



## **COMMUNICATION REQUIREMENTS FOR BIG TOP TENT CONTRIBUTORS**

The work of the Ellen MacArthur Foundation and the DIF emphasises creativity, innovation, solutions, and system-level change. We welcome Big Top Tent applications from universities and institutions within the Foundation's Network University group that share this enthusiasm for positive perspectives.

The notes below apply to contributors representing a university or institution.

**ONCE YOUR BIG TOP TENT APPLICATION IS APPROVED,  
YOU WILL BE SENT THE LINK TO THE CONTENT PACK,  
WHICH CONTAINS:**

**OFFICIAL LOGO BLOCK  
POWERPOINT TEMPLATES  
WEBSITE BANNERS  
EMAIL SIGNATURES  
SOCIAL MEDIA PACK  
VARIOUS GRAPHIC ASSETS  
FILM INTRO/CLOSING SCREENS (BUMPERS)**

# COMMUNICATION REQUIREMENTS FOR BIG TOP TENT CONTRIBUTORS

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## TERMS AND CONDITIONS

### Partnership:

Big Top Tent sessions are independently organised and do not constitute a partnership between your organisation and the DIF or Ellen MacArthur Foundation.

Please refer to your contribution to the DIF by using the Big Top Tent logo-icon block (not the Ellen MacArthur Foundation logo), and stating that you are 'contributing to the Disruptive Innovation Festival', e.g.: "We're hosting a session for the Disruptive Innovation Festival (DIF)...". You must not refer to yourself as a partner or member of the Ellen MacArthur Foundation or Disruptive Innovation Festival, nor use statements like "We're hosting a session for the Ellen MacArthur Foundation...".

*DISCLAIMER: Your right to use the Big Top Tent logo-icon block, Big Top Tent banner, the DIF introduction screen and any other similar content provided by the Ellen MacArthur Foundation ceases when the DIF finishes. You may only use the Big Top Tent logo-icon block, banner and introduction screen for the purposes of your presentation in and promotion of your participation in the DIF. All use must be in accordance with these terms and conditions and any other written guidance provided by the Ellen MacArthur Foundation.*

### Right to edit, redistribute or remove content:

The Ellen MacArthur Foundation reserves the right to re-edit, re-distribute and/or remove content we deem to infringe our communication guidelines, which are:

- No commercial agenda. Speakers should be sharing ideas or latest thinking and not commercial propositions.
- Big Top Tent sessions are platforms for ideas and insight in the context of a changing economy. Opinion and speculation are fine as long as it is clear that they fall into these categories but speakers should avoid the misuse of scientific language to make unsubstantiated claims.
- No presentations with defamatory content or with an inflammatory political or religious agenda, or use of polarising language.
- Nothing illegal, offensive or which links to dubious third party websites.
- Nothing which could (in the reasonable opinion of the Ellen MacArthur Foundation) be detrimental or damaging to its business or reputation.

**All your communications relating to the DIF must comply with these communication guidelines.**

## **PROMOTING YOUR SESSION**

The DIF website will profile your event on [www.thinkdif.co](http://www.thinkdif.co) and host your session details on the full schedule, but you will need to promote your session to your networks too. This should include as many channels as possible such as email, social media and news/links on your own website.

Please use the Big Top Tent logo-icon block on any communications to promote your session.

### **Tips for promoting your session:**

- Download the Content Pack (available once application approved) and send the invitation to your network or anyone you would like to invite to your session.
- Add a Big Top Tent banner to your website and your email signature.
- Send updates on Twitter, Facebook, LinkedIn or social platforms telling people when they can see you host your session.
- Tweet about the topic you are presenting on and link it to the <http://thinkdif.co> / [@thinkdif\\_](https://twitter.com/thinkdif_) / [#thinkDIF](https://twitter.com/thinkDIF) Try to include an image / video that represents your idea of disruptive innovation, if possible.
- Add information on the DIF to the events page on your organisation's website.
- Use the DIF poster template, add in your own session, and put up in your company or community areas.
- Add a news item to your organisation's newsletter with the details about your upcoming session.

But please avoid Spam, including:

- Emailing or direct messaging strangers, especially in large numbers
- Using email lists from third parties
- Sending unsolicited @-replies on Twitter
- Link-bombing forums
- Promoting a session on another session's pages

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## **PLANNING YOUR SESSIONS**

### **Your Big Top Tent name:**

Please refer to your contribution as "Big Top Tent: [Organisation Name]", not simply Big Top Tent. Example = Big Top Tent: DIF University

Individual session titles:

The format for Big Top Tent session titles is "[Organisation Name]: [Topic]". Example = DIF University: Biological Materials.

Short and sweet titles work best as we have a large percentage of people visiting the DIF site on mobile.

**Presentations, videos and podcasts:**

An official DIF introduction screen (“bumper”, included in your Content Pack once your application is approved) must be shown at the beginning of your session - this is intended to make sure the audience understands that your session is part of the Disruptive Innovation Festival. This screen must not be changed.

**Livestreaming:**

Your session must be free to online viewers. You may broadcast your event via a third party website or with a third party streaming service, but check with the DIF team to ensure we can incorporate your chosen platform.

**SPEAKERS****Scheduling speakers:**

Big Top Tent organisers have sole responsibility for all arrangements for their own speakers. DIF or Ellen MacArthur Foundation staff cannot help identify, secure or manage speakers.

**Copyright:**

Every session’s content must be in compliance with copyright law. Speakers must inform you beforehand of any third party material that will be used in their presentations and seek written permissions to copyrighted materials when applicable. The DIF team or the Ellen MacArthur Foundation cannot assist with this process.

**Release forms:**

All of your speakers or contributors must sign the permission release form giving the Ellen MacArthur Foundation the right to make available video or audio of their presentation and content, including transcripts. The form also confirms the contributors have the copyright for any music / images / materials in their presentation. Please keep for your records, and send to the DIF team.

**SPONSORS & FUNDING****Funding and sponsorship:**

You may not use your session to make money or to raise funds for charities or other organisations, however, you may enlist a sponsor to cover the cost of running your event. Sponsors cannot contribute more cash than is needed to operationally run or promote the session. Big Top Tent organisers should aim to secure in-kind support wherever possible.

For live events, subject to approval from the Ellen MacArthur Foundation, you may charge an attendance fee for your session. Tickets must always be less than £100 and should go towards the cost of operating the event.

### **Sponsor appearances:**

Session sponsors may also be speakers if they contribute ideas and insights relevant to the theme, but they cannot use the platform to explicitly promote commercial programmes, nor be given editorial control.

### **Use of sponsor logos:**

Sponsor logos may be shown on one slide at the beginning and end of a session. This slide must adhere to our official sponsorship slide template (see your Content Pack). If you have multiple sponsors you must feature all of your sponsor logos on the one slide. Never superimpose your event icon or a sponsor logo over the speaker's talk or slides.

Slides related to sponsors must appear in the following sequence:

1. Intro screen (required)
2. Title screen
3. Sponsor slide (cannot exceed 3 seconds in the case of video)
4. Presentation
5. Outro screen (required)

### **Unacceptable sponsors:**

Under no circumstances are companies or organisations associated with the following to sponsor Big Top Tent sessions:

- Weapons / ammunition
- Tobacco / cigarettes
- Adult / pornographic products / services

Please contact [Becky Hurley](#) if you would like to clarify the suitability of a sponsor.

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## **MEDIA REQUESTS**

### **Media interest in the DIF:**

DIF and Ellen MacArthur Foundation staff are the sole official spokespeople for the DIF. If you are approached by a journalist seeking comment about the DIF or Big Top Tent, please contact [Clare Mucklow](#) at the Ellen MacArthur Foundation.

### **Media interest in your Big Top Tent session:**

If you are approached by the media or plan to send a news item about your session, please prepare a short text about it and include descriptions of the DIF and Big Top Tent (see below) to provide background information for journalists. Please send your text to [clare.mucklow@ellenmacarthurfoundation.org](mailto:clare.mucklow@ellenmacarthurfoundation.org) for approval. Once approved, please send along with the Big Top Tent logo-icon block and appropriate images for your session (see "Photos" below) to the journalist(s) in question.

## About the Disruptive Innovation Festival

The Disruptive Innovation Festival, launched in 2014 by the Ellen MacArthur Foundation, is a three-week online festival bringing together thought-leaders, entrepreneurs, businesses, makers, learners and doers to catalyse system-level change for a future economy. Offering a mix of online and global real world events, the DIF will explore ideas and technologies that are changing our economy. Participants from all over the world can attend sessions running across multiple formats and time zones and are able to apply to host their own session as part of the 'Big Top Tent' or 'Open Mic' programmes during the Festival. The DIF runs from 7 – 25 November 2016, at [www.thinkdif.co](http://www.thinkdif.co).

## About Big Top Tents:

Big Top Tent sessions are self-organised, online events created by universities or institutions, based anywhere in the world with the Ellen MacArthur Foundation's Network University group, that are participating in the Disruptive Innovation Festival. Big Top Tent session hosts have been selected from an application process coordinated by the Ellen MacArthur Foundation and are chosen based on their potential to address the question: The economy is changing - what do I need to know, experience & do? Big Top Tent sessions may be created specifically for web or filmed as part of a live event taking place globally. Applications are now open: [www.thinkdif.co](http://www.thinkdif.co).

## Photos:

Photos of Big Top Tent sessions must be released under a Creative Commons licence ("Attribution - NonCommercial - NonDerivative"), so they can be freely shared. When using photographs clearly credit the photographer in metadata, captions and tags. If you use an image from another Big Top Tent or DIF event, please contact the organiser to confirm that use of the image is authorised. If taking photos for your session, please shoot them with the highest possible resolution. For web use, please convert to 96dpi for ease of sharing and distribution. A resolution of 300dpi is required for print use. Do not put watermarks, text or other labels onto the photos. Do not superimpose your session or organisation logo or your photographer's information.

## Interviews:

If you are interviewed for broadcast TV or radio, clearly state that your session is a DIF Big Top Tent event, and explain what that means (it is independently organised, etc.). Please send interview requests for DIF staff [Clare Mucklow](#), DIF Media Coordinator

## Media section on your website:

Please add a customised version of the following copy onto the Media section of your website:

All press requests should be sent to [name]. [Name] is the official spokesperson for Big Top Tent[organisation name]. Please note that Big Top Tent session organisers are not able to speak for the DIF or Ellen MacArthur Foundation. Any enquiry regarding the DIF or the Foundation should be sent to:

Clare Mucklow, DIF Media Coordinator, Ellen MacArthur Foundation [clare.mucklow@ellenmacarthurfoundation.org](mailto:clare.mucklow@ellenmacarthurfoundation.org)