UKISUG - Question & Answer sheet

Q1		The core components of the event as explained in the ITT - are we to work to the same specification - or do you want us to explore other formats – i.e. excite with new ideas on how to execute?
	a	*UKISUG are happy to look at new ideas to enhance the event*
Q2		What has worked well over the years you have been running this event? What hasn't?
	a	*We feel that Connect having the 'community feel' has worked brilliantly and is really important to us, bringing delegates, exhibitors, SAP and User Group together and to also have a varied and relevant program.*
		What hasn't worked or what has proven challenging is the event technology.
Q3		What does excellent look like to you?
	a	*A net promoter score of over 60 – happy delegates, happy exhibitors*
Q4		When would we be able to start working on the project if awarded?
	a	*2025 Conference planning can be started as soon as the tender has been awarded.*
Q5		Are there any plans for this to move location between 2025 - 2027?
	a	*This is for consideration as we are out for tender for this too*
Q6		Are we to assume that UKISUG is negotiating directly with ICC on venue contracts?
	a	*We have a high level relationship with the ICC, but they also deal closely with our Conference Management team*
Q7		What is the outline budget per year for production elements (excluding venue costs)?
	a	*Please view Document uploaded online*
Q8		How can we demonstrate costings- i.e. 1-year example then outline efficiencies, savings, etc?
	a	*If you would like to provide a full costing for year one and then estimate ongoing efficiencies*
Q9		Can you share the 2023 budget for reference? Or share a bracket we are looking to work to for each event?
	a	*Please view Document uploaded online*
Q10		Regular planning meetings – what is the F2F location and frequency?

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a	Generally we have a F2F update meeting every six weeks and these take place at either UKISUG Offices, Events management team office or the chosen venue.
Q11	Can you share event objectives for 2025 onwards based on current strategy?
a	*Please view Document uploaded online*
Q12	We understand payment is required for tickets and different price points, what needs to go to them after registration? i.e. any physical items/tickets/welcome packs or just an email ticket and confirmation?
a	*All done Electronically*
Q13	Looking at the 2023 conference, we can see that this is a ticketed event. Is this open just to members, or to non members / the general public?
a	*Open to members, and non-members at the User Group discretion – Pre Booked only*
Q14	Can you confirm registration needs to include payment for delegates?
a	*Yes*
Q15	Delegate and exhibitor pre-event communication - How do you currently do this, when does your website open and what is the sales campaign?
a	*Website open for next year from close of the current years conference, we have sales campaigns scheduled for throughout the year and these usually co-inside with the increase in price brackets.*
Q16	Can we build on your platform? We believe there is a domain already secured https://ukisugconnect.co.uk/ - would we be building on this?
a	*We utilise this domain, but open to discussion around platforms etc*
Q17	Do we need to do end-to-end management, copyrighting, HTML email build etc. If so how many emails would you expect to send?
a	*This is mainly carried out by UKISUG member development team*
Q18	Session programmes - do delegates pre-select on the website in advance or open on the day to explore?
a	*We prefer a pre-selection*
Q19	Can we see the members area on the UKISUG site so we can see resources available, tone, etc.?
a	*Yes we can make this available to successful candidates*
Q20	UKISUG stand – Is there an existing spec for the stand we should base the costing response on or a budget allocated at this point?

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a	*UKISUG Stand budget is split over three areas, Main stand, coffee stand and charity challenge*
Q21	SAP stands – Do we need to fully spec or put in an allocation at this stage?
a	*No dealt with separately*
Q22	What is the timeline for the sales process/engagement for exhibitors?
a	*We start selling immediately after conference. We have 41% sold for 2024 already.*
Q23	Would we manage the submission of exhibitor info, stand services etc.?
a	*Joint effort between UKISUG and the management team*
Q24	What is the pre-event exhibitor day?
a	*Where we bring together already signed up exhibitors & prospects exhibitors / partners to share an update and try and sell more sponsorship opportunities*
Q25	Can you share previous sponsorship packages?
a	*Please view document uploaded online*
Q26	How many opportunities are there, or is there a specific revenue to be raised?
a	*Revenue Target for 2023 £175.000*
Q27	In terms of the exhibition management, is the stand included in the exhibition package or do exhibitors need to purchase separately?
a	*Yes, 95% of stands are turnkey solutions fully branded , only small number of bespoke for exhibitors to build their own.*
Q28	It seems from the 2023 pics that most stands were of shell scheme construction with infill graphics, with the same look and feel throughout. Would you be looking at something similar in future?
a	*This has worked well – always open to improvements*
Q29	Last year the Crowne Plaza City Centre was announced only as the HQ hotel. Will you be needing your agency to provide a range of accommodation available in Birmingham, so that delegates can book their own through the site?
a	*We generally only work with one HQ Hotel*
Q30	Can we confirm this will be to cover all attendees covering the UKISUG team, speakers, press, delegates, and exhibitors?

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	a	*Accommodation is arranged for UKISUG Team, speakers and delegates. Exhibitors usually arrange their own.*
Q31		Will UKISUG manage contracts and negotiate? Do we source hotels?
	a	*Managed in conjunction with UKISUG & Events management team*
Q32		What is the process for delegates?
	a	*Delegates can book as part of a package or organise their own*
Q33		Live streaming - how many streams do we need to cover? Do you have a preferred system you want to use? How long should content be available post-event?
	a	*We don't currently live stream*
Q34		Slide graphics support – what is the current spec you need us to support? i.e. create a branded template and tidy only or full creation?
	a	*Open to discussion and improvement*
Q35		App build - what is the key functionality you would require?
	a	*Integrated data between app, website and registration with excellent user experience*
Q36		Materials and giveaways - what have UKISUG done in the past?
	a	*We are trying to reduce the giveaways as much as possible to lower are carbon footprint*
Q37		Video and photography management - what would you like us to include? Do you want any video pre-work? Onsite live camera? Onsite edit? Just onsite photography?
	a	*We have all of the above on site*
Q38		Why are you considering a new location?
	a	*We are at the end of contract and out for tender*
Q39		Can you share the past entertainment schedule & inclusions?
	a	*https://ukisugconnect.co.uk/sugfest*
Q40		Would you want your entertainment to be provided, or do you prefer to provide via your own suppliers?
	a	*Our event management team proposes acts and entertainment schedule for us to make a decision*

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Q41	What are the 5 most important things about UKISUG Connect to you?	
a	*1 – Delegates find it valuable and want to come back* *2- Exhibitors find it valuable and want to come back* *3- It remains financially viable* *4- Raises UKISUG profile in the world of SAP* *5 – Continuous improvement of our award winning event*	
Q42	What makes it good at ICC?	
a	*Venue works really well – auditorium, many breakout rooms, can hold SUGFest and is an accessible location*	
Q43	Would you be open to the idea of taking SUGfest / Monday night social event offsite from the conference venue?	
a	*Always open to ideas to enhance the event*	
Q44	What is the total potential audience size for UKISUG delegates i.e. if all eligible people registered for the event how many total delegates would there be?	
a	*4500 – But highly unlikely*	
Q44a	And what would be your objective for total delegate numbers in years 2025, 2026 and 2027	
a	*5-10% growth each year*	
Q45	Would you be open to us exploring tools for financial automation to help make managing the budget more efficient?	
a	*Always open to new ideas to enhance event*	
Q46	We can see that EventsAir has been used as the registration platform for the event in 2023. Were you happy with the system?	
a	*There have been challenges*	
Q47	For registration, do you link EventsAir to your own e-commerce platform so revenues go straight to your own account? Or would we be collecting revenues from attendees?	
a	*We Take payments direct into stripe, invoices raised through what solution we would be using at the time*	
Q48	Conference app: can you please confirm the app that you used in the past? Can you describe its functionality?	
a	*Currently EventsAir – looking for comprehensive events technology solution which should include the app*	

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Q49	Did you incorporate any engagement tools within the app (i.e., voting). Were there any hybrid elements?
a	*No hybrid.* *Polling and surveys were used in the app*
Q50	Do you use the AV equipment and technical crew provided by the venue? Do you complement AV services with external suppliers?
a	*We currently use our AV supplier that compliments the venues AV, so a mix of inhouse and external*
Q51	Would you like us to include pricing for the onsite welcome sting? If so, would you be able to share an example of what has been created in the past? Price points may vary depending on a range of factors. Alternatively, we could provide an average estimate, purely as guide information. Please let us know which you prefer.
a	*Please see document uploaded online*
Q52	For the onsite logistics management, would you like to see included the rate of onsite personnel (i.e., hostesses) as well as our team? We can add this separately to our fee as this service is outsourced (and may vary year on year).
a	*Yes please add your fee – no itemisation required*
Q53	Would you mind confirming the meeting space that you are using as your breakout rooms.
a	*13 Breakout streams*
Q54	Has this event been outsourced to an event agency in the past? When was your last tender?
a	*Yes in 2013*
Q55	Can you please let us know if the incumbent will be invited to tender?
a	*Yes*
Q56	Would you be able to provide a reason for tendering? Are there any elements that you would like to see improved from previous editions?
a	*Continuous Improvement*
Q57	What are the most important factors / evaluation criteria in this selection process?
a	*To be able to provide all aspects*

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Q58	What are the most important aspects that you are looking for in a new partner?
a	*Integrity, honesty, authenticity, commitment. We see our event management team as an extension of our team, we therefore need a good fit of your team and ours.*