

Date : 1<sup>st</sup> July 2011

Author : Ian Parsons

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## **1 Questions raised at the last BOC meeting**

At the meeting held on 6<sup>th</sup> March 2011, delegates asked the following questions :-

Whose benefit would this be for? Given the heavy commercial involvement and that a sponsor may want to restrict further sponsorship for commercial reasons.

What sort of events would member societies like to see?

Orchid traders would be in short supply.

High quality national publicity would be dealt with by Porcupine PR, free for first year?

Using a system such as SmartStamp® was suggested as a method of advertising the event nationally.

Should be timed with BOC Congress.

Would we get enough support?

Would it be better if held over a fortnight?

As BOC would be responsible for the finances; does this mean we would be responsible for any loss?

At a meeting with Growth Technology (the proposed main sponsor) and Porcupine PR, it was agreed that we should propose changing the name to "National Orchid Festival". This reflects the fact that it will be very difficult to hold this event in one week. This answers the penultimate question in the list above.

## **2 Answers and comments**

Taking each of the remaining questions in order, Dr Manos Kanellos has answered as follows.

1. Whose benefit would this be for? Given the heavy commercial involvement and that a sponsor may want to restrict further sponsorship for commercial reasons.

*The main beneficiary should be the public. Increased awareness of Orchids and their benefits. BOC will also benefit with publicity and the societies should attract new members through the events that they may help organise.*

*Regarding further sponsors I think two conditions should apply. Firstly, the products that these companies manufacture would have to be good for Orchids (taking into account their cultural requirements) and not competitive with GT's products. We would reject Stewarts for example (unlikely to want to do it) on the basis that their clear pots are not suitable for Orchids. As PPR and me will be the ones approaching potential sponsors it's unlikely it will be an issue. There are many companies that fill the above condition to be a worry.*

*The publicity and literature will be produced by GT (in agreement with BOC) and will include advertisement/info about the sponsor) and we would like the option to restrict Orchid Days/Events during the National Orchid Festival to stockists of GT products.*

**British Orchid Council**  
**A National Orchid Festival**  
Further discussions

**Appendix B**

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*One way to do it is to 'charge' for participation to the Festival, but GT stockists have it for free.*

2. What sort of events would member societies like to see?

*Orchid Days organised by member societies in various GCs. BOC congress. BOC sponsored talks to the societies.*

*Open Days at gardens throughout UK that grow Orchids.*

*Competition for naming a new orchid hybrid.*

*We'll think of others for sure.*

3. Orchid traders would be in short supply.

*That must relate to having it in March. Not true for October.*

4. High quality national publicity would be dealt with by Porcupine PR, free for first year?

*Yes. They will help with PRs and trying to secure more sponsors.*

5. Using a system such as SmartStamp® was suggested as a method of advertising the event nationally.

*This needs further investigation.*

6. Should be timed with BOC Congress.

*Yes, and see elsewhere in the meeting for discussion about the next Congress. If Writhlington is accepted, then it is suggested that the dates for the Festival should be the month of October 2012, so that the end of the Festival coincides with the Congress.*

7. Would we get enough support?

*Several organizations have expressed interest (RHS, Kew and BOGA so far).*

8. As BOC would be responsible for the finances does this mean we would be responsible for any loss?

*No. The sponsors can cover some of the expenses directly (leaflets, posters, website), and will agree as to the financial commitment of both BOC and the sponsors.*

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### **3 Further comments**

The Festival will require input from BOC Member organizations, and requests for funding events should be directed to the BOC. The BOC may suggest a level of support to members of the order of £100 per event per member. This may be funded 50-50 with the sponsors.

Events may take any form, but should be directed towards the general public. Any talks, lectures or shows must be open to the public.

### **4 Input from BOC Members**

The Festival will only work if BOC Members make a contribution to the organizing of events – BOC itself cannot organize events over a large geographic area.

Please support the Festival, and suggestions are always welcome.

*End of document.*