

Q&A

Which weekend would you intend to hold the conference (please provide dates)?

We are currently looking at the following dates. These are slightly earlier than normal as in the past we have found that the conference is held very close to dissertation deadlines and exam dates:

- 24-26 Feb 2017
- 3-5 March 2017 (*currently the most likely*)
- 10-12 March 2017

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

We have hotels surrounding the university campus that we are hoping to use. These would comfortably hold 400+ people.

Can you confirm that accommodation will be available on the Weekend?

Not yet, but this is something we'd seek to confirm as soon as a date was set.

How much would you estimate the ticket cost to be?

We would aim to keep this as low as possible - no more than £140, but likely £120 for a room and conference ticket. The conference ticket would be approximately £75-80

How many awards only tickets could you provide?

We can't give any more than a rough figure at the moment, but the venue can accommodate around 800 people, so easily double what is expected.

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

The Venue @ DMU - this is on campus and very much bookable if done enough advance. If any problems arose, our backup location would be the Curve theatre in Leicester.

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

Very - we're less than 10 minutes off the M1 J21, and at the end of the M69. Limited parking on campus for minibuses and coaches could be made available too. (Cap of 35 spaces) The public transport links in Leicester are also amazing. There are train links to almost all of the country and a dedicated National Express Bus station both within 15 minute walk of campus. There is also lots of city centre car parking available.

How will you be live streaming the awards night?

Using members from Demon media, and other skilled students sourced from the university. There would be a big marketing push to find and coordinate these students well in advance.

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

Very - we successfully pulled off FreshersTV last year and many large-scale events since, our members have experience that makes them invaluable when hosting this kind of event. We have such a motivated group of people who would we really up for organising and running the event. This team consists of 15 members of the DemonTV management team and over 50 DemonTV members. Alongside those members we also have the support of the whole of Demon Media meaning we also have the help of The Demon management team and the DemonFM management team and their members. As an added bonus we also have the support of our student union and their respective staff.

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

Dominos are big supporters of our SU with a large sponsorship contract, and we would investigate the option of them sponsoring the event and the awards night. We have also managed to get sponsorship from local businesses in the past for our events such as a freshers week competitions we held and for our recent charity events, all of these would be called for potential sponsorship. Following hosting the sra conference 3 years ago the students union and demon media have experience with promoting a conference. We would get promotional posters and banners displayed in prominent places around campus. We would also utilise social media by creating a snapchat filter, promoting the event through our and the nasta social media. We would also try to work with the speakers coming to the conference to get them to help publicise it.

What promotional ideas do you have to publicise the event?

The conference would have a huge presence on DMU's campus. In the past, we have negotiated to have giant banners hung on lampposts and buildings, and with support from the University could be promoted city wide.

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

Leicester as a city has incredible transport links to the capital and this should not be underestimated when considering our ability to attract judges and speakers. Being within 1 hour of London is pivotal to getting as many speakers as possible. We would approach companies key to the television industry to see how they could/ would like to be involved with the conference. Companies like ITV, BBC, ITN, Sky, Netflix UK ect. We would then work with them to liaise with potential speakers from across the Industry and try and work out a larger deal with the organisation being part of the conference.

Where would you hold the workshops and conference sessions?

Inside the university itself - The sessions would be held in our Hugh Aston Building which has both large halls for the keynotes and conference sessions but also smaller classrooms for breakout sessions and workshops. Pricing to open these rooms for the weekend would need to be discussed/negotiated further with DMU, DMU security and the events team; however some agreement could potentially be arranged due to the educational and marketing potential of this event. (<http://www.dmu.ac.uk/about-dmu/dmu-estate/dmu-conferences/room-rates.aspx>)

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

- Email blasts
 - Asking for feedback on NaSTA 2016
 - 'Warming Up' for 2017
 - Slowly releasing details in a time-considered order
- Large Social Media campaign
- Exploiting the NaSTA channels/mediums