



GUIDELINES FOR Regional Prize Partners

Participating in the Galileo Masters

SET UP AN OWN REGIONAL CHALLENGE (early March)

Integration of the regional challenge in the Galileo Masters (by AZO)

Activities to be performed by the region	Deadline	Resources
GALILEO MASTERS Website <ul style="list-style-type: none"> - Prize description (1,200 characters incl. spaces) - Description of the regional organiser and if applicable further partners involved - Contact details of the contact person (published: Website, Brochure) - Representative image of the region (high resolution; landscape format) - Logo of the partnering organisation (eps/ai) - If applicable: Logos of further sponsors / partners involved in the competition (eps/ai) 	Timeframe: Jan - March Latest date: 15 March	HR*

Definition of a prize

Activities to be performed by the region	Deadline	Resources
Definition of a prize pool <ul style="list-style-type: none"> - Prize offered to the regional winner consisting of e.g.: prize money, incubation programme, technical / business coaching, patent consulting, prototype development, feasibility studies, marketing services, use of testing facilities, ... - Prizes for runners-up are optional: If the Regional Partner nominates runners-up, AZO will be glad to provide labels that indicate them as finalists. <p>♦ Get inspired and have a look at the Galileo Masters 2018 Prizes: https://www.galileo-masters.eu/hall-of-fame/</p> <p>♦ The sooner you send us the prize description, the sooner you get your marketing materials (General flyer, poster, subpage)</p>	Latest date: 15 March start of the competition 1 May	Prizes are additional expenses (defined by each region)

Acquisition of further sponsors (optional)

<p>Acquisition of regional sponsors</p> <ul style="list-style-type: none"> - The region is free to acquire additional regional sponsors & partners - AZO must approve any regional sponsoring agreement before its conclusion to avoid any conflict of interest with existing sponsors. ♦ Option to refinance regional participation fee & get contributions to the regional prize pool, promotional support and the experts panel ♦ The regional sponsors' logos will be displayed on the regional landing page (Example see: https://www.galileo-masters.eu/prize/france/#partners) and in the results brochure 	<p>Ideally before the start on 1 May to include them in the PR campaigns</p>	
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TASKS OF THE REGIONAL PARTNER PROMOTION (Mar - Jun)

Activities to be performed by the Special Prize Partner to increase submissions	Deadline	Resources
<p>Own marketing material</p> <ul style="list-style-type: none"> - Any additional marketing material (optional) by the region is welcome, if however in accordance with the Galileo Masters styleguide. 	<p>Ideally: March-April</p>	
<p>Regional Kick-off event</p> <ul style="list-style-type: none"> - The region is very welcome to organise a Regional Kick-off event. - The region can decide on: the choice of format and size (e.g. workshop, plenary, conference), date and location, agenda, invitations of potential participants and local press. ♦ Provided that a personal meeting with the organisers is set in line with the event, and if informed at least 3 weeks in advance, an AZO representative can join the event and present the Galileo Masters ♦ It is recommended to e.g. hold the Kick-off in line with an already established event in order to create the maximum impact in promotion. ♦ Galileo Masters Calendar: We kindly offer to promote your regional events under https://www.galileo-masters.eu/event/ and via our newsletter and social media channels 	<p>Ideally: April - June</p>	<p>HR for organisation (e.g. speaker acquisition, promotion); catering</p>
<p>Regional Promotion</p> <ul style="list-style-type: none"> - Regional promotion such as press activities, visits to universities, mailings, postal mailings, website, etc. ♦ We support your marketing activities and provide you with visuals, text and sample press releases, mailings etc. in a dedicated drop box file 	<p>Continuous until closing of database (31 July)</p>	<p>According to activities; mainly HR</p>
<p>Participants support</p> <ul style="list-style-type: none"> - The regional organiser shall assist participants with their submissions to the database and/or general questions. - AZO assists participants on technical issues 	<p>Continuous until closing of database (31 July)</p>	<p>HR, depending on number and activity level of participants</p>

INTERNATIONAL KICK-OFF ORGANISED BY AZO (APR)

Invitation to all regional partners	Deadline	Resources
International Kick-off event (Date & Place: XXXX) <ul style="list-style-type: none"> ◆ Learn more about the 2019 Special Prizes and meet the Galileo Masters sponsors ◆ Get together with other regional partners, potential and former participants 		Travel costs; (participation is optional)

EVALUATION (JUL - SEP)

Regional Evaluation

Activities to be performed by the region	Deadline	Resources
Regional experts panel <ul style="list-style-type: none"> - The region shall set up a team of experts from research and industry (consisting of at least 5 experts per region) - A list of all experts is to be provided to AZO (incl. contact information) ◆ We highly recommend to include experts from various different fields of expertise, such as technical, marketing, patent, consulting, or politics. ◆ The experts may also be good multipliers to promote the competition. 	15 June	HR
Evaluation & Experts Meeting <ul style="list-style-type: none"> - All entries will be assigned to unique IDs to facilitate anonymity. - After the submission phase, the experts will get access to all ideas submitted for their respective region via a secure online database. ◆ We recommend to organise a regional expert meeting for discussion of the submitted ideas and nomination of the regional winner. 	Result to be announced to AZO by mid-September	Small budget for expert meeting
Personal pitch for regional finalists (optional) <ul style="list-style-type: none"> - The region has the opportunity to set up a pitch and have selected regional finalists present their ideas to the experts in person. - Contact details of the finalists will be provided by AZO upon indication of the region's selected finalists' IDs. 	Mid-September	Small budget for pitch event
Data Security <ul style="list-style-type: none"> - All experts will have to accept a Non-Disclosure-Agreement (NDA) upon registration to the online evaluation tool. 	Early July	

International Evaluation Meeting

Activities to be performed by the region	Deadline	Resources
International Evaluation Meeting to choose the overall winner <ul style="list-style-type: none"> - One regional expert shall be appointed as the "head of experts" to represent the Challenge at the international evaluation meeting. - The head of expert shall support the winner in preparing a 5-minute video pitch presentation of the idea and should thus support his winner during the presentation, Q&A session afterwards as well as during the evaluation of the overall winner of the Galileo Masters 		Travel expenses for one expert

Procedure

- The overall winner will be selected from among all regional and special prize winners in a two-day evaluation meeting.
- Traditionally the meeting is to be held around mid-September.

AWARDS CEREMONY / PROMOTION OF THE WINNER (NOV/DEC)

Activities to be performed by the region	Deadline	Resources
<p>Official Awards Ceremony</p> <ul style="list-style-type: none"> - One representative per region shall attend the event organised by AZO - We also kindly invite for you e.g. your regional supporters, experts, politics, ... <p>Coordination of regional winners</p> <ul style="list-style-type: none"> - The region must ensure that the regional winner attends the Awards Ceremony (incl. travel costs and arrangements) 	<p>November / December</p>	<p>Travel cost for regional winner and regional representative</p>
<p>Regional Awards Ceremony (optional)</p> <ul style="list-style-type: none"> - The region is welcome to organise an own regional Awards Ceremony for the regional winner and runners-up. <p>! If you plan to host a Regional Awards Ceremony you are free to announce the winner there. This however shall be reported to AZO if it will take place before the official Awards Ceremony. We will also ask the winners not to disclose this information before the Awards Ceremony.</p>		<p>Cost for event organisation and promotion</p>

*) The workload for the regional organiser is estimated to average 0.5 days per week over the March to October timetable, with occasional peak loads around milestone events. This workload varies a lot depending on the intensity of regional promotion activities and can only be seen as a rough indication.