

QUESTIONS FROM THE EXECUTIVE

1. Which weekend would you intend to hold the conference (please provide dates)?
31st March – 2nd April

2. How many people can you provide accommodation for, and where would you accommodate them?

We have many options for accommodation. There are 109 rooms in the venue Birmingham Conference Park which is a five-minute walk from the Guild of Students however, depending on how many rooms are available and how many tickets (with accommodation) we provide, we might have to look further in town to accommodate all the student delegates. If the Conference Park is unsuitable, and indeed too expensive, we will secure hotels in the city centre and provide instructions for the train and some coach transfers for getting to the main events; this is what the previous student conferences have done. The university has held many conferences like NaSTA, for example the Carnival annual conference was organised here in 2013, so their expertise in accommodation suggestions will be called upon. The Ibis hotel would be our first choice as it has been contacted by the Guild for a student conference before and has 159 rooms. We will secure hotels for the cheapest price possible and it will be our first port of call if our bid is a success. As Birmingham is a massive city there are many hotels in the city centre which we could contact so it's not a worry for us.

3. Can you confirm that accommodation will be available on the weekend?
Yes

4. How much would you estimate the ticket cost to be?

We would charge the maximum amount, £130, just to be sure that we cover the costs especially as we are effectively hiring out the Guild and the Great Hall.

5. How many awards only tickets could you provide?

The number of delegates at the 2016 awards was 250 and the Great Hall holds up to 430 so we don't have a tight restriction on the number of tickets.

6. Where will you be hosting your awards night, and can you definitely book that location?

We will be hosting it in the Great Hall in the Aston Webb building which can hold up to 430 people for the meal. The organisation of this will be done through one company, venue Birmingham, who will help with catering, security and service.

7. How easy is it to travel to your intended conference location?

As Birmingham is in the heart of the country, it is highly accessible by train, bus and even plane (if one so wishes). The university itself is 2 miles out of the centre and has its own train station. The guild of students is a 5 to 10-minute walk through campus from the station and is heavily signposted.

8. How will you be live streaming the awards night?

We will use our own equipment, possibly hiring some of the university's equipment from Creative Media. Our alumni are very active and have returned to help us stream events before so we will source our crew from that. Guild TV do at least 3 large scale live streams a year so streaming the awards hopefully won't be a problem. Sometimes with shoots at this scale we hire equipment with Ofilms with whom we already have a strong connection.

9. Do you have a strong team of people within your station to organise and run the event?

Yes, and hopefully we can get more in the new year. If we are successful, we will have a group meeting to fully inform every one of the tasks and involvement required. We also have a good relationship with Scratch TV who have expressed interest in helping us.

10. What ideas do you have for potential sponsorship, including sponsorship ideas for welcome packs?

The University of Birmingham has many different brands, like Red Bull, Spotify and Boohoo, present on campus through student ambassadors so one idea would be to contact brands like that for potential sponsorship. Last year's NaSTA awards were sponsored by the Made in Leeds company of which there is a Birmingham counterpart who might be contactable. We would contact the university's Film and Television department for possible sponsorship and Creative Media, the University's web and print design company, who already sponsor Guild TV.

11. What promotional ideas do you have to publicise the event?

Obviously, as a society dedicated to student television, we would create a series of videos to promote the event which would also be an initial creative start in engaging all our members. Also, as it is the 50th anniversary of Guild TV, we are going to create a special new logo for the year so the station will be slightly revamped.

12. How do you intend to attract judges and speakers to your conference?

Birmingham is a thriving city with numerous film and television production companies which we will get in touch with. The University also has an MA course in Film and Television with its own industry contacts. We will definitely ask our alumni who have gone forward into the industry, as well as current members with useful contacts. Also, we will definitely contact judges and speakers from previous NaSTA ceremonies as they know what the conference is all about and might agree to come back again. After sending out initial emails to potential sponsors we will follow up our requests with phone calls and, depending how local the companies are, face to face visits.

13. Where would you hold the workshops and conference sessions?

Our Guild of Students will hold the welcome meeting, AGM, evening after parties (except the awards ceremony) and the conference workshops.

14. What are your initial ideas for marketing the Conference and Awards Weekend?

As with the 2016 awards, we would try to cover all aspects of social and digital media. We would create a website, a snapchat domain, an Instagram account, twitter account and a Facebook page. Guild TV has close connections with all the other Birmingham media societies, like BurnFM and Redbrick newspaper, so we would negotiate advertisements over the university with their help. Finally, as a society dedicated to television, we would make a series of promotional videos to hopefully entice all delegates.