

## EngTalksXtra Guidelines

Below, you'll find the complete set of instructions/rules for organising an EngTalkXtra event from start to finish. If you have any questions please contact [engtalks@theiet.org](mailto:engtalks@theiet.org).

### EngTalkXtras are not-for-profit events:

- EngTalkXtras are free to attend events aimed at public engagement on behalf of the IET and the wider engineering community.
- Sponsorship income will be used in the first instance to cover direct costs of the event. Any surplus generated thereafter will be used towards other IET charitable endeavours.
- You may not use your event to raise funds for charities or other organisations / companies

### Event Basic Requirements

Individuals or groups applying to become an organiser ideally would have attended a core EngTalk or at least viewed a previous EngTalk on IET.tv.

The basic premise should be adhered to in order to be an EngTalkXtra and to distinguish it from other events\*

- Your event should last 1hr30, not including arrival / registration time.
- You will need a "host", not a chairperson:
- We recommend you have two main technology and/or engineering driven talks, appearing in this order:
  - 10-15-minute Insight Talk
  - 45-minute main talk
  - Q&A must always be facilitated for at least 20 minutes during a conversational style interview with questions from a live audience with both speakers, immediately after the last talk
- The event shall be followed by an opportunity to network with other delegates.
- A drinks reception or other networking opportunity may take place at the EngTalkXtra within the organisers' own budget, extending the event to 2hr30 in duration.

\*Any other event format should be fully outlined for consideration on the EngTalkXtra application

### Filming your event:

- EngTalkXtra events may be filmed by IET.tv. The decision on whether to film or not, is exclusively made by the IET.
- Links to IET.tv footage may be made freely available and embedded on other websites.

### Website:

- Your EngTalkXtra website should be hosted on the IET events hub – it is up to the organiser to complete this.
- All sections of the website template should be completed in full. This will be then reviewed and approved by the IET.

### **Attendance:**

- A core EngTalk attracts in excess of 400 people and so you will be aiming to attract high delegate numbers (minimum 150)
- A diverse audience is expected with a healthy balance of younger audience members, so please bear this in mind when proposing speakers / topics

## **Speakers & host selection**

- **You will need a “host”, not a chairperson:**

The role of the host is much more conversational than a traditional chair sat at a top table on the stage. When speaking, your host will be standing with no lectern and will be expected to be familiar with the topic, capable and comfortable on stage, friendly, humorous and jovial. The host is a key part of the success of the night and their performance is essential.

- **10-15-minute Insight Talk:**

The insight speaker is someone who gives a shorter talk to kick-off the event. Think of it as a scene-setter; a policy piece on the area, an academic who gives insight into the relevance of the topic in society and its current position. It could be a slightly more general look at an area of the chosen topic or even a diverse opinion on the topic.

- **There must always be at least one main technology / engineering driven talk:**

The topic should be a hot topic that currently has important relevance to the world and the future of society. Your speaker should be selected on their ability to communicate this in an interesting and modern way and would appeal to GCSE students and above all the way through to the senior Engineer.

- The diversity of all speakers and host should be considered at all times

### **Style Guidelines**

- Speakers' slides should be image based and not text heavy
- Lecterns / podiums are **not** permissible; a comfort monitor and radio mic should be provided, allowing the speaker to move freely about the stage
- Physical demonstrations on stage are to be encouraged
- Audience interaction/participation is to be encouraged

## **Sponsors**

- You may contact prospective sponsors without prior approval from the IET
- Sponsors of your event may be speakers but first and foremost should be selected on technical merit and good communicators
- Sponsor logos may appear on the event website, emails and banners on the evening of the event and may be included in any post-event publicity or press however must always be smaller than the IET or EngTalkXtra logo
- You may mention your event's sponsors on social media accounts.

## **Showcase / Exhibition**

- For core EngTalks a showcase of organisations and companies are invited to demonstrate their work and products. It is not a marketplace, nor is it a room of tables with leaflets on. Organisations are encouraged to bring items of engineering and scientific interest that delegates can pick up, inspect and discuss. The showcase is there to bring further life to engineering, not to sell product.
- Because of this stands are free, except to major organisations who would be expected to take a sponsorship package and have a stand as part of their package.

## Terms & Conditions

These rules are non-negotiable and mandatory for all event organisers.

### Copyright

- All EngTalkXtras' talk content must be in compliance with copyright law
- Speakers must inform you beforehand of any third-party material that will be used in their presentations and seek written permissions to copyrighted materials when applicable
- If being filmed the organiser must secure all appropriate permissions from the speakers. Please note this is non-negotiable; if a speaker does not want to be filmed, they are not eligible to be an EngTalk speaker.

### Speaker fees

- EngTalkXtra events may neither pay nor charge speakers
- Speakers may claim expenses in line with current IET volunteer guidelines
- Organisers cannot be speakers at events to which they contribute

## Applications for permission

- The organiser or lead organiser is the "applicant" and should be the person responsible for completing and returning the application form.
- The IET monitors the locations of EngTalkXtras to ensure a fair geographical spread of talks
- Your EngTalkXtra permission is valid for the region for which you applied, for one event only
- Your EngTalkXtra permission is valid for one year from its date of approval, and you must produce your event within that year. You must re-apply for any subsequent events