CREATIVE BUREAUCRACY FESTIVAL
DIGITAL KICK-OFF DAY BRIEFING

13 March 2025

These are your **key tasks**. Detailed instructions are available on the following pages.

1. **Submit Session Information Form –** Fill out a questionnaire to provide us with all the details relating to your Project Showcase.

   → 📌 **Submit Here: [Questionnaire](#)**
   → 📅 **Deadline: 31 January 2025**

2. **Create & Upload Your Video –** Create your 1–3-minute video and upload it to our server. Don't worry, it does not have to be professionally produced, but we provide some requirements and expert tips that you should know below.

   → 📌 **Upload Here: [CBF Server](#)**
   → 📅 **Deadline: 18 February 2025**

3. **Promote Your Project –** Community voting opens approximately two weeks before the Digital Kick-Off Day. Use this time to promote your project and share the voting link to maximise visibility. **Please wait until mid-February, when the full programme is announced, before starting promotions.** Our team will provide promotional materials via the [Information for Speakers Section](#) on our website.

4. **Participate in the Digital Kick-Off Day –** [The Digital Kick-Off Day](#) on 3 March 2025 features livestreamed Project Showcases divided into two parts – the German language sessions (9:00-13:30 CET) and the English language sessions (14:30 – 18:00). In addition to the livestream there will be opportunities to participate in workshops throughout the day.

5. **Winning Entries & Berlin Festival Opportunity** – After all the Project Showcase videos are shown, the top 3 projects per language will be announced. The six winners will be invited to present their project live in Berlin at the [Creative Bureaucracy Festival](#) on 5 June 2025.

Stay Updated!

The [Information for Speakers](#) page on our website will be constantly updated with the latest information.

Further Resources

- **[Downloads Page](#)** – Access our festival one-pager and logo files.
- **[Creative Bureaucracy Festival 2025 (5 June, Berlin)](#)** – Find full event details.
- **[Subscribe to Our Newsletter](#)** – Stay updated with the latest news

1. SUBMIT YOUR SESSION INFORMATION FORM

📌 **Submit Here: [Questionnaire](#)**
📅 **Deadline: 31 January 2025**

The session information form will request the following information:

- <u>Session Title</u>: Long *(max. 114 characters)* Short *(max. 35 characters)*
- <u>Session Description</u>: *(max. 226 characters)*
- <u>Participating Organisations</u>: List the organisations involved in your project
- <u>Image or Project Photos</u>: **–** For promotional graphics *(include copyright details)*
- <u>Website/Social Media Links</u>: *(optional)*
- <u>Logo</u>**:** *(optional)*

2. PREPARE YOUR VIDEO AND UPLOAD THE FILE TO OUR CLOUD

📌 **Upload Here: [CBF Server](#)**
📅 **Deadline: 18 February 2025**

Please ensure all videos are created <u>in English</u>. The video can contain elements in another language if you integrate English subtitles within the video file.

Technical Requirements

- <u>Length</u>: 1-3 minutes – *please ensure you do not exceed 3 minutes!*
- <u>File Type</u>: .mp4 file
- <u>Onscreen Design/Frame</u>: You **do not** need to add any on-screen design or frame to your video. We will add a frame to all submissions that features your session title, as well as an intro/outro.
- <u>Music</u>: Any sound or music **must** be license free (cc). You can, for example, find royalty-free music on [Artlist](#). You will need to provide a link to the source of any sound or music you use.
- <u>File Name</u>: Please name your file as follows: 'your name_session title'
- <u>Upload Instructions</u>: Once ready, upload your video file [to our server](#) and send us a quick email at **programme@creativebureaucracy.org** to confirm submission. Please also provide the links and credits to any music you used in your video.

Tips for Creating a Top-Quality Session

Don't worry if video production isn't your area of expertise – your video does not need to be professionally produced! It could even be made with a mobile phone or a recorded zoom call. The key is to **focus on storytelling** using the **"Issue, Idea, Impact"** structure.

Our jury loved your idea, and now it's time to bring it to life! Here are some extra tips to make your session even stronger:

- Can you make the impact and key learnings of your project even clearer?
- Have you faced any unexpected challenges or risks, and how did you handle them?
- If you're not a public servant but an ally supporting creative bureaucracy, can you highlight your connection to the system in a clearer way?

Need some inspiration? Check out past Digital Kick-Off Day sessions: DACH region sessions (German) | International sessions (English)

3. PROMOTE YOUR PROJECT SHOWCASE

Winning projects are selected through community voting and our jury. To increase your chances, mobilize your community to vote for your project. Share your participation on your institution's social media and within your professional networks. Community voting begins about two weeks before the Digital Kick-Off Day.

We have one small request—please hold off on spreading the word about your involvement until we officially announce the full programme in mid-February. We want to make a big splash together!

Our Creative Bureaucracy Festival team will send you the exact announcement date and provide promotional materials via the Information for Speakers section of our website.

4. PREPARE FOR THE DIGITAL KICK-OFF DAY

The Project Showcases are the heart of our Digital Kick-Off Day livestream. The programme is divided into two parts:

- German-language Sessions (9:00-13:30 CET): Featuring projects from the DACH region.
- English-language Sessions (13:30-18:00 CET): Highlighting projects from around the world.

- Digital Workshops: German and English language workshops chosen from our call for participation.

Each half will begin with a live welcome session featuring our festival team and special guests. The exact schedule for each programme block will be published when the full programme goes live in mid-February.

At the conclusion of each programme half, **after all videos have been presented, the three top-scoring Project Showcases will be announced**, based on a combined score from community voting and jury evaluation. A total of six winning entries—three from each programme half—will be invited to present their projects live in Berlin on 5 June 2025 at the Creative Bureaucracy Festival. In addition to the Project Showcases, the Digital Kick-Off Day will feature a series of Digital Workshops throughout the day, providing further opportunities for engagement and discussion. We encourage you to block your calendar for as much of the day as possible to connect with fellow creative bureaucrats worldwide and take part in all aspects of the programme.

5. KEY DATES AND FURTHER INFORMATION

Key Dates

Beginning of February 2025	Registration for Digital Kick-Off Day opens
Mid-February 2025	Digital Kick-Off Day programme goes live
	Ongoing social media and newsletter promotions begin
Early March 2025	Community voting for favourite Project Showcases starts (approximately two weeks before the Digital Kick-Off Day)
13 March 2025	Digital Kick-Off Day (Online)
5 June 2025	Creative Bureaucracy Festival (Berlin)

Further Questions?

Visit our Information for Speakers website for more information and FAQs or contact us via programme@creativebureaucracy.org.