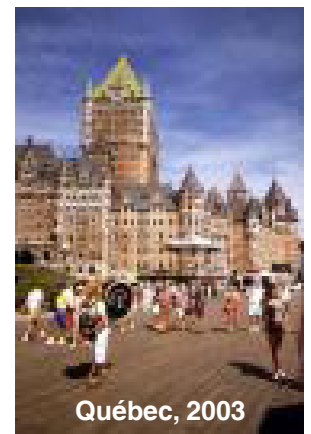




World Chambers Congress

Submit your chamber's candidature: Guideline



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Introduction

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 in submitting its candidature as a potential host organization.

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

Chambers are encouraged to submit their bid well in advance, as selection of the host chamber and venue is made three years prior to the event. This timing has been selected upon the advice of previous Congress hosts, allowing your chamber adequate time to generate local and national support for your bid from chambers, government and companies. Issues such as the availability of congress venues are also an important decision factor for potential hosts.

Questions or clarifications on any of the items in this guide can be made by emailing wcf@iccwbo.org

WHAT IS THE WORLD CHAMBERS CONGRESS?

The World Chambers Congress is organized by ICC's World Chambers Federation. Held every two years in different regions of the world, the World Chambers Congress is the only international forum for chamber 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 in all parts of the world, WCF has agreed that it is essential that the World Chambers Congress be held in a different region of the world every two years. In addition, the rotation of the Congress to different locations has proved beneficial for WCF, strengthening and maintaining an awareness of and participation in our work by our chamber members and non-members.

Through the World Chambers Congress, WCF has made contact with chambers that have normally not participated in ICC WCF activities.

WCF, with the support of our local host, has also been able to obtain financial assistance from different institutions, to support chambers from less developed countries to attend the event under the scope of "capacity building" programmes. The Congress has been supported by the United Nations Development Programme (UNDP), Asian Development Bank, Canadian International Development Agency, Organisation for Economic Co-operation and Development (OECD) and the Center of International Private Enterprise (CIPE). Such funding has not been obtained for other ICC congresses or events.

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. The Congress provides the ideal opportunity for chambers to learn and share amongst their peers new trends, new products, new ways to do business, new ways to structure and finance their activities.

Key topics of the World Chambers Congress have included:

- managing global risks
- securing future energy
- ridding the world of poverty
- supporting SME development
- threats to multilateralism
- empowering women
- world class cities
- national chambers
- measuring success
- advocacy and policy reform
- leadership vs. management
- public-private partnerships
- IP as a tool for chambers
- investing in the future
- chamber branding
- public law chambers
- chambers and migration
- chambers and online business
- managing chambers of the future

Congress speakers include chambers, trade associations, business and government leaders, as well as professional speakers and trainers.

A special feature of the World Chambers Congress is the World Chambers Competition.

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

The past edition of the Competition in Istanbul attracted an impressive 55 entries from 38 countries.

The competition encourages chamber excellence and dynamism while fostering information exchange and business development among the chamber community.

CONGRESSES – PAST, PRESENT & FUTURE

The premiere World Chambers Congress was held in Marseille in 1999 with representatives of 240 chambers from 91 countries. It was a truly unprecedented event. It marked the launch of a process that saw the chambers of commerce movement achieve global recognition and reach, celebrating at the same time the 400th anniversary of the world's oldest chamber, Marseille-Provence Chamber of Commerce and Industry.

The 2nd World Chambers Congress was held in Seoul, 2001, in conjunction with the Korea Chamber of Commerce & Industry (KCCI). The first World Chambers Congress to be held outside Europe, this event brought more than over 800 participants from 271 chambers from 85 countries.

The 3rd World Chambers Congress, held in Quebec, 2003, co-hosted by the Quebec Regional Entrepreneurs Chamber of Commerce (CCREQ) and the Canadian Chamber of Commerce (CCC), with its theme, “Reaching out, Building relationships” gathered over 1,000 chamber leaders and senior staff from over 91 countries.

The 4th World Chambers Congress was held in Durban, South Africa, 2005, in partnership with the Durban Chamber of Commerce and Industry. With the theme of Leadership, *Ubuntu*, Prosperity, the Congress welcomed more than 800 participants from 86 countries.

The 5th World Chambers Congress was held in Istanbul, Turkey, 2007. Hosted by the Union of Chambers and Commodity Exchanges of Turkey, this Congress attracted heads of state and influential leaders such as former US Secretary of State Madeleine Albright and 2006 Nobel Peace Prize winner Muhammed Yunus. The Congress was attended by 1,600 business executives from 104 countries.

The 6th World Chambers Congress will be held in Kuala Lumpur, Malaysia, from 3 to 5 June 2009, hosted by the Federation of Malaysian Manufacturers (FMM).

The 7th World Chambers Congress will be held in Mexico City, Mexico in 2011.

Chambers have expressed interest in holding a World Chambers Congress as far ahead as 2017.

The following regions have been tentatively designated for future congresses:

- 2013 Africa & the Middle East
- 2015 Europe
- 2017 Asia Pacific
- 2019 Americas

Chambers intending to submit their candidature for any of these years may write to WCF tabling their interest to host the event at any time. WCF does recommend for organizations to submit their expression of interest letter as early as possible. This will assist the chamber to work with WCF in refining its bidding document.

Chapter one

What your bid entails

A – THE PURPOSE OF THE WORLD CHAMBERS 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.

In this regard, the objectives of the World Chambers Congress can be summarized as follows:

- To promote understanding and cooperation throughout the chamber community – a global network of more than 12,000 chambers of commerce worldwide;
- To provide an opportunity for exchange of ideas, best practice and innovations among chambers on their principal business activity, i.e. running a chamber;
- To conduct sessions and workshops with specific objectives meeting the needs of individuals involved in chamber work;
- To educate delegates in the aims, objectives and activities of WCF; and
- To provide chambers with the opportunity to share thoughts on what tools and programmes could be developed globally to strengthen the chamber network.

B – WHEN TO START YOUR BID

There are no specific rules on when to start promoting a bid. However, one of the key factors seen to be important by previous hosts and WCF, is the support within the candidate chamber to fulfil its commitment to host this event. This is not only from the perspective of the CEO and key permanent staff, but also the chamber's current and future Presidents as well as Board members and leading business members. Some chambers have chosen to develop an organizing committee comprising chamber staff as well as member companies to help complete the bidding document, as well as be present in all stages in the implementation of the event.

There are some advantages and disadvantages to announcing three to four years in advance of your interest in a particular year. The advantage is that, should your promotion and presentation be strong enough in the years prior to your actual bid, you may discourage opposition. On the other hand, it may encourage opposition, if competing chambers believe that their city and promotion could be better than yours. Rules as to what international promotion you may undertake outside of ICC WCF events apply only after you have been selected as the site of the Congress.

Your chamber's membership to ICC WCF is considered an important element of your bid. Should your chamber not be a member, please contact WCF or your ICC National Committee for details. Membership in ICC is not a pre-requisite but may be considered as an important distinction from other candidates by the Congress Selection Committee.

It is also recommended that both potential Congress and confirmed hosts participate in ICC and WCF Congresses. This will allow your chamber to be familiar with the visual and operational aspects of such an event, as well as provide your chamber with the opportunity to promote its candidacy or hosting of the World Chambers 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 (CCREQ), a small chamber of ten staff, was co-host of the very successful 2003 World Chambers Congress.

C – STEPS IN YOUR CHAMBER’S BID

1. Confirmation in writing to WCF

Following the decision to actively pursue a candidacy to host the World Chambers Congress, your chamber’s President/CEO or the Chairman of your organizing committee should confirm this 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 Steering Committee 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 within this document.

However, WCF may choose at any time to hold the Congress in an alternative region. Should this situation occur, 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 complete 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 Steering Committee/Congress Selection Committee

An important element by previous local hosts in their successful selection has been the accurate judgment 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.

It is felt that three years is sufficient lead time. 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 Steering Committee/Congress Selection Committee. Guidelines on what to include in the presentation are found within this document.

D – DECISION MAKING BODY

The Congress Selection Committee is made up of representatives from local, regional, national chambers of commerce, small and large chambers (in terms of staff and membership), as well as public and private law practitioners. The Committee might also include experts selected by the WCF Chair from outside the WCF family.

The group is chaired by the WCF Chair, and includes WCF Vice Chairs, Task Force and Committee Chairs, as well as previous and confirmed future hosts of the World Chambers Congress.

Chamber representatives who hold these WCF positions are eligible to submit their chamber's candidacy to host the Congress, but are excluded as members of the Selection Committee.

The WCF Congress Selection Committee studies all bidding documents, and further information can be sought from candidates as required.

E – DECISION-MAKING TIMETABLE

- Three years prior to host year, candidates are contacted by the WCF Chair to inform them of the decision.
- Depending upon timing and suitability, an announcement by the WCF Chair may be made during any ICC's events (held in alternate years to the World Chambers Congress).
- The decision regarding the host candidate is tabled by the WCF Chair at WCF General Council for ratification.
- Promotion of next host begins with particular marketing efforts on the occasion of the World Chambers Congress immediately preceding your own event.

F – BIDDING DOCUMENTS AND MATERIALS

Promotional opportunities, showcasing your chamber's interest in hosting the World Chambers Congress can be made as part of the exhibition area of the Congress prior to the decision (i.e. two Congresses before your candidate year).

The availability of exhibition space will be made according to the arrangements made with the host chamber, in coordination with WCF, particularly in terms of promotional materials.

Confirmed host organizations will be required to establish a exhibition/booth at the World Chambers Congress two years prior to hosting the Congress (i.e. the Congress immediately preceding the one they 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, so if selected, your chamber will need to be present.

The most crucial element of your bid is the oral presentation and the documents showing why your chamber is the most logical choice for WCF to host the World Chambers Congress.

The presentation and bid document for WCF, its Steering and Selection Committee, need to address the following aspects:

- Support from other chambers in your country, whether they be local, regional, national, or transnational;
- Internal operations and support – chamber board and staff, volunteers;
- Infrastructure – congress facilities, hotels, transport, airlines;
- Support from government – city, regional, national;
- Financial support – private and public sector sponsorship;
- Promotion, including promotional booth plans;
- Potential themes/topics;
- Communications, media ties and visibility.

If your chamber has experience in organizing other international conferences, details should also be incorporated in your bidding document.

Chapter two

Partnerships

A – YOUR CHAMBER

A strong organizational structure is the key to the success or failure of a bid as well as implementation of a World Chambers Congress.

Previous hosts have applied various structures in dealing with the work load surrounding the Congress. But 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 surrounding the Congress. 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 World Chambers Congress? What commitment do you have from staff and members in the lead-up and during the event? With the change of Presidents or even chamber staff, the continuity of your chamber's partnership in this project needs to be maintained.

This aspect needs to be addressed briefly during your presentation and more so in your bid document. In addition, please indicate in your presentation and bid document who is the key contact and lead person for WCF in your chamber for the Congress.

Organizing Committee

Based on the size of their organization, chambers have set up various processes to fulfil their obligations in hosting the World Chambers 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.

This committee needs to be active from the bidding as well as the implementation stage of hosting a World Chambers Congress. Though some of its members may take one more than one task, the roles and activities vary significantly. In some cases, some of these functions may be outsourced from inside the chamber staff to members or professional groups. The role and functions of the organizing committee, as well as its composition, are determined by the host chamber.

The key interlocutor for WCF is a Congress Director, responsible as the daily contact point for WCF. Ideally, this person is located within the host 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 in the chamber. WCF may work with a 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 insure maximum efficiency and short lines of communication. The responsibilities need to be addressed by this group include:

- Logistics
- Promotion
- Sponsorship
- Budget

Individuals can establish the sub-committees as required.

WCF recommends to local chambers that they establish a Bid Committee, noting that the skills base for this activity will vary from those of an Organizing Committee, so remember to maintain flexibility in this area. Take the time to win the bid and reflect before appointing individuals to positions.

WCF strongly recommends that no final appointments to the Organizing Committee be made until the Congress has been secured.

B – SUPPORT BY YOUR CHAMBER PEERS

Depending on whether your chamber is a local or regional chamber, there are several tasks of organizing a World Chambers Congress that 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.

In addition, national chambers may also decide to use the opportunity of the World Chambers 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, but it can help delegates and organizers in consolidating travel costs, as well as maximizing the use of the congress/convention centre and making the most of potential corporate sponsorship for both events. This should be noted in the presentation and bidding document.

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.

For national chambers, the issue of whether their national chamber gathering or annual general meeting will coincide or not with the World Chambers Congress 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.

C – 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, from 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, transport 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 should be 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.

D – 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 World Chambers Congress.

Previous local hosts have worked with PCOs in a number of ways. This also depends upon whether the chamber has staff or organizations available to assist with these tasks.

The role of a PCO may also depend 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.

Chapter three

Funding the congress

A – BUDGET, ROLES AND RESPONSIBILITIES

Remember, 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 with upcoming hosts 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 World Chambers 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 Congress agreement is signed upon the awarding of the bid to the host chamber. Each contract varies slightly but is based upon the original World Chambers 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. However, you may submit an approximate budget in which an explanation of strategies to cover line items in the budget are illustrated.

B – SPONSORSHIP

In meeting the costs of the Congress, a major portion of the local host's income is derived by local, national and international 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 on local, national and international levels.

Sponsorship can be used in many ways during the Congress, from 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.

Chapter four

Marketing

A – PROMOTIONAL STRATEGY

To ensure that the Congress is known by as many chambers around the world, 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.

Each World Chambers 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 both a Steering and Selection Committee member will have of your country and city. Therefore, make it count. Provide key information regarding the Congress.

For example, pictures of hotels, venues, airport etc 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.

Chapter five

Programme

A – POTENTIAL TOPICS

Topics for the World Chambers Congress are selected by WCF following research among chamber members. However, there are possibly topics pertinent to your region that will help your chamber attract local delegates. These should be noted in your presentation and bid document.

Theme for your overall presentation is optional, as is a theme for the Congress. It may prove difficult for your chamber to highlight a potential theme with such a long lead time. However, during the lead-up to the event, an underlying theme may prove suitable to the programme and support your role as host. For example, Quebec City's World Chambers Congress 2003 theme was "Reaching out, building relationships". The 4th World Chambers Congress in Durban underlying theme was "Leadership, Ubuntu and Prosperity".

B – CULTURAL PROGRAMME

An attractive cultural programme available to accompanying persons as well as to Congress participants is an important aspect of the bid consideration. WCF recommends that you work closely with a professional congress organizer (PCO) or tour operator in order to show your city and its surroundings in their best possible light. It's 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. A golf day for delegates has also been popular in the past. 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 events.

C – 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. In your bidding document and presentation, this element should be addressed.

At the 4th World Chambers Congress in Durban, the exhibition area, which was used for contact breaks, had business matching bureau and meeting offices, plus featured local companies exhibiting their goods and services.

Chapter six

Logistics

A – VENUE

The Venue to hold the World Chambers 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.

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

Plenary hall

Hall large enough to contain the maximum number of expected delegates with an adequate entertainment stage. This hall will be used for the Congress Opening, Closing and key plenary sessions and should have adequate media link and interpretation facilities.

Session halls

You will need an average of four rooms that are available simultaneously. Two of these rooms should have space for 200-300 participants, classroom-style. The other rooms should be able to seat between 75-150 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 in the Congress programme 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. Does the congress/convention centre supply these or are they sourced from external suppliers?

WCF Secretariat office

One room that can hold 30 people, to be set up as an office, will be required by ICC WCF Secretariat for the duration of the Congress (including several days prior to the event to finalize setting up procedures). A similar office may be required by the local host organization.

Media Centre

One room with a capacity of 30-40, 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. Most convention/congress centres have state-of-the-art registration facilities.

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 as the venue for hosting coffee breaks, value-adding to the use of the space.

Gala Dinner

A Banquet Hall will be required for a seated dinner for the maximum number of delegates expected and a stage for orchestra and presentations depending on the size of the Congress. The arrangements for the Gala Dinner are at the discretion of the local host.

Programme and VIP table seating aspects will be specified by WCF, particularly in relation to presentations for the World Chambers Competition.

Lunches

Your lunch venues should be able to seat all the expected delegates. Various alternatives can be considered as to the location of the lunch sites.

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.

Additional rooms requirements by WCF

- **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.

Additional Comments

Ideally, all of these facilities should be located in close proximity of each other, preferably in the same building. It is important that WCF's 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. Remember one can always return the meeting space not used, but if there is no space available, it can hurt your Congress.

With confirmation of your chamber being awarded the Congress, WCF will work closely with the host chamber in venue reservation and room layouts etc.

Note

Don't forget to 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.

B – SECURITY

Security is a top priority for World Chambers 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 oral presentation as well as your bidding document.

C – ACCOMMODATION

There are several options for potential hosts concerning the arrangements of accommodation. In your presentation and bid document, your chamber will need to identify your strategy in providing hotel accommodation to delegates, indicated potential hotels (at various levels), 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 hotels should also be incorporated into the bidding document.

Preferential pricing for delegates in these hotels should be arranged. The chamber may recommend to WCF to have delegates make the bookings directly with the hotel or provide a hotel room booking agent to handle all delegate requirements. Letters and 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 & Congress planning visits. This information should also be included in the your Congress bid.

D – 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.

E – SITE INSPECTION

At any time during the bidding process, as well as in the lead-up to the Congress, members of the Congress Selection Committee, as well as ICC or WCF staff may visit your chamber to learn more about your candidacy and facilities. In the phase of Congress implementation, WCF's congress team will come to your city for a maximum of three three days.

It is essential that the items covered in your bid document be complete in detail or enclosed in attachments for future use.

Upon the decision of 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, etc.,
- 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 etc.
- 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, National Chamber officers, etc.

F – LANGUAGES

The working language for all documents and presentations for the World Chambers Congress and Selection Committee is English.

The working language for WCF staff for the Congress is English, although WCF staff are multilingual.

Promotional materials concerning the congress may be translated into other languages. Past congresses have translated materials into French and Spanish.

Onsite translation and interpretation services into other languages are based upon local requirements and international delegations. The cost will be covered by the local co-host.

Chapter seven

After the World Chambers Congress

A – FUTURE ROLE

After your role as host for the World Chambers Congress, WCF hopes your chamber will continue its work with us on future Congresses. Your chamber will become a member of the Selection Committee for future Congress hosts, will provide possible speakers for future World Chambers Congresses as well as play a role in the World Chambers Competition or other initiatives that might develop in relation to the Congress.

What role do you envisage for your chamber in future World Chambers Congresses? What do you see in the possible development of the Congress? These items you may explore with the Selection Committee in your bid document.

Contacts

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Annex 1

World Chambers Congress – Task funding chart

| WCF tasks | Funding (Revenue) |
|---|---|
| <p>1. Promotion</p> <ul style="list-style-type: none"> ■ Invitations and liaison with over 12 000 chambers, ICC NCs, all previous World Chambers Congress attendees ■ Drafting and printing of promotional brochure and updated programme ■ Printing of registration forms ■ Mailing of brochures and registration forms ■ Registration of participants (optional – this may be done by local host) ■ Liaison with participants excluding participants from host country (upon request) ■ Relations with press and media ■ Organization of press meetings ■ International Sponsorship search in coordination with local host ■ Website content in coordination with local host <p>2. Programme</p> <ul style="list-style-type: none"> ■ Elaboration of Congress programme ■ Invitation of speakers (in coordination with local host) ■ Liaison with speakers ■ Drafting of final programme ■ Preparation of Congress report <p>3. Logistics</p> <ul style="list-style-type: none"> ■ Preparation of security badges in coordination with the Convention Centre ■ Preparation of list of participants ■ Design of decor and signage (in coordination with local host) ■ Running of operations | <ul style="list-style-type: none"> ■ Participants registration fees ■ International sponsorship and aid agency funds |
| <p style="text-align: center;">Local host tasks</p> <p>1. Hiring of PCO, hotel accommodation, logistical needs, tours etc., organization of pre and post-Congress</p> <ul style="list-style-type: none"> ■ Rental of Convention Centre ■ Equipment rental in Centre ■ Accommodation (Block-booking of hotels for Congress dates) ■ Registration of participants <ul style="list-style-type: none"> ● Production of name badges ● Management of onsite registration by participants ● Production of decor and signage ■ Interpreters and equipment (if required) ■ Transfers in private cars/coaches ■ Programme for companions (subscription) ■ Hiring of qualified hostesses, volunteers and other temporary staff ■ Set-up of welcome desk at airport ■ Hosting of all catering arrangements (lunches, dinners, coffee breaks) <p>2. Relations with local authorities*</p> <ul style="list-style-type: none"> ■ Ensure governmental support for the Congress and protocol issues* ■ Liaise with national public figures invited as speakers* ■ Relation with customs authorities* ■ Relations with country diplomatic authorities for coordination of visas for participants* ■ Manage physical security of Congress participants <p>3. Negotiations with official carrier (led by national chamber)</p> <p>4. Promotion in Country/Region*</p> <p>5. National sponsorship search*</p> | <ul style="list-style-type: none"> ■ Local sponsorship and aid agency funds <ul style="list-style-type: none"> ● Exhibition area ● Business programmes ■ Percentage from hotels and tour registrations |

Annex 2

World Chambers Congress Judging criteria checklist and comments

CRITERIA

POINT 1-5

(1=excellent, 5=poor)

Host Chamber

- Composition/strength of host chamber team
- National chamber support
(Is an annual meeting scheduled at the same time?)
- Local/National governmental support
- Professional Congress Organizer (PCO)

Budget/Funding

- Local host financial situation
- Sponsorships/partnerships
- Government assistance

Marketing

- Promotional plan
- Logo promotional materials

Programme

- Congress theme
- Cultural programme
- Business programme

Logistics

- Size, suitability of congress/convention centre
- Security
- Location/accessibility
- Travel connections
- Accommodation
- Tourist attractions

Annex 2 (continued)

COMMENTS

Host Chamber

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Budget/Funding

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Marketing

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Programme

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Logistics

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The International Chamber of Commerce (ICC)

Celebrating its 90th anniversary in 2009, the International Chamber of Commerce 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 business corporations meet the challenges and opportunities of globalization.

www.iccwbo.org

ICC World Chambers Federation

The World Chambers Federation (WCF) was established by ICC in 1951 to be the advocate of its chamber of commerce members worldwide. WCF is a non-political, non-governmental body representing the interests of all local, national, regional, bilateral and transnational chambers of commerce and industry.

WCF strengthens links between chambers, enabling them to improve performance as well as discover new products and services to offer their members. Chambers represent companies of all sizes, particularly small to medium-sized enterprises, the backbone of any true world business organization. WCF promotes and protects the chamber of commerce as an essential intermediary between business and government and between business and the general public.

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