

Call for tenders for the provision of  
**Publicity and Communications Services for BIGSOUND 2025**  
**Tender**

# **BIGSOUND 2025**

**Tender Submission Deadline: 5pm, Thursday 17 April 2025**  
Start date of late April – early May

Please note this document cannot be replicated or used for any other purpose other than your submission. Your submission will be treated as commercial and in confidence.

## About

BIGSOUND is the southern hemisphere's biggest music industry gathering where the industry's most influential tastemakers and adventurous music lovers come to discover the future of music over three fun-filled days and nights in Brisbane, every September.

By day, the industry's leading players gather at BIGSOUND Conference to tackle the big issues of the day, changing the future of music via industry-leading conversations with legends like Nick Cave, Tina Arena, Billy Brag, Amanda Palmer, Tones and I, Andy King and Peter Garrett, to name a few.

By night, the future of music is discovered at BIGSOUND Festival, where 120+ artists showcase their talent in venues across Fortitude Valley's live music precinct, giving some of the biggest names in Australian music their start, including Flume, Rufus du Sol, Gang of Youths, Lime Cordiale, Tash Sultana, DMA's, A.B. Original, Ball Park Music, Courtney Barnett, Tones and I, The Jungle Giants, Thelma Plum, Vera Blue, Violent Soho and many more.

BIGSOUND attracts over 1,700 conference delegates from around the world and 16,000 festival goers over its three days.

## PR Goals in 2025

Public relations are critical to BIGSOUND's success. Key PR goals are:

1. Reinforce and strengthen BIGSOUND's position as:
  - The place where the future of Australian music is discovered and forged
  - The southern hemisphere's leading national music event, known for bringing together the music industry and music-loving audiences.
2. Drive awareness of primary revenue elements: industry conference passes, festival ticket sales
3. Champion creative writing to highlight the four key pillars of the event: Conference / Festival / Goolwal Goolwal (First Nations program) / Networking + Special Events
4. Stimulate conversation about arts, culture, entertainment and the creative sector to match the enthusiasm people have for discussing and analysing sport
5. Highlight Brisbane as a vibrant cultural destination

## Media Releases & Milestones

The campaign will include 7-8 media releases, from May to September, covering: speakers + buyers (Conference), Official Showcase Artists (Festival), Goolwal Goolwal (First Nations) program, partners and special events, networking events, full program release and post-event release.

These releases are designed to highlight pillars of the event, but we welcome input on the creative strategy for these releases.

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## Target Markets

### FESTIVAL

- 18-40 year old live gig lovers/new music pioneers from QLD and across the Australia
- University Audience
- Emerging Artists
- Established Artists
- Music industry professionals

### CONFERENCE

- Music industry professionals (National and International)
- Emerging Artists
- Established Artists
- Funding bodies and sponsors

### ADDITIONAL

- First Nations communities

## PR Scope of Work

### Planning & Pre-Event

- Tease out editorial themes and angles for BIGSOUND 2025 – in collaboration with BIGSOUND Marketing and Programming teams.
- Write pitching plans for key releases
- Prepare and distribute press releases for key announcements
- Identify quote opportunities for key stakeholders
- Identify speaker and artist talent for media pitching
- Individual pitching to key media outlets for
  - Coverage leveraging key speakers and artists
  - Editorial focusing Brisbane as a music city and tourist destination
  - BIGSOUND as a key contributor to the Arts and Culture in QLD and Australia
  - Lifestyle and broad-appeal media to bring general public awareness to the event
- Organise and execute media calls at key opportunities
- Implement media monitoring systems and regular reports throughout the campaign
- Coordinate Media pass approvals, using existing organisational systems

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## Event On-the-Ground PR

- Coordination of the physical media-hub at BIGSOUND in Fortitude Valley, 1 – 4 September
  - Organising and coordination of artist and speaker interviews with on-ground press and social media interviewers
  - Coordinate on-ground filming and photography for Press attendees
  - Ensure BIGSOUND team can provide all necessary opportunities for maximum coverage of festival and conference
  - Secure reviews and their timely publication in local, state and national media outlets
  - Secure coverage from emerging news stories

## Post-Festival Period

- Secure positive wrap up coverage which highlights major successes and achievements
- End of Campaign reporting
- Produce recommendations to improve the communications and publicity strategy
- Maintain update-to-date media monitoring

## How does BIGSOUND measure the success of PR activity?

- Delivery of the BIGSOUND publicity and communications key goals
- The number of unique profiles, new stories, reviews and mentions achieved
- The number of syndications achieved
- The breadth of stories about all aspects of BIGSOUND
- The number of local, state, national and international stories achieved
- The type of coverage secured, across the following categories:
  - Cover stories of popular magazines (including their websites) with photography
  - Features in metropolitan newspapers
  - Television coverage
  - Breakfast and drive time radio coverage
  - The alignment between the audience for the event being promoted and the audience for the media outlet covering the show or event
  - Social media mentions and shares of BIGSOUND as a whole, its campaigns, shows, events or venues by people influential to target audiences
- Inclusion of sponsors, partners and co-presenting companies in coverage
- Equivalent advertising space rate (for our reporting purposes)
- Additional measures such as ticket sales, increasing unique visitation to the website, engagement and sharing levels on social media, unprompted brand awareness increases, and patron advocacy levels are also indicative of the effectiveness of publicity and communications activity.

## How to submit

To submit a proposal to provide publicity services for BIGSOUND you should provide:

- A broad statement addressing your agency's ability to meet BIGSOUND's publicity objectives, including a brief overview of strategies that may be implemented (please note this is not a pitching plan but rather a demonstration of your thinking)
- A select portfolio of work that demonstrates your agency's experience promoting music, live entertainment and events – examples that highlight management of festival-specific or large-scale PR campaigns are preferred
- An overview of your proposed team structure, including account management and biographies of principal people you propose to work on the BIGSOUND campaign (Please note, the personnel presented in this section and their roles will be referenced in the contract. Any proposed changes to structure or personnel during the term of the contract will need to be agreed to by BIGSOUND.)
- Details or examples of workflow systems for a multi-faceted, short timeframe client
- Two-three examples of media releases, composed by personnel that would work on this event
- Company details including ABN/ACN, address, email, phone number and contact name

## Key dates & other information

Please note: It may be considered an advantage if parties submitting have a project lead based in Queensland. The project lead may be requested to attend planning meetings fortnightly or monthly.

- Fri 4 April – Submissions open
- Thu 17 April – Submissions close
- Start date - Late April / early May

## Questions

Any questions regarding this brief can be directed to Angela Kohler, Director of Marketing and Communications –

## Submission

Please submit your proposal by 5pm Thursday 17 April 2025 to: [marketing@qmusic.com.au](mailto:marketing@qmusic.com.au)

Subject line: BIGSOUND Publicity and Communications

Address to: Angela Kohler, Director of Marketing and Communications, QMusic

[angela.kohler@qmusic.com.au](mailto:angela.kohler@qmusic.com.au)

*Please note all details are subject to change.*

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