



## **North East Museums: Regional Cultural Learning**

### **Conference organiser call-out brief**

Imagine If... 2025

Conference for an education and cultural sector audience

#### **Background**

North East Museums (NEM) is a regional museum, art gallery and archives service. We manage twelve museums and galleries across Tyneside and Northumberland and the Archives for Tyne and Wear. We are supported by the five local authorities and Newcastle University. NEM is also a National Portfolio Organisation funded by Arts Council England.

We hold collections of international importance in archives, art, science and technology, archaeology, military and social history, fashion and natural sciences.

We deliver a number of regional programmes including the Regional Cultural Learning programme, which aims to continue the legacy of the Culture Bridge North East programme by linking the cultural and education sectors together to ensure that children and young people benefit from access to excellent cultural learning opportunities.

Culture Bridge North East launched Imagine If...in November 2015, a flagship conference bringing together the education and cultural sectors to look at the importance of a cultural education for all children.

During 2015 - 2024 the Imagine If annual conference engaged with almost 1000 delegates from all over the region and wider UK.

NEM are now leading on the legacy of CBNE and has been continuing to host Imagine If since 2023.

This year the conference is being co-hosted with the North East Combined Authority and will focus on their Excellence in Education programme, which includes North East Museums' Cultural Match programme.

The North East Combined Authority (North East CA) is a partnership of seven local authorities: Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland, and a directly elected Metro Mayor. Their purpose is to champion the full potential of our region.

In March 2025, the North East Combined Authority Cabinet approved a new, exciting, evidence-led North East Excellence in Education Programme, which demonstrably delivers on the North East CA's Mission 1: Home of Real Opportunity and the Combined Authority's Local Growth Plan. This work will invest in our youngest residents, creating an inclusive programme that will help ensure all children and young people – regardless of their background - have equal opportunities to realise their potential and be part of the region's future success.

This programme of work has 3 priorities - inclusion; realising potential; and teacher wellbeing and development - which will form the focus of this year's Imagine If."

## 2. Objectives of this consultancy

We are seeking to appoint a freelance conference organiser or organisation to work with us from July to November 2025 to organise and deliver (alongside a steering group) the Imagine If conference on the 13<sup>th</sup> November 2025 at Great North Museum: Hancock in Newcastle Upon Tyne to an audience of 160 delegates.

## 3. Deadline for submission of proposals

Friday 4<sup>th</sup> July 2025 5pm

## 4. Criteria

A successful *Imagine If* conference organiser will need a diverse skill set encompassing strong organisational, communication, and problem-solving abilities. They should also possess excellent time management, leadership, and interpersonal skills.

Attention to detail, and adaptability will be crucial for handling unexpected situations and delivering a memorable Imagine if, which will mark the 10 year anniversary of our conference.

In particular we are looking for the following knowledge and experience.

- Extensive experience of organising quality events and large conferences and being the lead organiser on the day.
- Knowledge and experience of working with the cultural or education sectors
- Experience of using TicketSource
- Experience of organising paperless conferences

Administrative and communication support will be available to the freelance conference organiser from the NEM Regional Cultural Learning team.

### **Timescale**

- Proposals must be received by 17:00 on Friday 4<sup>th</sup> July 2025
- Interviews will take place WC July 14<sup>th</sup> 2025
- Successful applicant will start contract on July 15<sup>th</sup> 2025
- Conference development July – Nov 2025
- Conference delivery – 13<sup>th</sup> November 2025

### **5. Procurement**

The deadline for submission of proposals is **17:00 on Friday 4<sup>th</sup> July 2025**

### **Quotation assessment**

There is a fixed price (inclusive of VAT) for this work, including all time, travel, subsistence and other costs.

### **Budget**

**£4,200**

Event organiser fee approx. 14 days' work @£300 per day = £4,200

## Proposals

Based upon the information we have provided and the outputs we have stipulated in this brief, explain how you would propose to undertake this commission and outline your programme for development and delivery. Please provide details of how you propose to deliver this work, including:

- How the commission will be delivered.
- How you will communicate and collaborate with NEM's and NECA's Imagine If steering group and the NEM CPD Manager
- Your experience of work relevant to this commission.

Please submit your proposal, on no more than 2 sides of A4, by email to:

[charlotte.dack@northeastmuseums.org.uk](mailto:charlotte.dack@northeastmuseums.org.uk)

Proposals must be received by **17:00 on Friday 4<sup>th</sup> July 2025**

## 6. Contact

If you have any questions or would like an informal discussion about this work, please contact: [charlotte.dack@northeastmuseums.org.uk](mailto:charlotte.dack@northeastmuseums.org.uk) to arrange a call.