



# **SEMIOFEST®**

A CELEBRATION OF SEMIOTIC THINKING

Semiofest is unique; it is an annual event set up to celebrate (applied) semiotic thinking. We set up to provide a forum for ideas exchange, learning and networking about semiotics. Every year we invite all those interested in semiotics: practitioners, researchers, academics, students to come and participate in a celebrating semiotic thinking through short presentations, creative inspiration sessions and interactive group activities. Our mission at Semiofest is to provide an inclusive platform to all practicing professionals of semiotics – to exchange knowledge, ideas & experiences and learn from one another in a relaxed and collaborative atmosphere, while maintaining standards of quality content. We are all passionate about semiotics and believe in its value as insight tool and we're dedicated to propagating top class, applied semiotic thinking.

## **AT SEMIOFEST WE BELIEVE IN BEING:**

**CO-OPERATIVE, COLLABORATIVE**  
**MERITOCRATIC - EXCELLENCE**  
**OPEN, DIVERSE,**  
**INCLUSIVE, DEMOCRATIC**  
**FUN - INFORMAL**

Unbelievably, Semiofest is now in its 8th year... That's 7 whole years of thinking, presenting and discussions on the topic of semiotics! Semiofest was founded in London in 2012 and incorporated in 2013. Semiofest 2013 was held in Barcelona, Spain, Semiofest 2014 in Shanghai, China and Semiofest 2015 in Paris, France. We celebrated our 5th birthday in Tallinn, Estonia! And moved on to North America for the first time, with the 6th edition in Toronto. We were celebrating in Mumbai in 2018!

The Board of Semiofest is the guardian of the Semiofest brand. Every year after the event has finished, our thoughts turn to the following year and where to take Semiofest

next. We generally use a bid process in order to select the next Semiofest venue among interested parties. We have again come to that time again where we pass the Semiofest torch onto a fresh venue.

The rationale for the bid process is simple: for us to find out a bit about you, your team and why you want to organize Semiofest as well as your plans for the event and how you propose to make it happen. In our experience, hosting a Semiofest is an extremely rewarding experience and we commit 100% to supporting you in the planning, and organization of the event but ultimately it will be your event so we're curious to see what new ideas you have. Of course, there are some elements that have become part of a successful recipe for Semiofest; things we'd strongly suggest you include – i.e. training, a party, some interactive exercises and a client Boot Camp – and other elements that are core to the brand: our visual identity guidelines, a funky venue and an informal atmosphere. But as to the exact detail of the event we are open to co-creating with you. At every event we have learned from the local organizer and incorporated that knowledge to improve the next year's event. So this is your chance to show us why you and your team should organize Semiofest 2020 in your proposed city or geographical location.

# THE BID APPLICATION

In our experience there are some key areas we feel (aside from your team commitment to see the process through to fulfilment) are most important to the success of the Semiofest event.

We have boiled these down to the following criteria/questions. We will assess all bids on these 12 areas. We encourage you to take the time to describe your thoughts and ideas in as much detail as you need so that we can get a good understanding of what you have in mind. In case of any questions etc, please do mail us on [info@semiofest.com](mailto:info@semiofest.com) for any clarifications before finalizing your bid. And thanks in advance for your interest in Semiofest.

**1. Could you state your reasons for wanting to host Semiofest? Write as many as you like...**

**2. Where would you hold the event? What would be the nature and capacity of the venue?**

**3. Could you name the organizing team? What is the background and experience of members?**

**4. What innovations would you propose to the program from previous Semiofests?**

**5. Will there be a social program? If so, could you suggest some items from that program?**

**6. What ideas do you have for the format; i.e. training / education and interactive exercises?**

**7. How many people do you estimate would attend from your home market? From outside?**

**8. What plans do you have for promoting and marketing the event? To which key audiences?**

**9. How do you propose to handle the ticketing and logistics of the event?**

**Administrative help?**

**10. What funding would you be able to source for the event? Would there be any sponsorship?**

**11. What will be the impact on the semiotics community? How would you share event learning?**

**12. What unique qualities do you think your location/city will bring to Semiofest's 2020 event?**

Once we have all the documents in, we will collate and evaluate responses to all the questions and evaluate each bid on its merits. When we say 'we', we mean the Semiofest Board and the previous organizing teams from Barcelona, Shanghai, Paris, Tallinn, Toronto and Mumbai. Since they know what it takes to organize an excellent event.

