



World Chambers Congress

Submit your candidature
Guidelines

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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 to submit its candidature to be 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 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 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 factor for potential hosts.

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.

WCF, with the support of our local host, has obtained 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 (ADB), Canadian International Development Agency (CIDA), Organisation for Economic Co-operation and Development (OECD) and the Center of International Private Enterprise (CIPE).

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 government leaders, as well as professional speakers and trainers. Key topics and issues covered within the Congress programme have included:

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

The 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

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

Congresses – past, present & future

The inaugural World Chambers 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	TBD	TBD	TBD

Chambers have expressed interest in holding the World Chambers Congress as far ahead as 2017. The following regions have been tentatively designated for future Congresses:

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

Chambers intending to submit their candidature for any future Congresses may write at any time to WCF 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.

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. The objectives of the World Chambers 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 WCF; and
- 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 and key factors

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 World Chambers 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 Congress Selection Committee with your bid presentation and submission of 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. Membership 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 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.

C – 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 World Chambers 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 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 on page three of this document.

However, 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

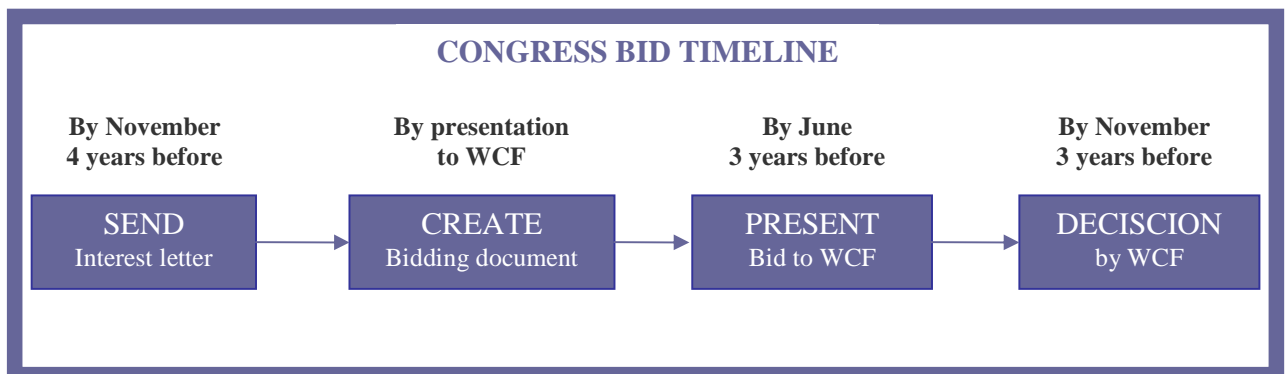
Based on the guidelines in this document, your chamber can complete the formal bidding materials for the Congress to include with your application. Alternatively, this document may be enclosed with your expression of interest. Should there be a difference of several years between the date of your initial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

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 as well as public and private law practitioners. The Committee may also include experts selected by the WCF Chair from outside the WCF family.

The Committee 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 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.

E – Decision-making timetable

- Three years prior to the Congress, candidates are contacted by the WCF Chair with the decision.
- An announcement by the WCF Chair may be made during an ICC or WCF event.
- The decision regarding the successful host candidate is tabled at the General Council for ratification.
- Promotion of next host begins on the occasion of the Congress immediately preceding it.

F – Bidding documents and materials

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

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 for WCF, its General Council and Selection Committee, 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;
- Support from government – city, regional, national;
- Financial support – sponsorship from private and public sector;
- Promotion, including promotional booth plans;
- Potential themes and topics;
- Communications, media ties and visibility.

If your chamber has experience in organizing other international conferences, please include these details in your bidding document.

Confirmed host organizations will be required to establish an exhibition/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.

Chapter two

Partnerships

A – Your chamber

A strong organizational structure is the key to the success 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, 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 needs to be addressed briefly during your presentation and more so in your bid document. In addition, please indicate who the lead person within your chamber is 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.

The members of the committee will need to be active in all or part of the steps in hosting a World Chambers Congress. Though some of its members may take one 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 interlocutor for WCF is a Congress Director, who will be a 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 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. Take the time to win the bid and reflect before appointing individuals to positions for the actual planning of the Congress.

WCF strongly recommends that no final appointments to the organizing committee be made until the Congress has been secured. WCF will be pleased to work with the local host in sharing past congress organizational structures.

B – Support by your chamber peers

Depending on whether your chamber is a local or regional chamber, there are several additional tasks of organizing a World Chambers 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 World Chambers Congress to coincide with their national chamber gathering either before or after the Congress. This conglomeration 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.

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, 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.

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. 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.

Chapter three

Funding the Congress

A – 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 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 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. You may submit an approximate budget illustrating strategies to cover line items.

B – 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.

Chapter four

Marketing

A – 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 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 the WCF General Council and Congress Selection Committee 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.

Chapter five

Programme

A –Topics and theme

Topics for the World Chambers 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 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. During the lead-up to the event, an underlying theme may prove suitable to the programme and support your role as host. Past themes include: "Reaching out, building relationships", "Leadership, Ubuntu, Prosperity", "Partnerships for prosperity", and "Leading sustainable growth and change". The final decision on the theme rests with WCF.

B – Cultural programme

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 professional congress organizer (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.

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. Your bidding document and presentation should address this programme.

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.

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 100-200 participants, classroom-style. The other rooms should be able to seat between 75-100 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.

Programme and VIP table seating aspects will be specified by WCF.

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.

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 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.

Additional Comments

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.

Note

Please make sure 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 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.

C – Accommodation

Identify your entire chamber's strategy for accommodation in your presentation and bid document. 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 incorporated into 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.

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

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 Congress Selection Committee. 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 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.

F – Languages

The working language for all documents and presentations for the Congress and Selection Committee 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.

Chapter seven

After the World Chambers Congress

A – Future role

At the conclusion of your role as host of 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 hosts, will 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

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Annex 1

World Chambers Congress – Task funding chart

WCF TASKS	REVENUE
<p>1. Promotion</p> <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) ▪ Registration of participants (optional – this may be done by local host) ▪ International media relations ▪ International sponsorship <p>2. Programme</p> <ul style="list-style-type: none"> ▪ Elaboration and drafting of final programme ▪ Invitation of and liaison with speakers (in coordination with local host) <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"> ▪ Percentage of delegate registration fees ▪ Full international sponsorship and aid agency funds

LOCAL HOST TASKS	REVENUE
<p>1. PCO, accommodation, logistics, cultural programme, pre and post Congress tours</p> <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) <p>2. Relations with local authorities</p> <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 <p>3. Negotiations with official carrier (led by national chamber)</p> <p>4. Promotion in country and region</p> <p>5. National sponsorship search and procurement</p> <p>6. National media relations</p>	<ul style="list-style-type: none"> ▪ Percentage of delegate registration fees ▪ Full local sponsorship and aid agency funds ▪ Exhibition area ▪ Business programme ▪ 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

Programme

- Session topics
- Connections to influential speakers and world leaders
- Cultural programme
- Business programme

Logistics

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

COMMENTS

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The International Chamber of Commerce

Celebrating its 90th anniversary in 2009, 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 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.

www.worldchambersfederation.com

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