

Can we put together a joint bid with another station?

Absolutely. NaSTA2015 was jointly hosted by PSTV and LA1:TV, with the main weekend taking place in Preston. It is important if you want to do this, that you include how this will work as part of your bid. For example, will one station be responsible for all technical aspects, and the other the main events of the weekend?

What if we need some more advice?

Just get in touch! You can email the Returning Officer, Tommy Parker at tommy.parker@nasta.tv with any questions that you might have, or get in touch with a member of the Executive who will also be able to help. It is worth approaching the current NaSTA Host Officer, Maddy Tysoe



(host@nasta. tv), but remember that this is a very busy few weeks for her leading up to NaSTA2017, so try to email her early and give her plenty of time to respond.



Bid Checklist

To bid to host NaSTA 2018, we need a few things from you. They are;

1. Returned set of answers to the questions in Appendix I
2. A Tender Document from your station as part of your bid (3 A4 pages, PDF)
3. Your application email should also include a separate PDF containing;
 - a. Your station's nomination for your Host Officer should you be successful, including contact details for that person.
 - b. Your station's proposal for any changes to the awards
 - i. Any changes to the awards should be accompanied by an explanation of why that awards change is being made. This may be published verbatim as part of the documentation made available to assist Stations in electing their host station for 2018.
4. Confirmation that your SU is willing to underwrite the costs of hosting the conference should you be elected as Host Station.

“Hosting the NaSTA conference is an opportunity for you, your station and more importantly your student union to introduce yourselves to the national student television community and by doing so write your own chapter in the history of the oldest national student association of its kind in the world. NaSTA conference creates friendships, it builds relationships and it showcases the very best of student creativity from across the United Kingdom.”

Matt Capon, NaSTA Host Officer, 2008



Appendix I: Questions from the Executive

Please provide answers to every question below as part of your bid.

1. Which weekend would you intend to hold the conference (please provide dates)?
2. How many people can you provide accommodation for, and where would you accommodate them?
3. Can you confirm that accommodation will be available on the weekend?
4. How much would you estimate the ticket cost to be?
5. How many awards only tickets could you provide?
6. Where will you be hosting your awards night, and can you definitely book that location?
7. How easy is it to travel to your intended conference location?
8. How will you be live streaming the awards night?
9. Do you have a strong team of people within your station to organise and run the event?
10. What ideas do you have for potential sponsorship, including sponsorship ideas for welcome packs?
11. What promotional ideas do you have to publicise the event?
12. How do you intend to attract judges and speakers to your conference?
13. Where would you hold the workshops and conference sessions?
14. What are your initial ideas for marketing the Conference and Awards Weekend?



Appendix II: Host Officer: NaSTA Non-Executive Officer

The individual responsibilities of the Host Station Officer are:

- a) To regularly report the activities of the Host Station to the Executive Officers.
- b) To facilitate communication between the Executive Committee and the Host Station.
- c) To take responsibility and accountability for delivering an appropriate awards ceremony and conference weekend for the association, as guided by the National Executive Committee.
- d) To promote and celebrate, through the Annual Conference and Awards Weekend, the work of student television across the countries represented by NaSTA on a local and national level.
- e) To work with the NaSTA Executive Committee in all aspects surrounding the planning and preparation of the annual Conference and Awards Weekend.
- f) To create and maintain a handover document catered to the ongoing needs and requirements of the events management role of the NaSTA Host Station.

“Hosting a NaSTA Conference is not easy. It takes effort, team work and selflessness, but the rewards are immeasurable and there is no greater way to leave your mark on the world of student media, your student TV station, and your university.”

Hugh Blackstaffe, NaSTA Host Officer NaSTA40 2013 Exeter