



York Mediale

National PR Brief

York Mediale requires a communications/PR agency or consultant with the contacts, experience and resource to generate profile among national media and the public, across the UK.

Overview

As one of the key events in York's Festival calendar, York Mediale will present a high quality programme of artistic commissions from international artists, in addition to partnering many of the large scale attractions in the city. An ambitious 10-day celebration of cutting-edge media arts, it will be underpinned by year-round development activity with the best emerging talent across international networks. The festival takes place from 27th September – 6th October 2018 and will engage over 100,000 people, providing a platform for innovative art and technology to tell York's stories in places people least expect it.

Key aims for the festival include:

- Allowing visitors and residents to engage with accessible media arts
- Commissioning new works in public spaces
- An educational and talent development strand of work involving young people
- Engaging with 16-35 year olds, new visitors to York and cultural attenders
- Attracting sponsorship
- Attracting audiences interested in media arts

Responsibilities

The agency/individual will work with York Mediale's management, local PR agency and marketing team to design and deliver the national (UK) campaign for York Mediale 2018.

The campaign will generate profile and awareness nationally within the UK and the agency or consultant will broker strategic relationships to facilitate this.

The ideal agency or consultant would have, or be able to:

- Build the profile of York Mediale among local and national partners, stakeholders, sponsors and the UK public
- Promote the festival programme to UK press and media
- Tell the story of York Mediale, as a new and energetic offer in York, first in the UK, which provides a meeting place and inspirational centre for media artists.
- Aid York Mediale in finding a Media Partner.
- Provide issues management and out of hours support with media for York Mediale should it be required.



The selected agency/individual will be expected to provide full campaign reports, outlining coverage, reach, and including clippings. The agency/individual should be able to attend debrief meetings.

The winning agency must have demonstrable experience in the successful delivery of PR campaigns in the UK, preferably in the arts and/or for large scale festivals. They should have strong connections within culture, digital, technology and enterprise communities.

Summary

We invite proposals from PR agencies or freelancers to deliver national PR work for York Mediale.

As an inaugural festival, it is vital that York Mediale gains traction with national media and the UK public. News of the exciting and relevant work produced must reach communities with specialist interests, in addition to those in other cities who might not view York as a centre for media arts.

The objective of this call is to place a contract with an organisation who will supply the services as detailed in this document. Contract duration will be agreed between York Mediale and the contractor.

The key point of contact for any queries or clarifications will be Rachael Norton-Drew, Festival Manager. rach@yorkmediale.com

The deadline is 18th January at 1pm

The maximum budget available is: £10,000

This includes services retained until 30th November 2018.

Fee is excluding VAT at the prevailing rate.

Suppliers are required as part of their proposal to submit a summary work plan outlining activities, timescales and an estimate of reach of their proposed activities, as well as a full breakdown of all indicative costs.

Audience

- Audiences are local, as well as national and international demographics and specialist communities
- Stakeholders across government, potential investors, those involved in culture, tourism, technology, music, business and education sectors.
- 16 – 35 year olds

Partners include



Make It York, University of York, York St John University, City of York Council, Science City York, York Museums Trust, Pilot Theatre, Stage One, Arts Council England.

Timetable

Deadline for submission of proposals: 18th January at 1pm
Interviews: 25th January 2018

Objectives

Objective	Completion date
Planning of UK wide PR campaign, in conjunction with York Mediale and local PR Agency	January 2018
Work with Comms Consultant and Marketing Manager to secure a Media Partner	February 2018
UK wide promotion, via press releases of key milestones First programme announcement Full programme announcement Pre-Festival Event Festival Delivery	January 2018 April 2018 May 2018 June 2018 September/October 2018
Raise York Mediale's profile among UK public, in addition to stakeholders, partners, sponsors, businesses and specialist communities This should be achieved using key messages and aimed towards target demographics. The expected reach is 5 million per release.	
Final report and debrief on outcomes and compiling results (press cuttings and media reach) and any recommendations and strategic reflection for future festivals.	November 2018

Proposals

To apply for this contract, you should produce:

- A short written outline of the approach to be taken to deliver all aspects of the work
- A breakdown of costs associated with the proposal, including daily rates
- Summary work plan outlining the activities and timescales
- Examples of recent, relevant, work and experience
- CV and references/testimonials

The submission should be labelled 'York Mediale PR'

Emails should be sent to javairya@yorkmediale.com



Criteria

Applications will be scored based on the following:

- Covers the scope of the work as set out in this brief
- Evidence of an understanding of the project
- Capacity to meet delivery timescales of the project
- Appropriateness of the skills and experience of the project team
- Track record of successful delivery on comparable assignments
- Testimonials/case studies
- A realistic and viable outline plan and budget, with challenging but deliverable targets

Standard Conditions

By submission of the proposal you agree that:

In no circumstances shall York Mediale incur any liability whatsoever or be liable for any costs or expenses incurred by you in generating your submission.

Any responses received and any consequent communications will be treated in confidence.

You may be called to a short interview to discuss your proposal or to make appropriate presentations to the selection panel. No invitations to discuss or present should be deemed as an award of contract.

Decisions made by York Mediale will be final.