

# The Fashion Awards 2021

## **The Fashion Awards 2021 Talent & Media Brief**

### **THE BRIEF**

Overview of The Fashion Awards 2021 and Key Messaging [here](#). All information contained within this deck and brief is confidential – a public announcement has not yet been made.

The British Fashion Council is looking for an agency to build on the global position and reputation of the event to further maximise on the fundraising potential and investor opportunities for the British Fashion Council by raising the bar in attracting the best global talent and media from film, the arts, music, tech and other relevant global creative industries.

### **The Fashion Awards 2021 – Communications Objectives**

- Reposition The Fashion Awards as an entertainment platform and a celebration of fashion as the cultural intersection of the creative industries
- Create global impact through storytelling & experience to increase the reputation of British fashion globally and drive excitement
- Highlight the stories and individuals through the lens of purpose, excellence and creativity
- Highlight the importance of the BFC Foundation in supporting creative talent by increasing story telling around the British Fashion Council's role and initiatives to position British fashion as a centre of excellence, creativity, and innovation
- Engage and excite a consumer audience through innovative content
- Further position the BFC and London as a centre of creative excellence and supporters of exceptional talent

To deliver the above objectives, the agency will need to work across 4 pillars:

1. General Communications
2. Management of talent for filming ahead of the event
3. Management of talent who will present awards on stage
4. Support in the management of the red carpet

### **General Communications**

The agency will provide media management in the run up to, and the evening of The Fashion Awards on Monday 29<sup>th</sup> November 2021.

The agency will work as an extension of the British Fashion Council's communication team, supporting on the implementation and delivery of the global communications strategy to maximise exposure and coverage.

This includes, but is not limited to:

## Pre-Event

- Create communication plans in line with The Fashion Awards strategy to encompass announcements pre-event and talent attending; pitch to key national and international media the pre-agreed stories around The Fashion Awards 2021
- Suggest international press coverage, digital, long leads, glossies and newspapers maximising media exposure for The Fashion Awards in line with the BFC communications strategy
- Ensure The Fashion Awards are covered by a large breadth of media titles, focusing on digital output
- Distribute relevant press materials to national and international media
- Create and distribute all relevant press materials aimed at broadcaster and photographer accreditation including media alerts, press notes, tip sheets etc. with prior approval from the BFC team
- All communication with red carpet media prior to the event, including broadcast, print and online media
- Briefing on key messaging to all red carpet media pre-event
- Organise and manage an arrival pen of photographers from international and UK agencies, newspapers and other media outlets
- Organise and manage a select group of special access photographers to increase photography assets available and provide wider coverage opportunities
- Organise and manage a selection of red carpet broadcast media, including news, wires and other relevant fashion media
- Organise and manage a selection of red carpet media from newspapers, weekly magazines and credible websites (including any key social and fashion influencers)
- Organise and manage a media line backstage at the event, to capture any relevant winner's interviews and photography (if deemed relevant)

## During the Event

- Managing all interviews, photography and other relevant media moments for high profile guests and relevant talent
- Provide any key stakeholders from the BFC media support, including staffing on the night to ensure media connectivity and the opportunity for key messaging to be very much part of any media coverage generated
- Provide senior team members on the night to manage media lines on the red carpet and backstage and liaise with talent handlers to maximize coverage opportunities

## Post-Event

- Produce a post event report summarising KPIs delivered, future opportunities, event challenges and key wins
- Chase coverage and ensure delivery where appropriate

## Talent and Red Carpet Management

The agency will provide talent management for The Fashion Awards 2021 which includes supporting the BFC and its production agencies with managing the red carpet.

We are looking for an agency able to deliver a mix of international talent from various industries including but not limited to film, music, art, sports and fashion. More precisely, we are looking at least:

- 4 Hollywood top tier talent
- 2 top tier recording artists with global relevance; 6 known and up-and-coming musicians with international and UK relevance
- 1 Asian celebrity with international resonance, from either China or Korea, considerable social media following and active on local social media platforms such as WeChat and Weibo (to be achieved in partnership with our local comms agency + in-market consultants)

Key deliverables are:

### **Pre-Event**

- Agree the target list of talent with the Client. This will be based on 12 awards (number subject to change)
  - 7 Awards will be presented live on the night – talent will need to be in attendance in London
  - 5 Awards will be pre-recorded and released digitally – talent will need to be filmed
- Suggest and secure appropriate UK and international talent to present awards at The Fashion Awards, either live at the event or filmed in advance of it
- Lead on all presenters negotiations including travel details, role within the ceremony, briefing
- Suggest talent to attend any pre-Awards events organised by the BFC in international locations
- Manage agent briefings for red carpet, pre-show interviews and post show content plus social media comms including hashtags and user handles for social media across the ceremony
- Work with BFC Comms Team and Table Hosts to suggest appropriate VIP guests to attend The Fashion Awards as guests
- Assist with VIP guest seating where necessary
- Suggest digital influencers to attend the awards and deliver pre-event content and on the night activations driving to the BFC's social media channels (when and where required)
- Support the BFC by offering official sponsor and other sponsor opportunities with talent through dressing, hair and make-up and transport opportunities (when and where required)

### **During the Event**

- Manage VIP guest transport and arrivals at The Fashion Awards
- Manage all VIP guest requirements on-site at The Fashion Awards, mark the talent on the evening
- Support the BFC team with management of red-carpet arrivals and checking in of all guests
- Facilitate VIP guest press & photo opportunities, on the red carpet
- Support production team in the running of the show: escort guest presenters backstage, facilitate press & photo opportunities backstage

### **Post-Ceremony**

- Produce a post event report summarising KPIs delivered, future opportunities, event challenges and key wins
- Act as a point of contact between BFC & VIP agents regarding hair, make-up and styling invoices (when required)

### **Agency should:**

- Have a track record in delivering presenters and international red carpet talent at international events
- Be able to work collaboratively with the BFC team, other external agencies and stakeholders
- Have ideas around further amplification for the event
- Have experience in international communications and PR
- Have experience in delivering events digitally and physically
- Be agile, adaptable, able to work extremely well under pressure and a good sense of humour