

Spotlight Awards 2024

Agency Brief

Event Information

“Step into the spotlight of achievement at our upcoming awards ceremony, where we honour the exceptional accomplishments of over 600 individuals. Nominated by both leaders and peers, these outstanding achievers embody the essence of success. Join us for an unforgettable evening of recognition and celebration, as we shine a spotlight on those who have truly made a difference in their respective fields. It’s not just an event; it’s a tribute to excellence.”

Background

- The Spotlight Awards were created in 2019, bringing all of the UK bank together into one recognition celebration and year-long programme. It culminates with the awards ceremony.
- Prior to the Spotlight Awards, there were various business line specific recognition events and programmes. The aim of Spotlight Awards is to bring alignment across the UK bank so that colleagues are recognised fairly, consistently and in line with our purpose and values.
- This will be the 6th year that HSBC UK have held the Spotlight Awards. This tender is for production for the next 3 years, assuming a like for like venue, presentation and requirement is required by HSBC. Please note that there is no commitment for this 3-year term as events can and frequently do change.
- This event is sponsored and hosted by our UK CEO, Ian Stuart with awards given out by members of the UK CEO’s ExCo.
- The awards ceremony is an opportunity to celebrate success with peers.
- In 2023, the event took place in Liverpool at the Liverpool Exhibition Centre.
- In 2023, there were 6 awards including the ‘CEO Award’, which is the most prestigious award.

Date (TBC)

- Build day: Wednesday 4 December 2024
- Rehearsals: Thursday 5 December 2024
- Show day: Thursday 5 December 2024 (PM)
- Strike: from 1am, Friday 6 December 2024

Venue (TBC)

- The venue is the Birmingham Hilton Metropole.
- The delegation will be staying onsite.
- The main space is the Monarch Suite. Pre-dinner drinks will be in the Kings Suite and the Warwick Suite will be used as an additional bar area for after dinner.
- There will be additional spaces allocated for green rooms, make-up, dressing rooms, catering etc.

Event objectives

- To recognise success and make all nominees feel special.
- To enable them to network amongst their peers.
- To give them the opportunity to meet senior leaders.

Target audience

- c. 750 delegates from the UK Bank background.
- Language – all delegates will speak English.

Key Learnings from previous years

- All nominees should get the opportunity to network amongst peers. Consideration should be given on how to enable this.
- Too much time is spent sitting at the dinner table.
- All nominees should get a shout out in some form.

Production Agency Requirements

Please showcase any examples of previous events you have undertaken for HSBC, or at the Birmingham Metropole.

The main requirements from an agency are:

1. Event Identity / Creative Concepts

We require an event identity for the event, and for all communications pre and post event.

Given this programme runs throughout the year with the culmination being the awards ceremony, a strong identity is needed that can be used on our Intranet, social media (where applicable and allowed), VTs, stage set, graphics, invitations. Please note that this list is not exhaustive.

We are looking to the event identity to be the golden thread that will run through the programme for its duration, becoming instantly recognisable as the identity for Spotlight.

We have shared the previous identity as an appendix to this document.

Please consider templates for all creative assets including video, digital and still imagery.

2. Awards Ceremony

We will use the Monarch Suite as the main room. The room is large, and this should be a consideration when designing the set.

We will have banqueting tables, for 10 pax per table including the host. Tables will be hosted by a member of the CEO's ExCo, or an alternative senior leader.

The stage set should incorporate the Spotlight event identity which you will create. Any required assets from our side, including Masterbrand Guidelines can be supplied.

We will have a host, entertainment, and winners on stage throughout the evening, so consideration needs to be given to their stage space, sight lines, autocue requirements etc.

3. Host and Evening Entertainment

The evening starts with pre dinner drinks in the King Suite. Historically we have had entertainment during the drinks, taking the form of roaming artistes and similar. Guests move through to dinner and enjoy a 3-course offering.

Once main is cleared the awards commence. Once the awards are completed, the after party commences. The Warwick Suite will be available to use as an additional after dinner bar area.

We are looking for suggestions and ideas for:

- Host(s)
- Entertainment pre, during and post dinner
- Interactive elements pre, during and post dinner

We have shared entertainment from previous years as an appendix to this document.

4. Video Content Creation

We require video content to be created for the launch of the Spotlight Awards 2024. We will also require 2 follow up videos to push the focus during the nomination process.

We are open to suggestions regarding the launch, and consistent engagement during the programme. If you have alternative ideas to videos please submit in addition to the requirement, for our consideration.

A video about the winners needs to be pre-recorded, with input from colleagues, managers and ExCo members to tell the story of the winner. These videos will be played on the evening in each category after the winner is revealed.

We require a highlights video of the event, so will need filming onsite. We will also require a photographer onsite.

In total, there were 9 videos created for 2023.

In addition to the above, nominees could receive a Golden Ticket to the awards if receiving on onward nomination from a senior leader. Golden Ticket winners were advised over a recorded Zoom so that their reaction could be captured. Please allow for editing of these Zoom videos when preparing the budget. Please also consider alternative ways of advising winners of their Golden Ticket.

5. Sustainability Report and Health and Safety onsite

We require a sustainability report of the event to be produced.

We require the agency to liaise with the venue regarding RAMS, and to manage all H&S elements of the event.

6. Other

Please consider how best to advise seating arrangements and table plans for the evening, to ensure a seamless guest experience and to avoid the often-seen bottle neck as people are trying to remember which table they are seated at.

7. Not in Scope

HSBC Group Events will manage the overall delivery of the event therefore we do not require support on venue booking; accommodation; transportation; F&B; table planning; host briefings; gift bags; security; meet and greet; delegate management.

Budget

We estimate a maximum spend of £285,000 inclusive of VAT (budgets are to be created and managed in GBP). Please note that the budget has been submitted as an estimate and HSBC reserves the right to negotiate to ensure that we are receiving the best value based on all responses received.

The budget needs to cover the following:

- Creative concept production
- Video content production
- All technical production, including visuals, CAD plans plus all equipment onsite (set & staging, video, lighting, sound, and graphics)
- All production personnel and crew for both pre-production and onsite to deliver the event
- All production fees, including insurance
- All hosts and entertainment

N.B. Please give some thought to optional enhancements to the event that we could take into consideration should budget be available.

Next Steps

RFP issued	Tuesday 30 January 2024
Production agencies to acknowledge receipt of tender and advise their participation	Friday 2 February 2024
Deadline for Q&A submission	Thursday 8 February 2024
Q&A responses back from HSBC	Tuesday 13 February 2024
Face to face tender presentations to be held	Wednesday 28 and Thursday 29 February 2024
Successful agency notified	Tuesday 5 March 2024

Location

The presentations will take place at HSBC, 8 Canada Square, Canary Wharf, London, E14 5HQ.

Stakeholders

The HSBC panel will consist of:

Jo Fayle-Parr

*Head of Group Events, Europe
Global Communications and Brand*

Claire Keen

*Event Manager, Group Events
Global Communications and Brand*

Ana O'Campo

*Head of HSBC UK CEO Office
HSBC UK*

Michael Harvey

*Executive Support Manager
HSBC UK*

Guidelines

We would welcome a maximum of 4 people from your company to attend the pitch. Please ensure you include members of the team who would be working on this project and would be onsite for the delivery.

The pitch meeting will be 90 minutes, including time for Q&As. Therefore, your pitch should be no longer than 60 minutes.

Please make sure your pitch includes no more than 20 simple slides and can be sent via email attachment post the pitch meeting.

Appendix 1

Previous Event Identities



Appendix 2

Previous Event Hosts, Entertainment and Themes

Year	Location	Venue	Host	Entertainment	Band	Theme / Act
2017	Liverpool	Liverpool Arena	Claudia Winkleman	Boyzlife	MadHen	N/A
2019	Celtic Manor & Bristol	Celtic Manor & Bristol*	Katherine Jenkins	Treorchy Male Choir/Katherine Jenkins		N/A
2020	Virtual	N/A	Senior Leaders	Birmingham Royal Ballet	N/A	N/A
2021	Virtual	N/A	Ayo Akinwolere	Maddox Dixon	N/A	N/A
2022	Liverpool	Liverpool Conference Centre	Ayo Akinwolere	Emma Radacanu	MadHen	Neon / LED Drumming Band
2023	Liverpool	Liverpool Conference Centre	Andrew Cotter	Danny Beard	MadHen	Fire & Light / Fire Circus Act

*Limited information available to us on 2019