

The background of the cover is a photograph of a seminar or panel discussion at the UK Games Expo. In the foreground, the back of a man's head and shoulders are visible as he sits in a chair, looking towards the front of the room. He is wearing a blue lanyard with a badge. To his left, other audience members are partially visible, some sitting and some standing. In the background, a man in a plaid shirt is seated at a long table covered with a black cloth, speaking into a microphone. The table also has a laptop, a water bottle, and some papers on it. A large window behind the speaker shows a view of the outdoors. The ceiling has recessed lighting and a ventilation unit. The overall atmosphere is professional and focused.

# UK GAMES EXPO

## EVENT ORGANISERS GUIDE

SEMINARS, WORKSHOPS, PANNELS





## RUNNING EVENTS AT UKGE

Each year UKGE hosts hundreds of events over 3 days. These happen in the NEC, Hilton Metropole Hotel and outside in the Living History Village.

### WHAT TYPES OF EVENT DOES UKGE HOST?

#### **Tournaments & Gaming events.**

These events are aimed at gamers who would like to take part in larger scale events. They include miniature, card and dice, and board gaming tournaments. Mega Games and organised multiplayer games, such as Watch The Skies or Blood on the Clocktower are also part of this category.

#### **Role Playing Games**

Role Playing Game events are aimed at new and experienced players. Games are typically expected to be four hours long, and accommodate six players, although other game lengths and player counts will be considered.

We consider all RPG systems and editions, except playtest editions.

#### **Live Entertainment**

Live Entertainment events are comedy, music and theatre acts and entertainers that bring their shows to UKGE.

We do not take open submissions for these events, they are curated by UKGE staff and are by arrangement only.

#### **Seminars**

This category covers all talks, lectures and workshops, as well as panels, podcasts, "actual play" events.

This includes events that are part of The

Publisher - Designer Track, and Academic Track events, as well as events that celebrate the joy of gaming and the gaming community in general.

### WHO RUNS THESE EVENTS?

A very small number of these are organised and run by UKGE. The overwhelming majority of events come from members of the boardgaming and tabletop community. Individuals, community groups, academics and companies exhibiting at UKGE are all welcome to submit events for consideration.

Due to limited time and space available over the 3 days of UKGE we are not able to host all events that are submitted.

### THIS GUIDE ONLY COVERS DETAILS FOR SUBMITTING EVENTS TO THE SEMINARS CATEGORY.

Information for hosting events in other categories is available on the UKGE website.

<https://www.ukgamesexpo.co.uk/events/running-event/>



## SEMINAR EVENTS

The seminar event category covers a broad range of content, from very focused workshop and panel topics hosted by industry professionals, to widely accessible panels and talks hosted by community groups, influencers and others with knowledge to share.

### CONTENT GUIDELINES

All events must have relevance to tabletop gaming or an aspect of UKGE, and should not be overly promotional of a product or service. There must be enjoyable content for visitors. Submissions that contain a majority of marketing content will not be approved.

If you are offering an event as a company or publisher, we prioritise those who have a stand or presence at UKGE and are submitting content with broad relevance to visitors, rather than those who would only be attending to run a Seminar event to promote themselves or a product.

### COSTS

There is no charge to event hosts to run an event as part of the Seminar Events schedule.

We prefer these events to be unticketed. This means there is no additional charge to anyone with a valid UKGE Entry ticket, and seats are unreserved. UKGE Volunteers will check that all audience members have a valid UKGE Entry ticket.

We will support speakers with a complimentary entry ticket for the day of their event, but we do not offer appearance fees, transportation costs or accommodation for speakers or organisers of these events.

Entry tickets for Seminar speakers are standard UKGE entry tickets for the day of your event only.

### TICKETING SEMINAR EVENTS

If your event needs consumables, such as prizes for a quiz or materials for participation in a workshop, we can consider ticketing the event, so that you can recover these costs after your event has run.

Your final ticket price will also need to include VAT. We will discuss these costs and what the final ticket price may be with you prior to approving your event.

The proposed cost of your event will affect if it will be approved or not. Sponsorship, to cover these costs in

lieu of a ticket price, is only with prior agreement from the UKGE Directors.

If you wish to host an event with entry cost for profit, there are additional considerations.

Your established audience and capacity for you to promote your event will be a factor, as well as if you have held a similar event elsewhere, and your final expected ticket price. We will also discuss the cost of the room your event will be held in, and include VAT on your ticket price too.

Very few "for profit" seminars and panels are approved each year. If your event has an established history of charging for tickets, then your event may be more appropriate in the Live Entertainment schedule. We would be happy to talk to you about your event, and the possibility of hosting it at future UKGE.

### SEMINAR REGISTRATION

If your event needs pre registration or an application process we need to know as early as possible, to give your potential audience time to apply. UKGE staff may not have capacity to screen these applications for you, so you must have time to do this yourself. This may require your email, or other such contact, being listed in the event description.

### SCHEDULING

We will work with Event Hosts to schedule approved events at the best possible times for the content proposed. Earlier submissions will get a greater choice of when their event is scheduled. Event Organisers will need to be flexible with their availability. We will try not to schedule similar events at the same time, but this is not always possible.

Events should be completed within 60 minutes. We will schedule time between each event to allow for set up and for the audience to be seated, and also for the audience to leave, but this time between events will be shared with the event before and after yours. Events with elaborate set up are unlikely to be approved.



## SEMINAR EVENTS

We will consider longer events, but these are unlikely to be held at peak times of UKGE.

The Seminar schedule typically runs from 10am to 8pm on Friday and Saturday, and 10am to 3pm on Sunday.

### CONTENT RECORDING

While some of the event locations have the capability to record audio for future use, priority is given to events for visitors at UKGE.

The equipment and setup at these locations focuses on enhancing the experience for UKGE visitors, rather than the ability to record or produce media for later use.

### PROMOTING YOUR SEMINAR

We will promote the events schedule on social media and emails. We may choose to spotlight your event in the lead up to UKGE dates.

It is important for you to also promote your seminar your network and communities.

### SEMINAR SUBCATEGORIES

There are a number of subcategories that your event may be assigned in the event listings on the UKGE website. This is to help visitors find events that interest them.

We will assign your event to the appropriate subcategory, this could be "Publisher Designer" or "Academic" or "Workshop" etc. These subcategories are descriptive only, and do not offer additional support or privileges to the speakers participating in Seminar events.

UKGE may create or remove subcategories based on the overall content of the Seminar schedule.

## SUBMITTING YOUR EVENT

### YOU NEED A UKGE ACCOUNT

All events are managed through your UKGE account.

This is required for you to submit and edit your event, and so that we know who to contact about the event.

If you do not have a UKGE account you can create one via this link

<https://www.ukgamesexpo.co.uk/accounts/register/>

**If you already have a UKGE account, please make sure your contact details are up to date.**

### EVENT SUBMISSIONS

Event submissions typically open in January. We will announce this via our email newsletter and on social media.

Once Event submissions are open you can submit your event details directly through the online form.

<https://www.ukgamesexpo.co.uk/account/submit-event/>

We will always email you to let you know if your event is accepted or declined. So it is important that your UKGE account details are correct.

If your event is accepted you will be added to a mailing list so that we can easily communicate event information to all hosts.

This will only be used for the year you have events in the Seminars schedule. If you unsubscribe from this mailing list, you will not receive the information you need to run your event.



## EXPECTATIONS FOR EVENT ORGANISERS

### We, at UKGE, will do our best to:

- Ensure you have all the information needed to run your event(s) in advance of the start of UKGE.
- Inform you of who the relevant team leaders are. Where possible, this will be in advance of the start of your event.
- Meet our promises with regards to event access and event support.
- Provide you with a safe and respectful environment.
- Provide a clear hierarchy for the purposes of reporting and solving any problems that may arise.

### We will expect you to do your best to:

- Help UKGE provide an excellent experience for visitors by being friendly, welcoming and helpful.
- Turn up for your events punctually and run your events to the schedule agreed, unless you have been informed otherwise by a Team Leader or UKGE Staff member.
- Please inform a UKGE Volunteer or Member of Staff as soon as possible, if you are unable to fulfil any event commitments to which you agreed.
- Be presentable, and wear sensible clothing and footwear appropriate to the tasks you are performing.
- Wear your Expo badge and lanyard at all times while you are running events.
- Act in the best interest of UKGE by respecting visitors, Volunteers and staff, as well as promoting a safe and healthy environment.
- Report to a Team Leader any actions by anyone that you feel could be considered harassment, anti-social behaviour, or constitute a health and safety risk. This will be taken seriously by all at UKGE.

## WHO TO ASK FOR HELP?



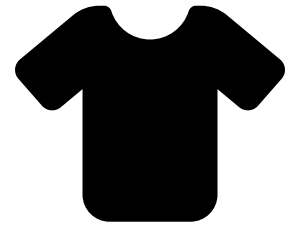
### **VOLUNTEERS & AMBASSADORS**

Yellow Shirt Volunteers and Blue Shirted Ambassadors will be the best people to help you with general enquiries and problems. If they cannot help you, they will be able to find a Team Leader for you.



### **TEAM LEADERS**

Green Shirted Team Leaders will be able to answer most questions for you and resolve most problems. They will be able to raise a Floor Manager, or UKGE Staff if needed.



### **UKGE STAFF**

Black Shirt UKGE Staff will be on hand to help with anything a Team Leader cannot resolve themselves. If they cannot help you, they will be able to find you the person who will, or raise your issue to the Floor Manager or Show Directors.

In addition, any visitor who encounters an event or experience that causes distress or discomfort or makes them feel unsafe/threatened or anyone who just needs advice and assistance may report it to any of our Yellow Shirt Volunteers, to our Green Shirted Team Leaders or to the Blue Shirted Ambassadors all of which will attempt to resolve the matter.



## PROBLEM SOLVING PROCEDURE

Whilst we hope that running events at UKGE will be a positive experience, we understand that issues may arise. Once raised, these will be addressed in a sensitive, serious, and timely manner. The following information is provided so that you are aware of our problem solving procedure when handling complaints.

Please note that this procedure is designed to resolve problems between **Event Organisers and UKGE during the course of UKGE**, and not outside of the show weekend. If you have any complaints you wish to make **after or before the show** then these should be directed to the show director in charge of policy : [tony@ukgamesexpo.co.uk](mailto:tony@ukgamesexpo.co.uk)

### STAGE 1

*Please raise any issues verbally with a Team Leader. If you are unable to locate a Team Leader, please speak to the Floor Manager.  
(If your complaint concerns your Team Leader see Stage 2)*

### STAGE 2

*If the issue concerns a Team Leader or you are unhappy with the resolution provided by your Team Leader please speak to the Floor Manager.*

### STAGE 3

*If you are not satisfied with the proposed resolution then ask for the complaint to be escalated to the directors. The directors will hear the complaint and attempt to resolve the issue. If you do still not accept the resolution then you can ask for your complaint to be heard by the UKGE's Trusted Advisor.*

### STAGE 4

#### **Trusted Advisor**

The trusted advisor is an individual who has knowledge of the show and experience in conflict resolution and the directors of the show have agreed to abide by their recommenda-

**NOTE: At all times the aim of the complaints procedure is to resolve any conflicts that can occur in a pressurised environment.**

**It is not a disciplinary procedure but aims to resolve problems to everyone's satisfaction.**