



WORLD CHAMBERS CONGRESS

BID GUIDELINES

Contents

World Chambers Congress.....	4
Congress at a glance	5
Bid Process.....	9
Partnerships.....	13
Funding.....	16
Marketing	17
Programme	18
Logistics	19
After the World Chambers Congress	24
Contacts.....	24
Annex 1.....	25
Annex 2.....	26
World Chambers Congress - Code of Conduct.....	29

World Chambers Congress

The World Chambers Congress and you

This guide has been designed to provide your chamber with the necessary information concerning the World Chambers Congress, the responsibilities of each partner and the steps your chamber must follow to submit its candidature to be a potential host organization.

The guide includes checklists and general advice on the information and format required by ICC World Chambers Federation (WCF) in reviewing your bid.

Chambers are encouraged to submit their letter of intent to bid well in advance as selection of the host chamber and venue is made three years prior to the event. This timing allows your chamber adequate time to generate local and national support for your bid from chambers, government and companies.

What is the World Chambers Congress?

The Congress is the only international forum for chamber leaders and executives worldwide to share best-practice experience, develop networks and learn about new areas of innovation from other chambers as they face the challenge of remaining relevant to companies in their region.

As part of its outreach to chambers worldwide, WCF believes it is essential that the Congress be held in a different region of the world on each occasion. The rotation of the Congress to different regions has proved beneficial to WCF in strengthening and maintaining an awareness of and participation in our work by our chamber members and non-members.

Congress at a glance

Programme and Speakers

The Congress addresses at a practical level, in the form of case studies and workshops, the ways in which chambers serve and support member companies. Congress speakers are invited from chambers, trade associations, business and governments, as well as professional speakers and trainers. Key topics and Topics addressed in past Congress programmes have included:

- food, water and energy
- managing global risks
- supporting SME development
- empowering women
- world class ports & cities
- advocacy and policy reform
- corporate social responsibility
- social networks
- leadership vs. management
- public-private partnerships
- IP as a tool for chambers
- chamber branding
- chambers and online business
- managing chambers of the future

TO INCLUDE IN YOUR BID

The programme is defined jointly by WCF and the host chamber. In the bid document you should highlight relevant topics of interest for the programme as well as speakers that your chamber has connections to and can secure for the Congress. The Head of State has always played a role in the inauguration ceremony and support from their office and other relevant Ministries, as well as regional and local governments should always be procured by your chamber and thus included in the bidding document.

Exhibition

The extensive exhibition area is the perfect forum to promote opportunities and activities, or showcase specific products and services. Exhibitors can be:

- Chambers
- Companies (SMEs + MNCs)
- Trade promotion organizations & associations



- ICC network
- Governments
- Trading companies
- Manufacturers
- NGOs
- Civil society
- Visitor and convention bureaus
- Media
- PCOs

TO INCLUDE IN YOUR BID

The exhibition area is managed 100% by the host chamber. In the bid document your chamber should include exhibition area information already available (such as space available in convention centre), as well as any information on promotion that will ensure the space is sold out. This area has often been used by the host chamber as the location for contact breaks and delegate networking.

World Chambers Competition

Organized by WCF, the World Chambers Competition is the only global awards programme to recognize the most innovative projects undertaken by chambers of commerce and industry from around the world. The Competition is a permanent programme feature of all Congresses, giving international recognition to projects recently undertaken by local, regional and national chambers of commerce.

Since its inception in 2003, the Competition has produced an array of case studies demonstrating entrepreneurial diversity and inspiring other chambers. The Competition attracts entries from countries in every region of the world, and from developed, developing and least developed countries

Business Matching – Trade Development Programme

The business programme complements the traditional programme so that chambers can encourage attendance of their business members. The programme includes economic briefings, site visits, customized meetings as well as access to tradeshow, which are arranged by the host chamber, between delegates and specific industry sectors or companies.

TO INCLUDE IN YOUR BID

This programme is designed by the host chamber in consultation with WCF. In your bidding document highlight the various programmes your chamber can provide to accompanying business delegates as well as chamber leaders. Samples of Past Congress host programmes can be found on the Congress website.

Organizers

World Chambers Congress is organized by ICC World Chambers Federation in partnership with the local host. To guarantee the success of the Congress, it is important that the local host is an active member within the global chamber community and is familiar with the functioning and activities of ICC and WCF. Previous engagement and active participation within ICC and WCF projects lends importance to your commitment in hosting the World Chambers Congress.

TO INCLUDE IN YOUR BID

To show your chamber as an active member of ICC WCF highlight your previous engagement in ICC and WCF activities, projects you have participated and initiatives you have led in the past. Previous chambers activity within ICC WCF is an important dimension in choosing the next host for the World Chambers Congress.

Congresses – past, present & future

The inaugural Congress was held in Marseille, France in 1999. It marked the launch of a process that saw the chambers of commerce movement achieve global recognition and reach. The Congress coincided with the celebrations of the 400th anniversary of the world's oldest chamber, Marseille-Provence Chamber of Commerce and Industry.

EDITION	LOCATION	THEME	COUNTRIES	DELEGATES
1 st – 1999	Marseille, France	NA	91	700
2 nd – 2001	Seoul, Korea	NA	85	1000
3 rd – 2003	Quebec City, Canada	Reaching out, building relationships	90	1300
4 th – 2005	Durban, South Africa	Leadership, Ubuntu, Prosperity	88	800
5 th – 2007	Istanbul, Turkey	Partnerships for prosperity	104	1600
6 th – 2009	Kuala Lumpur, Malaysia	Leading sustainable growth and change	105	1000
7 th – 2011	Mexico City, Mexico	Enterprise–Network–Prosperity	105	1200
8 th – 2013	Doha, Qatar	Opportunities for all	TBD	TBD

Chambers have expressed interest in holding the Congress as far ahead as 2021. The following regions have been tentatively designated for future Congresses:

- 2015 Europe
- 2017 Asia Pacific
- 2019 Americas
- 2021 Africa and Middle East
- 2023 Europe

Chambers intending to submit their candidature for any future Congresses may write at any time to WCF Chairman expressing their interest to host the event. WCF recommends organizations to submit their expression of interest letter as early as possible. This will assist the chamber to work with WCF to refine its bidding document and share past experiences and best practice.

Bid Process

The purpose of the Congress

In organizing the Congress, it is important to always remember the key objectives and roles for the event, as well as the client base who should attend. The objectives of the Congress are to:

- Promote understanding and cooperation throughout the chamber community
- Provide an opportunity for the exchange of ideas, best practice and innovation among chambers
- Conduct sessions and workshops meeting the needs of individuals involved in chamber work
- Address the key international business issues challenging chambers and their members locally
- Educate delegates in the aims, objectives and activities of ICC and WCF
- Provide chambers with the opportunity to share thoughts on what tools and programmes could be developed globally to strengthen the chamber network

When to start your bid and key factors – announce and participate

There are no specific rules on when to start promoting a bid. There are many advantages in announcing three to four years in advance your interest in becoming a Congress host. In addition to showcasing your city's capacity as a world class event destination, the various opportunities for marketing and promotion of your candidacy will increase not only your chamber's visibility with your peers around the world, but also the economic and trade opportunities your business community have to offer. All of which are important features that will also be reinforced later with the members of the WCF General Council who are the members of the congress selection committee, reviewing your bid presentation and bidding book.

One of the key factors for your bid is the support within the candidate chamber to fulfil its commitment to host the event. This is through the perspective of the CEO, current and future Presidents, key permanent staff, board members and leading business members. Some chambers have chosen to develop an organizing committee comprising chamber staff as well as member companies and other local stakeholders to help complete the bidding document, as well as assist in all stages in the implementation of the event.

Your chamber's ICC WCF membership is another important element of your bid. Should your chamber not be a member, please contact WCF or your ICC national committee for details.

It is also recommended that potential and confirmed Congress hosts participate in previous Congresses. This allows your chamber to be familiar with visual and operational aspects of the event, as well as provide the opportunity to promote its candidacy or hosting of the Congress.

In addition, a chamber interested in hosting the Congress does not necessarily need to be a large city chamber or national chamber. The decision of the selection committee focuses upon the capabilities and commitment of the candidate. For example, the Quebec Entrepreneurs Regional Chamber of Commerce, a small chamber of ten staff, was co-host of the very successful 3rd World Chambers Congress in 2003.

Steps in your chamber's bid

1. "Expression of interest" via letter to WCF Chair

Following the decision to actively pursue a candidacy to host the Congress, your chamber's President/CEO or the Chairman of your organizing committee should confirm the expression of interest by writing to the WCF Chair.

Your chamber's bid will be acknowledged and registered by the WCF secretariat and reported to the WCF General Council, ICC Chairmanship and ICC Secretary General.

As part of its expression of interest, your chamber should indicate the year in which it wishes to host the event, noting the timetable schedule of Congress locations found in this document.

WCF may choose at any time to hold the Congress in an alternative region. Should this situation arise, WCF may contact your chamber to see whether you would consider moving forward your candidature to an earlier date.

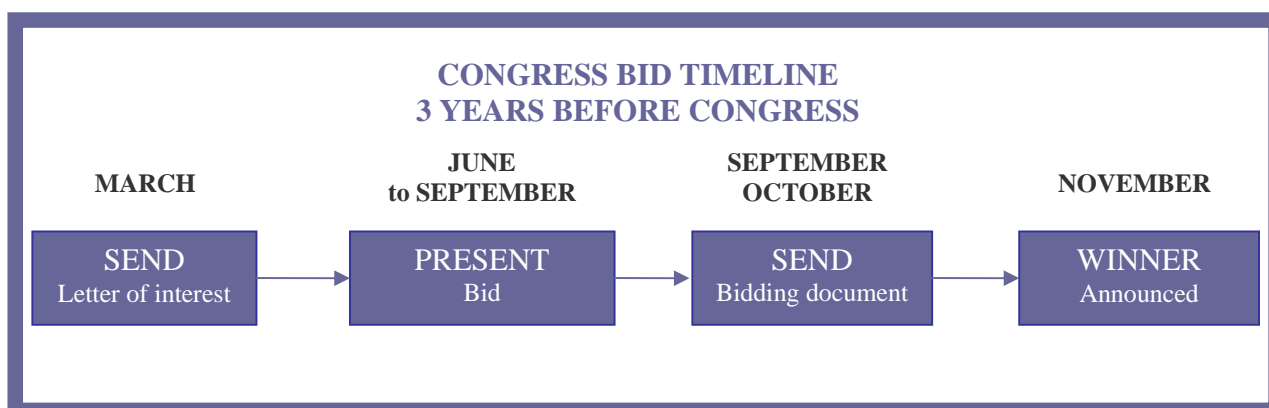
2. Formulating bidding document

Based on the guidelines in this document, your chamber can complete the formal bidding materials for the Congress to include with your application. Alternatively, this document may be enclosed with your expression of interest. Should there be a difference of several years between the date of your initial submission and the date of your proposed hosting of the Congress, WCF may ask your chamber to reconfirm its bidding document.

3. Presentation to WCF General Council

An important element by previous local hosts in their successful selection has been the accurate judgement of the timing required to generate local and national support and assistance. Aspects of Congress workload, including marketing, programme development and sponsorship have been eased with the negotiation and implementation of sound planning well in advance.

With this in mind, three years prior to the Congress being held within your chamber's region, all candidates will make a public presentation to the members of the WCF General Council. Guidelines on what to include in the presentation are found within this document.



Decision making body

The WCF General Council is made up of representatives from local, regional, national, transnational chambers of commerce as well as public and private law chambers.

The WCF General Council is chaired by the WCF Chair, with several Council members previous and future Congress candidates and hosts. WCF's Chair may also invite selected members of ICC leadership to be involved in the judging process. Council members are eligible to submit their chamber's candidacy to host the Congress, but are excluded as judging members during the selection process.

Decision-making timetable

- Three years prior to the Congress, candidates present their bid – the bidding process lasts from March through September
- In November candidates are contacted by the WCF Chair with the final decision

Bidding documents and materials

Promotional opportunities showcasing your chamber's interest in hosting a future Congress can be presented through Congresses prior to the decision. Many chambers bidding for the Congress take advantage of the many sponsorship opportunities available, in this way your chamber can be an active participant of the Congress while promoting your candidacy.

The most crucial element of your bid is the oral presentation and the documents showing why your chamber is the most logical choice to host the Congress. The presentation and bid document need to address the following aspects:

- Support from other chambers in your country – local, regional, national, or transnational
- Internal operations and support – chamber board, staff, and volunteers
- Infrastructure – venue facilities, accommodation, transportation, air travel, safety
- Support from government – city, regional, national
- Financial support – sponsorship from private and public sector
- Potential themes, topics and speakers
- Cultural programme and pre/post Congress tours
- Communications, media ties and visibility, and marketing plan
- Proposed Congress dates – based on other events in the region and specific country needs
- Congress team –including day-to-day contact and availability for the two years prior to the Congress

What you propose in your bidding book and in your live presentation must be retained in the implementation phase.

TO INCLUDE IN YOUR BID

Any experience in organizing other international conferences that your chamber and its partners have.

After the bid

Confirmed host organizations will be required to establish a booth at the Congress two years prior to hosting it (i.e. the Congress immediately preceding the one you will host). This will be the first phase of marketing for the event.

In addition, the closing ceremony of every Congress includes a handover ceremony from the current host to the next, therefore if selected, your chamber will need to be present.

Partnerships

A strong organizational structure is key to the success of a bid as well as implementation of the Congress. Previous hosts have applied various structures in dealing with the work load surrounding the Congress, however in all cases, it has been a core group of people from the local host who are responsible for the implementation of the work programme. In some cases, this team has comprised solely the chamber staff, in other cases, a combination of chamber staff and business members.

How will your chamber manage the work involved in organizing the Congress? What commitment do you have from staff and members in the lead-up to and during the event? With any change of Presidents or chamber staff, the continuity of your chamber's partnership in this project needs to be maintained. These aspects need to be addressed briefly during your presentation and more so in your bid document.

TO INCLUDE IN YOUR BID

Indicate the team that will actively work in the preparation of the Congress, as well as the lead person.

Organizing Committee

Based on their size chambers have set up various processes to fulfil their obligations in hosting the Congress. These tasks have often been completed by members of what could be called an "organizing committee". Each Congress Organizing Committee has been different, depending upon the needs of the local host.

The members of the committee will need to be active in all or part of the steps in hosting a Congress. Though some of its members may take on more than one task, the roles and activities vary significantly and will be needed at different times. In some cases, some of these functions may be outsourced to members or professional groups. The role and functions of the organizing committee, as well as its composition, are determined by the host chamber. WCF will work with the host chamber to help define the role and time line for issues to be covered by the committee.

The key interlocutors from WCF are its Director and Project Manager. The project manager shall be a daily contact point from WCF to the chamber. The daily contact for the candidate/host chamber should ideally be located in the chamber. Key decisions may rest with this person, or be rapidly made by another person such as the CEO or President who is responsible overall for the project within the chamber. WCF may work with a professional congress organizer (PCO) designated by the host chamber on specific items, but all key decisions and negotiations will be made by WCF with the host chamber.

The operational structure of the group should remain small to ensure maximum efficiency and short turn-around times in communication. Its agenda can be mapped out by the Congress timeline provided by WCF. The responsibilities needed to be addressed within this group (and sub-committees) thus may include:

- Programme
- Logistics
- Marketing and promotion
- Sponsorship

- **Budget**

WCF recommends to local chambers that they establish a "bid committee", noting that the skill base for this activity will vary from those of an organizing committee. It is advised to maintain flexibility in this area. All contacts must speak English, as this is the working language of the Congress.

Take the time to write the bid and reflect before appointing individuals to positions for the actual planning of the Congress. WCF will be pleased to work with the local host in sharing past congress organizational structures.

Support by your chamber peers

Depending on whether your chamber is a local or regional chamber, there are several additional tasks of organizing a Congress that will need the support of a national chamber. These include working with the national government on visa issues, as well as arranging a preferred airline agreement with your country's national airline or leading carrier. For local or regional chambers, the role of the national chamber should be described in the presentation and bidding document. Confirmation of their commitment can be made in a supporting letter from the national chamber. Chambers may wish to include the national chamber in its organizing committee.

National chambers may also decide to use the opportunity of the Congress to coincide with their national chamber gathering either before or after the Congress. This piggy-backing of events may not be suitable for every country; however it can help delegates and organizers to consolidate travel costs, maximize the use of the venue, and make the most of potential corporate sponsorship for both events. This should be noted in the presentation and bidding document.

Should the chamber be a member of a transnational chamber of commerce, a further letter of support for their candidacy, as well as an indication of the role the transnational chamber might play (if relevant) should be included in the bidding materials.

Your government

Your chamber should include in its bid details information concerning any potential government support for the project. Different levels of government can play a variety of roles in the Congress, including an infrastructure and organizational perspective, as well as within the Congress programme.

Support from your local city may help your chamber in arranging many of the logistical needs of the Congress including facilities, hotels, transportation and tourism issues. The support of regional governments may help your chamber in arranging side programmes for delegates in business and trade development, investment promotion, and tourism.

National government support is essential for visa and travel issues. In addition, your government's international aid programmes may have facilities in supporting "capacity building" projects. Such assistance may help chambers from developing countries attend the Congress, which could result in new business ties between your institutions. You may find that these requests are also more likely to be

favourably received by aid providers if you also have the support of a national chamber.

A country's head of state and/or government is an important feature of the Congress programme, appearing in the Congress ceremonial opening. Local leaders could also be included in the programme, notably the city Mayor in the handover ceremony between hosting cities.

Letters of support by agencies dealing with any special arrangements or restrictions concerning visas should be made early. With chambers of commerce operating in nearly every country, uncomplicated access to attend the Congress is important. The stated support of your country's diplomatic, immigration and customs network is needed to avoid visa problems for Congress participants from diplomatically sensitive countries.

In addition, WCF and chamber exhibitors may need to ship materials and equipment to the host country. Availability of ATA Carnet or other mechanisms to facilitate shipping materials to and from the country should be covered in your bidding document.

Professional Congress Organizer (PCO)

PCOs are experts in arranging various elements of a congress from centre infrastructure, tours, transport shuttles and welcome desks at airports, as well as negotiating block bookings with favourable rates at hotels. PCOs generally have experience in working with large congresses and can offer assistance and advice on the many small details that are associated with organizing the Congress.

Previous local hosts have worked with PCOs in a number of ways. Choosing to work with a PCO depends upon whether the chamber has staff or organizations available to assist with these tasks, and on the level of support that the congress/convention centre offers in the management of this event. In any case, this item needs to be considered by your chamber and should be referenced in the bidding document if a PCO is to be used. Previous hosts and WCF can provide your chamber with details on the arrangements made for previous Congresses.

Funding

Budget, roles and responsibilities

To organize a congress of this size is to administer a medium-sized business. Should your chamber have managed large events in the past, you will be familiar with the activities and tasks entailed in such a commitment.

WCF and previous Congress hosts are also available to share their own experiences and management techniques in this area. If the local host chamber has questions or concerns surrounding the Congress budget, these should be discussed immediately with WCF to find a workable solution for both parties.

The budget for each partner revolves around the roles and responsibilities of each party in the implementation of the event. The attached chart (Annex 1) clearly shows the focus of each partner and will allow your chamber to map out its budget.

The expenses incurred for the organization of the Congresses are borne partially by WCF and partially by the co-host and are divided according to the division of responsibilities as laid out in the Congress agreement which defines roles and responsibilities of each party, including finances. The agreement is signed upon the awarding of the bid to the host chamber. Each contract varies slightly but is based upon the original Congress template. This document is available from WCF upon request.

A detailed budget for the Congress is not an essential item for your presentation or bid document. You may submit an approximate budget illustrating strategies to cover line items.

Sponsorship

In meeting the costs of the Congress, a major portion of the local host's income is derived by local sponsorship from the public and private sector. Though it is not always possible to indicate sponsors at the time of the presentation or bid document, your chamber should highlight any experience it has in this area, as well as indications on where potential sponsorship could be generated.

Please note that close coordination with WCF on this issue is important to avoid any overlap or conflict of sponsorships at the international level.

Sponsorship can be used in many ways during the Congress, including covering the costs of coffee breaks, meals, transport, promotional materials, etc. WCF as well as previous hosts are available to share their experience on this matter.

Marketing

Promotional strategy

To ensure that the Congress is known by as many chambers around the world as possible, both WCF and the host chamber must be active in the promotion of the event. As part of its presentation and bidding document, the local host must note the types of promotional work it will undertake, the countries it will target and the strategies that will be employed to draw attention to the importance of this event for chamber executives.

The local host should be particularly active in ensuring that all local, regional, national and transnational chambers within the region are aware of the congress and are encouraged to broker special arrangements to ensure strong participation from large chamber countries. Special arrangements for developing countries within the region may also be explored by the local hosts. All marketing and promotional activities are closely coordinated with WCF during regular teleconferences to ensure maximum impact.

Each Congress reflects the local business and cultural diversity of the host city. What elements should be highlighted in your presentation and bid document? In addition to the Congress programme, what would attract a chamber from the other side of the world to come to your city? What opportunities could arise from their experience in your city? This should be showcased through images and promotion, not only in the selection process but also in the lead-up to and during the Congress itself. Provide as many details in your marketing plan as possible.

Your presentation and bidding document are critical to establishing your image. A crisp, exciting and informative presentation may be the only image that the WCF General Council members will have of your country and city. Make it count. Sell and promote your city and country as well as your ideas on how this Congress will have a positive impact on your chamber, its members and the chamber community at large. Previous candidates have developed brochures, posters, calendars, pins, buttons, logos and bookmarks as part of their presentation, bidding document and marketing materials.

Programme

Theme, topics and speakers

Theme and topics for the Congress are identified by WCF through its continuous research and work with our global community of chambers of commerce and not-for-profit organizations. Feedback from delegates of past Congresses is also essential to construct the evolution of the Congress programme. If there are topics pertinent to your region that will help your chamber attract local delegates, these should be noted in your presentation and bid document. The final decision on the theme and topics rests with WCF.

Chambers are encouraged to identify potential speakers from their network that can be made available for the Congress. Ideally your chamber can confirm participation of 3-5 keynote speakers early in the process. This will certainly be a positive factor when reviewing your bid.

Some examples of high calibre keynote speakers include: Coca-Cola Chairman and CEO Muhtar Kent, US Secretary of State Madeleine Albright, 2006 Nobel Peace Prize winner Muhammad Yunus, and South African President Thabo Mbeki.

Cultural programme and pre/post Congress tours

An attractive cultural programme available to Congress delegates and accompanying persons is an important aspect of the bid consideration. WCF recommends that you work closely with a PCO or tour operator in order to show your city and its surroundings in their best possible light. It is best to present a comprehensive programme which includes pre-Congress day and evening events for participants arriving early. During the days of the Congress, day-long cultural events for accompanying persons should be available, as are evening events throughout the Congress and post-Congress period. Please note that finalization of these events should be coordinated with WCF to ensure there are no clashes between official Congress events and outside cultural activities.

Business programme

With many chambers bringing business delegations and/or chambers undertaking market and business research for local companies, a range of business programmes should be considered by the local host chamber as part of its programme of activities. Such arrangements depend upon the local industry profile and the role of the chamber. These events can be arranged quite effectively in partnership with local and national government agencies.

Your bidding document and presentation should address this programme. Past business programme activities include: One-on-one business meetings with key business leaders, and informative sessions on specific industry activities. Note that the business programme should not compete with the regular Congress programme and thus should be held in the days prior to the Congress and at no additional charge to registered delegates.

Venue

The venue to hold the Congress is one of the most important aspects of the bidding process. A dedicated congress/convention centre with trained staff who are used to dealing with large international events is a big advantage. Many hotels also offer world-class event facilities with appropriate sized rooms and state-of-the-art technical equipment.

Proximity to suitable accommodation, cultural attractions and transportation links are also major considerations. As part of your presentation, materials from the congress/convention centre may help explain aspects of your bid. The congress/convention centre should also be an active supporter of your chamber in your missions to and exhibition at WCF events in the pre-selection as well as confirmation stages. Details concerning congress/convention centre facilities should be enclosed within your bidding document.

Suggested Congress dates proposed by your chamber in conjunction with the congress/convention centre should be tabled at the presentation and in bidding document.

Arrangements should be made with WCF to undertake a site visit before the formal presentation of your bid for the Congress. Such site visits are often supported and can be facilitated by local visitors and convention bureaus.

In planning what facilities your chamber needs to fulfil the programme requirements of the Congress, the following should be considered:

Plenary hall

A hall large enough to contain the maximum number of expected delegates with an adequate entertainment stage. This hall will be used for the opening ceremony, keynote speeches, plenary sessions, and closing ceremony. All general sessions should have adequate media links and interpretation facilities.

Session halls

You will need an average of four rooms available simultaneously. Two of these rooms should have space for 200-300 participants, classroom-style. The other rooms should be able to seat between 100-200 people, classroom style. Your session space should be planned on the basis that three-quarters of the total registered participants can be expected to participate at any one time.

Interpretation booths or facilities available should be noted in bidding documents. Availability of audiovisual (A/V) equipment and materials for the rooms should also be noted, including cost details.

WCF Secretariat office

One room that can hold 20 people to be set up as an office will be required by the ICC WCF Secretariat for the duration of the Congress (including several days prior to the event and a few days after). A similar office will also be required by the local host organization.

Media Centre

One room with a capacity of 30-40 people set up into workstations with an area reserved for press conferences. This room should have numerous internet and phone connections.

Registration Area

A dedicated, secure area for registration is of utmost importance. This area should be spacious enough to accommodate one-third of registered participants at any one time. This area should also be well organized with clear signage and have first-rate computer and telephone links.

Exhibition Area

An exhibition area should be incorporated in your plans. This area will be used to set up booths showcasing the hosts as well as sponsors and other organizations. Previous Congress hosts have used this area for coffee breaks, lunches, and business matching activities adding value to exhibitors.

Gala Dinner

A banquet hall will be required for a seated dinner for the maximum number of delegates expected. This room should contain a stage for orchestra and presentations. The arrangements for the gala dinner are at the discretion of the local host.

Lunches

The lunch venue should be able to seat all expected delegates. Various alternatives can be considered as to the location of the lunch sites. WCF strongly encourages hosts to use the exhibition area for lunches, drawing all delegates to this area.

Additional WCF room requirements

- **VIP room:** This room will be able to hold 15-20 people in a relaxed setting with work desks, sofas, coffee tables and arm chairs. This room will be permanently reserved for the duration of the Congress, used particularly for preparation by speakers.
- **ICC WCF Chairmanship room:** This room will have a capacity of 15-20 in a relaxed setting with work desks, sofas, coffee tables and arm chairs. This room will be permanently reserved for members of the ICC Chairmanship and their guests for duration of the Congress.
- **Private meeting room:** This room will have roughly the same set-up and capacity as the VIP room, with a changeable set up and be reserved for WCF's discretionary use throughout the duration of the Congress.

Similar arrangements may be required by local hosts or national chamber.

When reserving these rooms, please ensure that they are reserved for the whole day. This will permit both WCF and the local host to plan with the utmost flexibility.

Ideally, all of these facilities will be located in close proximity of each other, preferably in the same building and floor. It is important that the WCF secretariat facilities be located in or near all the session and plenary rooms.

In addition to the events on the official Congress programme, you will receive requests from chambers, organizations and individuals for meeting rooms to hold special receptions, meetings, etc. Flexibility in terms of room availability is crucial. You can never have too much meeting space.

With confirmation of your chamber being awarded the Congress, WCF will work closely with you to define venue reservation and room layouts.

TO INCLUDE IN YOUR BID

Include maps of the Congress venue, surrounding hotels, the local community as well as the immediate region with detailed information about airports, rail stations and highway access in your bid.

Security

Security is a top priority for Congress organizers and participants. It is imperative that your bid address the issue of security on two levels. First, the Congress venue must have adequate security measures and be able to accommodate additional security requests made by Congress VIPs with minimal complications. Second, the overall security provided by the host city to all participants is of equal importance. Written support in this area from the local government will be a very important factor in the selection of the winning bid. Please note this issue in both your presentation as well as your bidding document.

Accommodation

Our delegates come from different regions of the world and have different budgets. In order to accommodate all delegates, the host chamber must provide hotel options at all price options. Note that many of our delegates will need to adhere to strict budgets to attend the Congress.

Indicate potential hotels (various categories) within the proximity of the congress/convention centre. Should hotels be located at some distance from the congress/convention centre, the issue of transport for delegates to/from the Congress should also be addressed in the bidding document.

Preferential pricing for delegates in these hotels should be arranged. The chamber may recommend that delegates make their bookings directly with the hotel or provide a hotel room booking agent to handle all delegate requirements. Details of price structures with preferred hotels should be incorporated in your bid.

Due to the volume of delegates, past Congress hosts have been able to secure complimentary rooms from the hotel as part of their arrangements. This should be included in your planning and negotiations. These rooms will be allocated by Congress partners for special guests and speakers, staff and wherever possible, towards WCF site and Congress planning visits. This information should be included in your Congress bid.

Transportation

It is essential that your bidding document contain complete and clear information regarding all possible travel links to your city. While most international delegates will arrive in the city by plane, it is still important to include comprehensive details concerning not only international flight connections, but rail, coach and road links. Part of this section should include information of any favourable rates and discounts that have been negotiated with airlines, railways, coach and car hire services.

Your bid should also include information on transportation from the official hotels to the venue.

Site inspection

Arrangements should be made with WCF to undertake a site visit before your formal presentation bid for the Congress. Such site visits are often supported and can be facilitated by local convention bureaus.

Visits may also be made during the bidding process, as well as in the lead-up to the Congress by the WCF Chairmanship and members of the WCF General Council. WCF staff may visit your chamber to learn more about your candidacy and facilities, and can work with your local team in developing your bid.

In the phase of Congress implementation, WCF's congress team will come to your city on at least three occasions for a maximum of three days to work closely with the local host and its partners to ensure a successful implementation of the event.

Upon deciding the host, WCF will inspect the Congress venue and evaluate with you the logistics of your city. If the site inspection is conducted at an early stage, it will enable both parties to find solutions to potential problems or questions often posed by delegates, as well as Congress event management issues.

In essence, the WCF officer will:

- Verify the logistics of the city, congress venue, key hotels
- Learn more about the city from a business and tourism perspective to help implement plans for delegates
- Explain in detail aspects of the Congress in regard to roles and responsibilities, sponsorships, promotion, programme development, transport, visas
- Discuss how WCF can support your chamber in its dialogue with your government, business community, and local and national chamber community. If appropriate the WCF officer would be available to meet potential sponsors, government officials, and national chamber officers

Language

The working language for all documents and presentations for the Congress is English. The working language for WCF staff for the Congress is English.

Promotional materials concerning the Congress may be translated into other languages. Past congresses have translated materials into French, Spanish, Turkish, Russian and Arabic.

Onsite translation and interpretation services are based upon local requirements and international delegations. The cost will be covered by the local co-host. However, some chambers are willing to cover these costs, including bringing an accompanying interpreter, in return for sponsorship recognition.

After the World Chambers Congress

Future role

At the conclusion of your role as host of the Congress, WCF hopes your chamber will continue its work with us on future Congresses. Your chamber should consider its candidacy in the WCF General Council, provide possible speakers for future Congresses as well as play a role in the World Chambers Competition or other initiatives that might develop in relation to the Congress.

Some roles you may explore in your bid document are: What role do you envisage for your chamber in future Congresses? How do you see possible development of the Congress?

Contacts

World Chambers Federation

Director

Anthony Parkes
Tel: +33 (0) 1 49 53 29 67
Email: aps@iccwbo.org

Project Coordinator

Stéphanie Vieilledent
Tel: +33 (0) 1 49 53 30 39
Email: svt@iccwbo.org

Assistant

Hélène Kolmodin
Tel: +33 (0) 1 49 53 29 44
Fax: +33 (0) 1 49 53 30 79
Email: hkn@iccwbo.org

Annex 1

World Chambers Congress – Task funding chart

WCF TASKS	REVENUE
1. Promotion <ul style="list-style-type: none"> Invitations and liaison to over 12,000 chambers, ICC NCs, and previous Congress attendees Promotional brochures, registration forms, programme, report, website (production + fulfilment) International media relations International sponsorship 2. Programme <ul style="list-style-type: none"> Elaboration and drafting of final programme Invitation of and liaison with speakers (in coordination with local host) 3. Logistics <ul style="list-style-type: none"> Verification of list of participants Design of decor and signage (in coordination with local host) Running of operations 	<ul style="list-style-type: none"> Percentage of delegate registration fees Full international sponsorship and aid agency funds Percentage of exhibition profits
LOCAL HOST TASKS	REVENUE
1. PCO, accommodation, logistics, cultural programme, pre and post Congress tours <ul style="list-style-type: none"> Convention centre rental Equipment rental Accommodation block-bookings Delegate registration <ul style="list-style-type: none"> Production of name badges Management of onsite participant registration Production of airport and convention signage Interpreters and equipment (if required) Transfers (airport and hotel) Companions programme Hiring of all temporary staff Welcome desk at airport (s) Hosting of all catering arrangements (lunches, dinners, coffee breaks) 2. Relations with local authorities <ul style="list-style-type: none"> Ensure governmental support for the Congress and identify protocol needs Liaise with national public figures to invite as speakers Relations with customs authorities Relations with country diplomatic authorities to coordinate participants visas Manage physical security of Congress participants 3. Negotiations with official carrier (led by national chamber) 4. Promotion in country and region 5. National sponsorship search and procurement 6. National media relations	<ul style="list-style-type: none"> Percentage of delegate registration fees Full local sponsorship and aid agency funds Percentage of exhibition profits Business programme Percentage from hotels and tour registrations

Annex 2

WCF General Council Criteria and Ballot

This document is designed to help you judge each candidate's bid and help you decide on which candidate will receive your vote.

Please rank each candidate, based on the criteria outlined below (5 = excellent, 1 = poor).

HOST CHAMBER	CANDIDATE A	CANDIDATE B
Chamber team strength and cohesion		
Chamber team ability to communicate (English is official language)		
Chamber team size - suitability and availability		
Chamber team experience hosting and organizing similar events		
Chamber team experience working with international organizations		
Chamber team previous involvement with WCF and its activities		
Chamber activity and network in the region		
National chamber support		
Local/national government support		

BUDGET AND FUNDING	CANDIDATE A	CANDIDATE B
Local host financial situation		
Proposed budget for the Congress		
Sponsorship and partnership options		
Government assistance options		
Registration price ranges - suitable for our chamber audience		

(5=excellent, 1=poor)

MARKETING	CANDIDATE A	CANDIDATE B
Communications plan		
New ideas to market the Congress		
New media components		
PR contacts in the region		
Programmes to attract new delegates to the Congress		
Programmes to attract delegates from developing nations		
Programmes to attract youth delegates		
Availability of databases and new contacts in the region		

PROGRAMME	CANDIDATE A	CANDIDATE B
Congress theme ideas		
Participation of head of state confirmed		
Keynote speaker options		
Business programme ideas		
Cultural programme ideas		

(5=excellent, 1=poor)

LOGISTICS	CANDIDATE A	CANDIDATE B
Visa procedures and support from immigration department		
Travel options - accessibility to the city		
Airport, hotel, and venue transfers		
Convention centre size and suitability		
Convention center location and accessibility		
Registration procedures		
Professional congress organizer (PCO)		
Accommodation options - near center and at various price points		
Proposed dates to hold the Congress		

OTHER	CANDIDATE A	CANDIDATE B
Political and economic stability in the region		
Security in the region		
Plan of events in the region around the Congress timeframe		
Ideas for the exhibition space		
Tourist attraction options		
Pre and post Congress tour options		
Companion programme		
Country's implementation of ATA Carnet system		
Chambers involvement in WCF services, including Certificates of Origin (COs), WCN and other services		

World Chambers Congress - Code of Conduct

Article 1

All parties to the bidding process shall conduct their activities in relation to the process in respect of basic ethical principles such as honesty, integrity, responsibility, trustworthiness, fairness and transparency.

Article 2

The parties to the bidding process or their representatives shall not, directly or indirectly, solicit, accept or offer any form of remuneration, commission or any other form of benefit or service, connected with the organization of the World Chambers Congress.

Only gifts of nominal value, in accordance with existing local customs or seen as having symbolic or incidental value but excluding any influence on the bidding process may be given or accepted by the parties during the bidding process.

Article 3

Parties to the bidding process shall see to it that the principles and rules expressed in the World Chambers Congress Bidding Guidelines and in the present Code are applied.

Article 4

Parties to the bidding process shall inform the ICC of any breach to the Code or the World Chambers Congress Bid Guidelines.

They shall respect the rule of confidentiality and shall not disclose any information entrusted to them in confidence.

Article 5

Each candidate shall in all circumstances and at all times respect the other candidates, the WCF General Council as well as the ICC and its World Chambers Federation. The candidates shall refrain from any comment or act likely to damage the image of or be prejudicial to another candidate.

Article 6

The candidates shall refrain from collaborating or colluding with any other candidate or any other third party with a purpose to unfairly influence the outcome of the bidding process.

Article 7

The WCF General Council shall deliver its decision independently with the sole interest of the World Chambers Congress in mind. Members of the committee shall neither give, nor accept any instructions to vote. They should not influence the process in any manner.

Article 8

Members of the WCF General Council are required to declare any interests that could give rise to a conflict. Committee members should not offer advice to bidding organizations, referring all enquiries to the appropriate staff of the Congress secretariat.



ICC World Chambers Federation (WCF)

The International Chamber of Commerce (ICC) is the world business organization representing enterprises from all sectors in every part of the world. The fundamental mission of ICC is to promote trade and investment across frontiers and help businesses meet challenges and opportunities of globalization. For more information visit www.iccwbo.org

WCF was established by ICC in 1951 to be the advocate of its chamber of commerce members worldwide. While each chamber represents a group of companies of mostly small- and medium-sized enterprises, WCF strengthens links between these chambers, enabling each to improve performance and discover new products and services to offer their members. WCF promotes and protects the role of the chamber as an essential intermediary between government, businesses and the general public. For more information visit www.worldchambersfederation.org

ICC World Chambers Federation
38, Cours Albert 1er, 75008 Paris, France
Tel: +33 (0)1 49 53 29 44
Fax: +33 (0)1 49 53 30 79
E-mail: wcf@iccwbo.org

www.worldchamberscongress.org