

# Event Organiser Guide

oslo  
innovation  
week 23–27 Sept  
2024



# About Oslo Innovation Week

Oslo Innovation Week invites you to the heart of Nordic innovation.

We are an umbrella event uniting 60+ events driven by Norwegian and international incubators, investors, and the startup ecosystem highlighting actual solutions to the Sustainable Development Goals.

Oslo Innovation Week annually connects 16.000+ pioneering entrepreneurs, founders, investors, students and business leaders. Oslo Innovation Week is a collaboration between public and private, startup organisations and corporates.

Join the 2024 program including 40+ events including workshops, networking events, summits, and more from Oslo, a smart compact Nordic capital with high quality of life and easy access to nature alongside world-leading startups, technology innovation, and climate-friendly solutions. The foundation is 'dugnad' with 150 leading local and global companies organising the events.

Oslo Innovation Week is owned by the City of Oslo and project managed by Oslo Business Region.

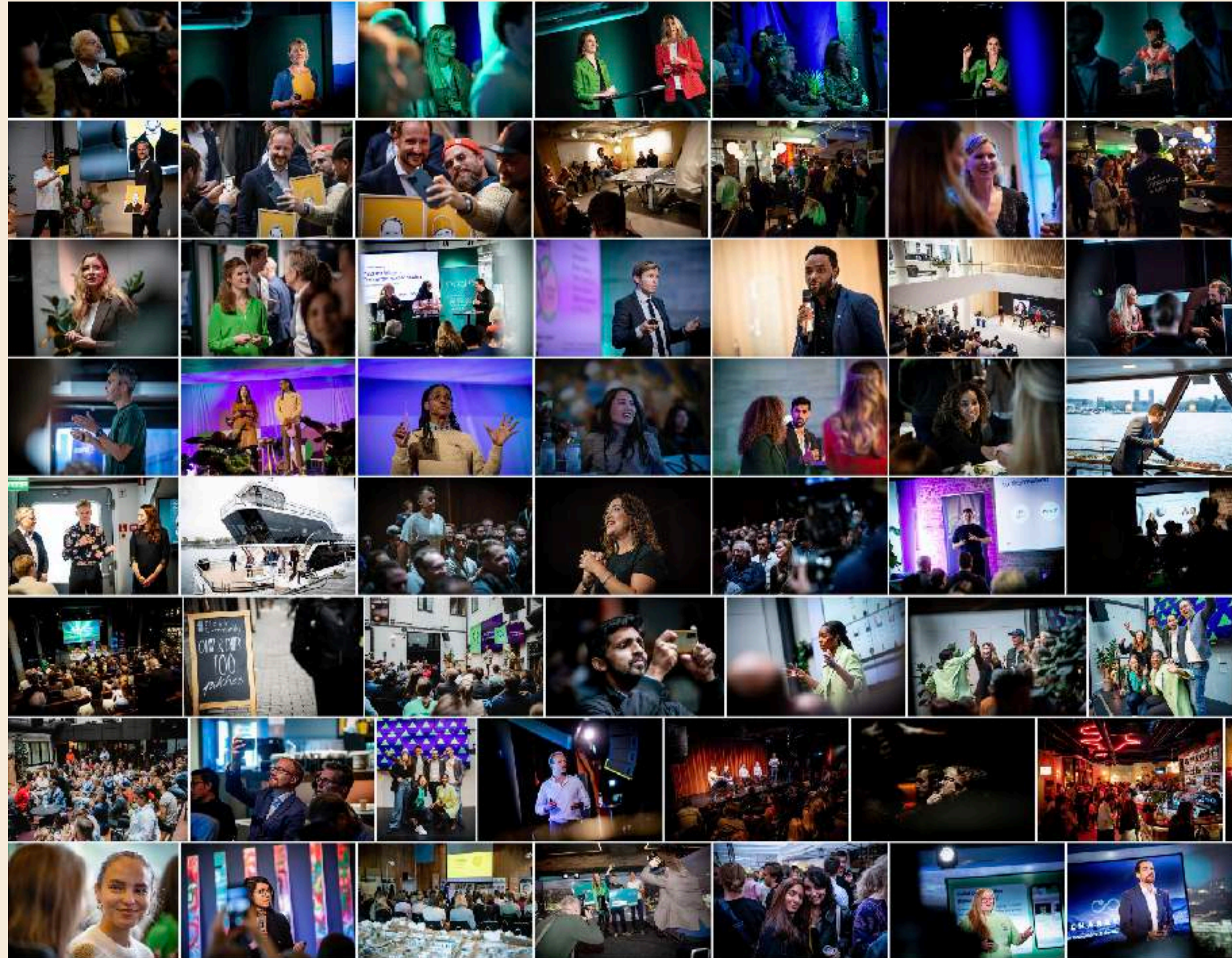




# In this document you will learn:

- what Oslo Innovation Week is and what your company will get out of it
- how you and your company can take part
- the practicalities of organising an event at Oslo Innovation Week

# What we want to achieve



- Support and build Norwegian growth companies
- Profile Oslo and Norway as a destination to do business
- Attract and retain more tech talent to the Oslo startup ecosystem
- Attract more investment and business to Norwegian companies

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# Pioneers

The theme for 2024 is *Pioneers*.

Pioneers dare to challenge the status quo, pushing the boundaries of what can be achieved. Oslo Innovation Week connects the world with Nordic trailblazers who are shaping tomorrow's world through groundbreaking ideas, collaborative ventures, and transformative technologies.

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What do you  
need to know?

# Oslo Innovation Week 2024

## Event Organiser timeline

January	Event organiser application portal opens
March	Event organiser application portal closes
April 18	'How to create the best event' Workshop with OIW team
April 24	Deadline for event name and format
May 7	'Is everyone in the room' workshop with Diversify
May	Program launch
May - September	Marketing of events
August 15	Deadline for event edits
23-27 September 2024	Oslo Innovation Week 2024

# Why should I host an event at Oslo Innovation Week 2024?

- Unique opportunity to attract new talents, investments, customers, and stakeholders to your company via being part of our official program
- Give back to the community. Help us put Oslo on the map. We are ambitious and always think international
- Freedom to showcase your company's best profile via your event to 16.000 attendees of which over 25% are from outside of Norway





# Criteria to organise an event

To create the best experience for attendees all event organisers must adhere to our program criteria.

The criteria have been carefully assembled using data, insight and feedback from Oslo Innovation Week 2023. It is important to read the criteria and make sure your event fits before your company applies to be part of our program. Our ambition is to create the best possible program.

The next five slides detail event criteria for Oslo Innovation Week 2024



# Event Content and Goals

- Alignment with our goals: Demonstrate how your event supports Oslo Innovation Week's objectives and attracts international visitors beneficial to Norwegian growth companies.
- Sustainability Focus: Feature business solutions aligning with the United Nations Sustainable Development Goals.
- Value Creation: Show the event's specific value to Oslo Innovation Week's target group of growth companies in Norway.

# Collaboration and Diversity

- Partnership Requirement: Collaborate with at least one additional entity, such as a company, organisation, or university. International organisers must have an agreed collaboration with a Norwegian organisation before the event is approved and accepted in our official program.
- Inclusive Participation: Follow our diversity framework, attend our 'How to make your event diverse' workshop and ensure your event makes proactive efforts towards inclusivity and diversity.
- Gender Balance: Achieve a 50/50 gender balance on stage.



# Practicalities and Compliance

- Language Requirement: Your event is conducted in English.
- Adherence to Deadlines: Comply with all Oslo Innovation Week event organiser deadlines.

Data Collection: Provide necessary data for the Oslo Innovation Week event organiser survey.

# Planning and Execution

- Engagement Strategy: Develop a plan for attracting and engaging international attendees.
  - Event Duration: Limit the event to a maximum of 4 hours, with a preference for around 2 hours. Events lasting longer than 4 hours must justify the use case.
- Organiser Involvement: Ensure at least one employee per event organiser attends our mandatory Oslo Innovation Week workshop.



# Budget and Resources

- Budget Guidelines: We recommend to prepare a minimum budget for essential expenses such as the venue, sound equipment, marketing, and food. Data shows that events in Oslo cost approximately:
  - 1 hour or shorter: 75.000 NOK
  - 2 hours: 120.000 NOK
  - 3 hours or more: 300.000 NOK
- An organiser should be open to collaborating with relevant partners presented by Oslo Innovation Week.

# Event Organiser Responsibility

Organisers are the legal owner of the event and responsible for the event, including but not limited to production, booking, costs and selling tickets.

Oslo Innovation Week reserves the right to cease the agreement at any time if it believes the organiser has not fulfilled the criteria or important deadlines.

You have read and understood these terms. Oslo Innovation Week commits to support approved events as stated in our event organiser guide.



# Application Process

To host an event you need to [fill out this form](#)

We only accept quality events that adhere to our criteria. The deadline for submitting this application form is 03 April 2024.

We look forward to hearing from you!



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# What else an event organiser needs to know

# Event Organiser Workshops

Event organiser workshops are key to keeping our program relevant, professional and quality.

In April, the Oslo Innovation Week team invite event organisers to a workshop where we share data, insight and expertise on how to create the best possible event

In May, we are collaborating with Diversify who will support event organisers in making their event not only more diverse on stage but also making their content more inclusive to all.



# Target Audience and setting goals

Identifying a target audience and setting a goal are vital elements to successful events. The events with the highest NPS scores at Oslo Innovation Week 2023 set these long before they started planning the practical event elements.

## Examples of target audiences:

Investors, founders, students, journalists, public sector leaders ++

## Example of event goals:

- 50 climate tech founders attend event
- 500 new newsletter subscriptions from outside of Norway
- 2 companies attending receiving funding as a result of event



# Frequently asked questions

Can we host digital events?

- No, but you can host a hybrid event with a digital add-on to your physical event

Where is Oslo Innovation Week?

- All around Oslo. In 2023 over 50 locations were used. Oslo Innovation Week is a decentralised event showcasing the best of our compact city. In addition to many amazing locations, there will be a headquarters where guests can meet outside of events.

Is there a fee to be part of the official program?

- No, it is free.

How do tickets work?

- Registration is managed by each event organiser. If you meet our criteria, you simply send us a registration link and your event is added to oiw.no. You choose whether the event is free or has a fee. 95% of events are free to attend.

Does Oslo Innovation Weeks have a diversity and inclusion framework?

- Yes, you will find more information on slide 20.

Do I need to book an event photographer?

- Whilst we have one official photographer, we recommend you have your own photographer to guarantee photos.

# Marketing

- The sooner we have your event information, the sooner we can publish it online and promote your event. When your event has been approved, you'll receive a communications kit. You can also use our [brandpad](#) to create promotional material for your event.
- We will promote your event in our newsletter, program page, and on our social media channels.
- Tag us using the hashtag #oiw2024 and we will do our best to repost on our social media channels:

Linkedin: oslo-innovation-week

Facebook: osloiw

Instagram: osloiw

Twitter: osloiw

- For all questions related to marketing and communications:  
[hey@oiw.no](mailto:hey@oiw.no)

# Diversity and Inclusion

Oslo Innovation Week supports diversity and inclusion. When looking for speakers or attracting attendees our stand is united. We proactively work to support and represent people from diverse backgrounds and are advocates for racial, gender, accessibility and LGBTQ diversity. In 2023 we accomplished 52% female diversity on stage throughout all our 80+ events, but realise that there is still work to be done.

We have partnered with the unit for diversity and integration at the City of Oslo, the OXLO project. OXLO means Oslo Extra Large – a city for all. It symbolises the philosophy and work done by the City of Oslo in the field of diversity and integration.

We pledge to engrain diversity and inclusivity in the DNA of all our work and will encourage our partners to join us in creating a safe space where all people are welcomed as they are, without facing discrimination based on their ethnic or cultural background, their sexual orientation or gender identity, their age, or their physical or mental disabilities.

In addition to our framework, we will collaborate with Diversify and offer all event organisers a two hour workshop about how to think and work with diversity and inclusion at events.



What happened  
in 2023?

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400 speakers on stage



Attendees - 50 countries



52% female speakers



180 VC firms participated



Strise won Oslo Innovation Award



16.000 attendees



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# Contact

For all inquiries: [hey@oiw.no](mailto:hey@oiw.no)

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