



JULY 1-3
MELBOURNE SHOWGROUNDS
www.lambex.com.au

Request for Proposal: LambEx 2020

Marketing and Communication

About LambEx 2020

LambEx is Australia's premier sheep and wool conference. It celebrates all that is great about Australia's sheep and lamb industries, featuring a compelling program with outstanding speakers and opportunities to network with all sectors of the lamb value chain.

Background

LambEx is the Australian sheep industry's flagship conference, held biennially, at different major lamb producing states of Australia.

The event's philosophy is to act as a conduit for information exchange and communication along the sheep value chain and is underpinned by an objective to promote the Australian sheep and lamb industry as highly professional and progressive.

As a capacity building activity for 'all breeds and all businesses', the focus of LambEx is to bring together producers, researchers, educators, extension officers, service providers, processors, retailers, wholesalers, food service and exports into a single forum for quality information exchange.

The conference incorporates a two-day program, welcome function and gala dinner, extensive trade exhibition and networking for delegates and sponsors.

LambEx 2020 is the peak industry event for lamb producers and reflects the positive, proactive, united, innovative and professional trajectory of Australia's lamb industry.

A diverse and engaged local to international audience is the target to attend LambEx 2020 in Melbourne, with particular growth in the 18-30 year old delegate category preferred for 2020. The 2020 program will explore the industry's advancements in animal welfare, consumer engagement, environmental sustainability, technical and business-focused innovation, advanced product development and connectedness to urban Australia.

The communication approach for LambEx 2020 needs to look "out of the box" and utilise new and fresh marketing methodology to ensure the event propels the LambEx experience into the future.

The LambEx 2020 committee is keen to engage with a wide cross-section of industry through targeted digital content and strong visual elements to build a story in an interactive and thought-provoking manner to engage with past, present and future LambEx delegates.

The committee is keen to embrace digital media and use strong visual elements in preference to traditional communication approaches.

Purpose

LambEx's key aim is to promote the Australian sheep and lamb industry as a highly professional and progressive industry.



Event objectives

The LambEx Organising Committee wants the event to:

- Make a difference to industry and provide producers with tools they can use to implement on-farm improvements. It aims to initiate discussions which industry can then continue and implement outcomes.
- Play a key part in discussion and collaboration between industry stakeholders.
- Position the event for continued growth underpinning LambEx's position as the nation's premiere sheep and lamb event.

The marketing and communication approach will support the primary conference goals to achieve 1000 delegate registrations and meet sponsor and exhibitor targets.

Event add-ons

In addition to the core conference program, LambEx 2020 will have the following add-ons which will be a feature of marketing and communication activity:

- Young Guns: A pre-event competition to find six finalists as rising sheep and lamb industry leaders. The winner is announced during LambEx.
- Tours: Three pre-event tours are planned for metro Melbourne on Wednesday 1 July with an informal trail of 'open sites' planned for Tuesday 30 June.
- TechTalks: This is a new initiative for 2020 ... set in the exhibition on Wednesday afternoon (1 July), organisations will present their latest innovation in research, service or product in a TechTalk.

Key promotional event milestones

Marketing and communication activities will address the following event milestones: (subject to change, use as a guide)

October to February	<ul style="list-style-type: none"> - Young Guns competition opens / closes 31 January - Tours: locations / themes - Exhibition and sponsorship opportunities - Major Sponsors - Location, Victoria's sheep industry, Melbourne - Program previews: keynote speakers, session themes
February	<ul style="list-style-type: none"> - Program launch plus profiling producer speakers - Registrations open including early-bird pricing, tours available for booking. - Exhibition and sponsorship opportunities - Major Sponsors
March to June	<ul style="list-style-type: none"> - Registration - Program plus profiling producer speakers - Young Guns competition finalists announced - Tours, social functions, exhibition - Major Sponsors
July 1 - 3	<ul style="list-style-type: none"> - LambEx 2020 starts today - Young Guns winner announcement

Stakeholders

LambEx 2020 has a wide array of stakeholders, these include:

- Organising Committee
- Sponsors and exhibitors
- Speakers
- Delegates – Australia and international (including those who have attended before and potential delegates)
- Media
- Broader network of producers and industry across Australia



Required promotional outputs (as per the LambEx 2020 program)

- Promote the seven program sessions and related speakers 65%
- Promote Add Ons (Young Guns, Tours, TechTalks) 15%
- General promotional content i.e. in industry publications 20%

Scope of Work

The successful tenderer will be required to deliver the following marketing and communication outputs prior to LambEx 2020:

- A marketing and promotion strategy including advertising opportunities
- Outputs to promote LambEx the conference which will drive registrations for the event using a range of digital methods and platforms
- Media releases and media liaison
- Articles and/or case studies where necessary for other industry publications
- Contribute industry posts (shares / retweets) to social media platforms
- Outputs which will extend information to a wider audience beyond those who attend

LambEx already has the following, which will be managed by the PCO:

- Logo and branded collateral
- Website, including adding and updating content
- Risk management strategy

The successful tenderer will be provided with access to the following to enable successful execution of the contract:

- Logo and branded collateral
- Social media platforms as required (LambEx is active on Facebook, Twitter and Instagram)
- Contact details for speakers and key contacts

This position is a sub-contractor position to the LambEx PCO and as such, you will work closely with the Event Manager. All work will require approval by the LambEx PCO before distribution.

The contracted period runs from 1 November 2019 to 31 July 2020.

Evaluation and selection

- Proposals will be evaluated by a subset of the LambEx Organising Committee, in conjunction with the LambEx 2020 PCO
- Proposals will be assessed based on:
 - Skills and knowledge for the task
 - Capacity to deliver against the scope of work specified
 - Value for money

Response requirements

Please include in your response to the Event Manager **by 10am Monday 11 November 2019:**

- An outline of your approach and work schedule
- How you will measure and report on outputs
- Your experience and examples of your work
- Budget - how you would expend a budget of up to \$40,000 ex GST

Details

Event Manager:

Rebecca Jeisman, AgCommunicators

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