



CALL FOR BIDS - 2024



SEMIOFEST®

A CELEBRATION OF SEMIOTIC THINKING

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Mexico Semiofest has just finished, and it was a triumph. We feared it would never come to pass, but with the help of our local organising team, Max, Akvile, Estefania, and Ian, we worked as a team to make it happen. Mexico, in many ways, is the event the word Semiofest was created for – it was a combination of learning, festivities and fun... It was a well-attended event with a great spirit that energised our beloved community of semiotics practitioners and enthusiasts. Semiofest Mexico reminds us of what can be achieved when the Semiofest spirit is creatively interpreted or 're-semiotized', by a new team.

Every new Semiofest not only brings a unique flavour, but builds and enriches the whole Semiofest brand.

Having just closed off a Semiofest, our thoughts are already turning to the next event, which we have determined will take place in 2024. Many attendees are already clamouring to know where we will be holding the next Semiofest. As the Board of Semiofest, we are guardians and stewards of the Semiofest brand. We generally use a bid process (perhaps similar, but less grand, than that of the International Olympic Committee, IOC when awarding the Games) to select the next Semiofest venue among interested parties. It's that time again when we will pass the Semiofest torch onto a fresh, new team.

This document sets out how we select the next team and how to apply to host Semiofest in 2024.

Semiofest is unique; it started as annual event (since lockdown also running online sessions) dedicated to celebrating (applied) semiotic thinking. We set it 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, and students to come and participate in celebrating semiotic thinking through short presentations, creative inspiration sessions and interactive group activities and organised fun!



We are all passionate about semiotics and believe in its value as an insight tool. Here at Semiofest, we want to create an inclusive platform for all practising professionals of semiotics. Our goal is to exchange knowledge, ideas, and experiences with one another in a relaxed and collaborative atmosphere. We believe that by doing this, we can all learn from one another and maintain quality content standards. We're dedicated to propagating top-class, applied semiotic thinking.

At Semiofest, we strive to act in accordance with our values; we believe in being:

- Innovative, creative
- Meritocratic excellence
- Co-operative, collaborative
- Open, diverse, inclusive, democratic
- Fun, pleasure, informality

But back to basics – why host Semiofest in your market? Here are five good reasons to consider it:

- a) To promote semiotics. You love semiotics, you believe in it...and want to help propagate its value.
- b) To raise your profile. Semiofest is a great brand to add to your professional and personal profile.
- c) To devise a fresh event with your own unique signature for a global community of professionals.
- d) To widen your professional network –enrich your network with connections for future endeavours.
- e) To show off your hometown. You live in a wonderful city – so showcase its 'signifiers' to the world!

We cannot promise a financial reward for hosting; as a not-for-profit venture, we are run on a volunteer basis. What we can promise, however, is a stimulating experience, collaborative working and the satisfaction of a brilliant event. And subsequent entry into the global advisory council of Semiofest.

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BID PROCESS

The rationale for the bid process is simple: to find out a bit about you, your team, why you want to organise Semiofest, and your plans for the event and how you propose to make it happen to help us make the right decision. In our experience, hosting a Semiofest is an extremely rewarding experience, and we commit 100% to supporting you in the event's planning and organisation.

The ingredients of a successful Semiofest - the rough formula, if you like - is well established over time, built incrementally through our own insights into what worked and what didn't and via learning from organisers and attendee feedback. As we look ahead to the first Semiofest of the second decade, we are looking for organisers who will innovate the Semiofest experience while retaining the brand DNA.

Ultimately, it will be your event, so we're curious to see your new ideas.

Of course, some elements we believe form 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 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 this with you. At every event, we have learned from the local organiser and incorporated that knowledge to improve the following year's event.

This is your chance to show us why you and your team should organise Semiofest 2024 in your proposed city or location. Assuming the event is planned for Spring 2024, we have 18 months to put the event together. As we move to a bi-annual event, the organising teams also have a longer time frame to complete the organisation.

Semiofest was born 10 years ago. We are indebted to the Semiofest organisers in various countries who took the baton forward in the past decade. Many of these organisers have also become members of Semiofest's global advisory council. We are happy and proud to have crossed the 10-year milestone as an organisation and look forward to a flourishing second decade.

We are looking for similarly enthusiastic and committed organisers to join us - and them - to carry Semiofest forward.



THE BID APPLICATION

In our experience, 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. If you have any questions, please mail us at info@semiofest.com for any clarifications before finalising 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 organising 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 handling the event's ticketing and logistics? 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 will your location/city bring to Semiofest's 2024 event?

Once we have all the bids 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 organising teams since their experience means that they know what it takes to organise an extraordinary event.

The call for bids opens on January 7th 2023 and will close on March 7th, 2023.



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WE LOOKING FORWARD TO YOUR BID

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