

# PROFESSIONAL GUIDE FOR THE MICE INDUSTRY



## GUIDE HOW TO CREATE AN EVENT OFFER?



The project is co-financed under the Erasmus + program of the European Union. The materials on the platform only reflect the position of its authors and the European Commission and the National Agency of the Erasmus + Program are not responsible for its substantive content.



# INTRODUCTION

## Introduction

The guide “How to create an event offer” is intended for employees of the MICE (*Meeting, Incentive, Conference, Exhibition*) industry in order to improve their professional qualifications, enrich their workshop and adapt their skills to the needs of the events market. Particular emphasis is placed on issues concerning proper planning and organising of work, from the conception to settlement of an event, as well as clarifying and expanding professional vocabulary, so important in this industry. The publication can serve as a professional guide for MICE sector employees. The included content, along with control tasks, can also be successfully used during training for current or future staff of the meetings industry.

It should be emphasised that this is the first such comprehensive publication addressed to the MICE industry. It combines theoretical knowledge with business practice, which is helped by detailed explanations and numerous examples taken from specific event realisations.

The guide has been divided into chapters and subchapters, which introduce the reader to the detailed issues of the meetings industry in an orderly manner. The text includes infographics, which serve to make the material clearer and more meaningful:

- Definitions 
- Instructions 
- Examples 
- Control tasks 

We invite you to use this guide. We wish all current and future MICE industry professionals perseverance and we look forward to your interesting questions or suggestions. This handbook can become better and more interesting also thanks to the readers.

# TABLE OF CONTENTS

|           |  |           |
|-----------|--|-----------|
| <b>1.</b> | <b>CHARACTERISTIC OF THE MEETINGS INDUSTRY</b>                       | <b>1</b>  |
| 1.1.      | Types of events, definitions, structure, market                      | 1         |
| 1.2.      | Entities in the meetings industry                                    | 3         |
| <b>2.</b> | <b>THE MARKET OF INTERNATIONAL CONGRESSES</b>                        | <b>5</b>  |
| 2.1.      | Types of congresses and their meeting owners                         | 5         |
| 2.2.      | Objectives of congresses, stakeholders in the meetings market        | 5         |
| 2.3.      | Organizations of congress organizers                                 | 5         |
| 2.4.      | Tools for searching congresses                                       | 7         |
| <b>3.</b> | <b>PROCESS OF ACQUIRING CONGRESSES</b>                               | <b>9</b>  |
| 3.1.      | RFP (request for proposal) and Bid book – definitions and guidelines | 9         |
| 3.2.      | Decision making process, decision makers, influencers                | 10        |
| 3.3.      | Congress ambassadors   | 11        |
| 3.4.      | Destination selection criteria                                       | 12        |
| 3.5.      | Site-Inspections   | 13        |
| <b>4.</b> | <b>ORGANISATION OF CONGRESSES</b>                                    | <b>14</b> |
| 4.1.      | PCO – strategic partner, scope of services, different funding models | 14        |
| 4.2.      | Organising committee, scientific committee, honorary committee       | 15        |
| 4.3.      | Congress secretariat, participant and abstract management            | 16        |
| 4.4.      | Visualisation and organisation of congress space                     | 20        |
| 4.5.      | Pre-, Post-Congress Tours, accompanying programme                    | 21        |
| <b>5.</b> | <b>TRADE FAIRS, EXHIBITIONS</b>                                      | <b>23</b> |
| 5.1.      | Definitions, types, functions of trade fair                          | 23        |
| 5.2.      | Aims of participation in trade fairs                                 | 24        |

# SPIS TREŚCI

|           |   |           |
|-----------|---|-----------|
| 5.3.      | Trade fair organizers and exhibition centres  | 26        |
| <b>6.</b> | <b>INCENTIVE TRAVEL</b>   | <b>33</b> |
| 6.1.      | Incentive travel – definitions, objectives, participants  | 33        |
| 6.2.      | Essence of motivation, effects of incentive events  | 33        |
| 6.3.      | Purchase processes in corporations  | 34        |
| <b>7.</b> | <b>PREPARATION AND REALISATION OF AN EVENT</b>  | <b>40</b> |
| 7.1.      | Business plan, creative concept, and scenario   | 40        |
| 7.2.      | Contracting of event facility – terms of cooperation, scope of services offered by the facility, principles of introducing external service provider, conclusion of contracts | 46        |
| 7.3.      | Selection of service providers  | 51        |
| 7.4.      | Cooperation with sponsors, patrons and the media – sponsorship offer, offer for the media, patrons  | 56        |
| 7.5.      | Protocol in event organisation – order of precedence, business etiquette  | 65        |
| 7.6.      | Congress/ event financing, budget preparation and execution, accounting   | 67        |
| 7.7.      | RISK MANAGEMENT   | 82        |
| <b>8.</b> | <b>TRENDS IN THE MEETING INDUSTRY</b>   | <b>88</b> |
| 8.1.      | Sustainable meetings, legacy impact   | 88        |
| 8.2.      | Safety – health & safety protocols  | 89        |
| 8.3.      | Technology – hybrid events, virtual events, attendee experience management  | 90        |
| <b>9.</b> | <b>FINAL TEST</b>   | <b>93</b> |

# CHARACTERISTIC OF THE MEETINGS INDUSTRY

1

## CHARACTERISTIC OF THE MEETINGS INDUSTRY

What is the meetings industry? Business tourism? The meetings industry? The meetings and events industry? There is no uniform nomenclature in the world. Definitions are used alternately, and all components of the meetings industry today are called EVENT. However, in order to have a good understanding of what an employee in the meetings sector does, it is necessary to familiarise oneself with the structure of the market and the definitions concerning the meetings industry.

### 1.1 Types of events, definitions, structure, market

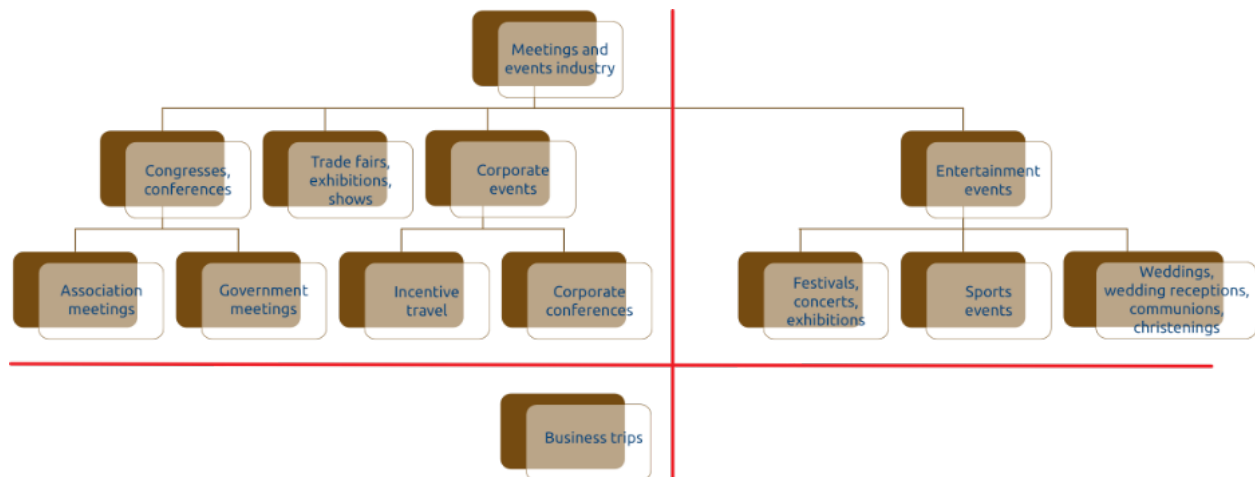


Fig. 1 – Structure of the meetings and events market

Adopting the objectives of organising meetings and events, a distinction is made between four types of events based on knowledge, product, motivation and entertainment.

The first group of knowledge-based events includes: congresses, conferences and all kinds of meetings aimed at exchanging experiences and disseminating knowledge on scientific and economic achievements. Congresses are most often organised by scientific or business associations, as well as government agencies. The organisers of congresses can also be corporations, using them for marketing purposes. However, companies can achieve the same goals by purchasing exhibition space, advertising, or by participating in the content programme of a congress organised by an association. Participants present their achievements and experiences during congress sessions, thereby promoting and giving credibility to their work and scientific or business achievements. Speeches in

the form of articles are usually published in post-congress materials, which congress participants repeatedly use in their professional work.

The second group of events are events promoting a specific product or brand. This group includes such events as: fairs, exhibitions, product launches or company events. Fairs are organised for selected industries, they can be addressed to business clients (e.g. Polagra), but also to individual customers (e.g. Book Fair). Many companies, especially in the automotive and electronics industries, organise exclusive product launches. New models of cars, smartphones and tablets are presented at ceremonial galas in the presence of celebrities, with a very attractive artistic programme. Company events are usually celebrations of company anniversaries – they can be galas on the one hand and picnics attended by employees and partners on the other. This is an opportunity to present the company's achievements to date, boast about responsibility in business or honour the most deserving employees. Celebrating com-

## CHARACTERISTIC OF THE MEETINGS INDUSTRY

2

pany anniversaries together with employees and partners, on the one hand, strengthens the bonds with the company, but also inspires participants to create and share various personal messages about the company and its activities.

**The third group of events are motivational events that serve mainly to support the company's sales activities.** They can be realized both in Poland and abroad, and the effect of these events is the motivation and integration of a selected target group. These must be unique events, inaccessible to ordinary tourists, or exclusive, so that participants feel that they are being singled out. Consequently, they are supposed to motivate them even more to promote the brand and increase sales of its products.

**These three groups of events form the meetings industry** and all the costs of organising these events are covered by company funds. **They are included in a broader concept, namely business tourism.** But business tourism also includes all kinds of business trips, which are also paid for with company funds. These, however, are not events,

which is why they are separated by a line in the table, because they will not be the subject of this study. The study does not include the fourth group of events, i.e. entertainment events, including cultural events, sports events or weddings. Although they are events, they are essentially financed from personal funds. To distinguish them from business meetings we call them events. This does not mean that the budgets of these events, especially sports or cultural events, do not consist of funds raised from companies. In return for providing these funds, companies receive the title of sponsor and promotional benefits during these events.

The organisers of meetings and events, along with the preparation and implementation of the project, offer companies and organisations tools allowing them to measure the effectiveness of a given programme, to check the business, image and content-related effects, as well as the return on investment, which is discussed later in this paper. Past experience shows that a well-chosen event programme is key to achieving high event effectiveness.

### Important definitions:

- **board meeting** – a meeting of executives/managers of a given company
- **corporate event** – a company event of integration, training, motivational, cognitive character for employees, distributors, or regular customers
- **gala** – an event to honour employees and customers, having a solemn character, combined with an artistic performance or an event during which a premiere of a new company product takes place
- **incentive travel** – a set of activities and marketing communication tools of a motivational nature, crowned with a reward in the form of travel; the main objectives of the programme are to support sales, strengthen relationships, and in the long run to build loyalty; each incentive travel has its own unique scenario that leads to the achievement of the objective
- **conference** – a meeting that is attended because of its agenda and possible results; it does not have to be held regularly
- **congress** – a gathering of a large number of participants (from a few hundred to several thousand), belonging to or invited by an organisation, providing a means of achieving the organisation's aims and objectives; the programme usually includes many sessions and discussion panels





## CHARACTERISTIC OF THE MEETINGS INDUSTRY

3



- **convexion** – A gathering of members, delegates of an organization for the purpose of discussion and agreement on a specific topic; unlike a general assembly, it is held irregularly
- **show for industry or clients** (depending on the subject of the show) – in contrast to an exhibition, a short-term event, closed (by invitation) or open, e.g. culinary demonstrations
- **seminar** – a meeting of a small group of participants to exchange views and experiences; this form of meeting with a larger number of participants evolves into a symposium or forum
- **corporate meeting** – a meeting of company employees; all costs of the meeting are covered by the employer
- **symposium (forum)** – a meeting of experts specializing in a particular field of knowledge, during which papers on a specific topic are presented
- **trade fair** – an economic, social and cultural event serving the development of enterprises, economic promotion of goods and services and direct interpersonal relations in business
- **exhibition** – an event during which products (exhibits) are presented, promoting achievements of an industry or region, e.g. world expo, dog show, etc.
- **general assembly** – a meeting of the organization's members, held regularly and making decisions that determine the organization's policy; the procedure and composition are defined by statute, the agenda is set in advance
- **rally** – a gathering of the organization's members, in the same format as a congress

## 1.2 Entities in the meetings industry

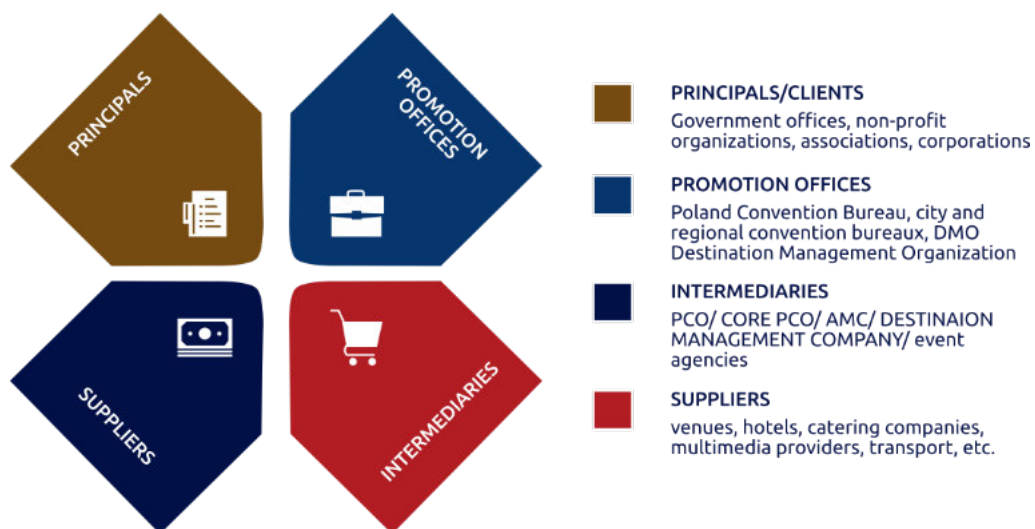


Fig. 2 – Structure of the meeting industry entities



- **Event agency** – a company that organizes events on commission, i.e. events planned for a specific purpose.
- **Certified Meeting Professional (CMP)** – a meeting manager who has completed professional training and obtained a certificate of competence / expertise
- **Convention Bureau (CB)** – an organization responsible for marketing a city or region and promoting it as a convention destination; a CB does not organize conventions

## CHARACTERISTIC OF THE MEETINGS INDUSTRY

4



- **Corporate Planner** – a person who plans meetings for corporations
- **Destination Management Company** – a professional services company with extensive local knowledge and resources that specializes in the design and execution of events, activities, tours, transportation, and logistics
- **Destination Management Organization** – an organization responsible for the marketing of a region
- **Hosted Buyer** – a term used by organizers of business travel fairs, describing special buyers invited at the expense of exhibitors; very often a person responsible for decisions in a large company, organizing conferences, ordering incentive travel and dealing with business travel in a given corporation
- **Meeting Professional Planner** – a person who plans and executes meetings, conferences, congresses at a given location; deals with such things as organizing tours, planning and managing meetings at that location, and planning and conducting accompanying events
- **Professional Congress Organizer** – a company that specializes in organizing and managing congresses, conferences, seminars and similar events on behalf of the client



1. Explain what is meant by the meetings industry.
2. Describe the structure of the meetings and events industry.
3. Define the following terms: board meeting, incentive travel, congress, general assembly.
4. Present the structure of the meeting industry entities.
5. Define the following terms: Convention Bureau, Destination Management Organization, Professional Congress Organizer, Certified Meeting Professional.



# THE MARKET OF INTERNATIONAL CONGRESSES

5

## 2.1 Types of congresses and their meeting owners

Congress organizers are divided by the owners of these events (so-called meeting owners), and this is primarily due to the different objectives and financing models. Thus: the first sector are **International Governmental organizations IGO's** (e.g. UN Climate Summit), the second sector are **Non-Governmental Organizations NGO's** – International, continental regional, national, scientific, industry associations (e.g. medical congresses); the third sector are the **organizers of trade fairs, exhibitions**, the fourth – **the corporate sector**.



Fig. 3 – Meeting owners

## 2.2 Objectives of congresses, stakeholders in the meetings market

The main objective of organising a congress is to transmit and acquire knowledge – to share knowledge, but networking is no less important – to gain new contacts for scientific or professional projects and to motivate to learn about or buy new products or implementations. Achieving all these objectives is a guarantee of success. Depending on the organiser of the event, other objectives will take priority over others, e.g. for associations the most important objective is knowledge; for government organisations networking in the context of making common arrangements or adopting common guidelines; for corporations it is most often the motivation of employees or clients; for trade fair organisers, for whom the conference is an accompanying event, the main objective is the product, i.e. a bit of everything: the transfer of knowledge, making new business contacts, motivation to purchase



Fig. 4 – Objectives of the congresses

## 2.3 Organizations of congress organizers

Organisations of congress organisers are not numerous. A description of three selected associations is given below.

### International Congress and Convention Association (ICCA)

ICCA is an international association that has existed since 1963, founded due to the rapid growth of the international conference market. The aim of the association is to create a professional environment in the meetings industry, which will enable its members to create and maintain a competitive advantage. Currently ICCA, as one of the most important organizations in this industry, associates over 1000 entities (companies and organizations operating in business tourism) from nearly 100 coun-



# THE MARKET OF INTERNATIONAL CONGRESSES

6

tries. The ICCA headquarters is located in Amsterdam. ICCA also has regional representative offices: Europe, North America, South America and the Caribbean, Asia Pacific, Middle East and Africa.

Since 1972, ICCA has maintained a database of past and future conferences that meet the following conditions: they are organised by international associations, they take place regularly and interchangeably in at least 3 different countries and they are attended by a minimum of 50 people. The database, available only to ICCA members, contains among others: the history of each conference, information about the associations commissioning the conferences, contacts to the decision-makers in the associations, periodicity, and often also information about the possibility of bidding for conferences planned for future years. The database is available online. On the basis of the collected data, the "ICCA Statistics Report Country & City Rankings" is prepared annually. ICCA also provides training activities for its members - every year workshops are organised in various places around the world. The most important annual event is the ICCA Congress & Exhibition, an international congress combined with the General Assembly of Members. Krakow is the Host City of the 61st ICCA Congress in 2022.

## International Association of Professional Congress Organisers (IAPCO)

IAPCO – International Association of Professional Congress Organisers – is a non-profit organisation founded in 1968 in Brussels. In 1988 its headquarters moved to Zurich. IAPCO's mission is to raise service standards among its members and other sectors of the meetings industry through continuing education and interaction with other professionals. Its mission is to raise quality standards in the meetings industry. Its members are committed to providing the highest quality of professional services, are committed to conducting business in a trustworthy manner, and want to be at the forefront of innovation in their profession. IAPCO members are committed to a continuous quality assessment process throughout their membership.

The basis of the association's activities is education, and the main objectives are:

- promoting the congress organising profession,
- raising and maintaining a high level of professionalism in the organisation of congresses, conferences and special events,
- educational courses within the IAPCO Training Academy,
- a platform for the exchange of ideas and experiences.

## Polish Conference and Congress Association (PCCA)

PCCA was founded in 1998 and was the first nationwide representation of meeting industry professionals. The main goals of the organisation include increasing the members' own knowledge, joint marketing and lobbying on issues relevant to the business tourism industry. PCCA participates – as an industry partner and a specific chamber of commerce – in all the most important activities undertaken in the area of business tourism in Poland.

The specific statutory objectives of the association include

- supporting the development of conference and congress services in Poland, especially through the development of branded products and increasing their competitiveness on the domestic and foreign markets;



## THE MARKET OF INTERNATIONAL CONGRESSES



- assistance in improving the professional knowledge and skills of associated members in the field of organising conferences, congresses and incentive events;
- strengthening the professional and social position of professionals involved in the organisation of the above mentioned events;
- creation of a forum for networking of various professional groups related to the preparation and realisation of events,
- promotion of conference and congress offers as branded products;
- representing the interests of entrepreneurs and other persons associated in the association in their participation in the development of conference and congress services.

#### 2.4 Tools for searching congresses

Congresses are events that must be solicited. The process of soliciting congresses will be described later in this paper. First it is necessary to point out where to look for information about them. There are several thousand international meetings a year, not to mention Polish national or local events. Most information

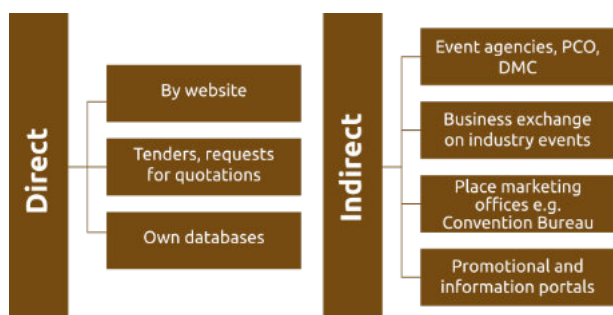


Fig. 6 – Channels for obtaining information about congresses

can be found on the Internet, which is not an easy process, but thanks to it we can get direct access to the organizer.

Organizations that regularly hold their meetings publish information about them on their websites. It is worth creating a database of such organizations, preferably looking among Polish organizations that are members of larger international organizations (for example, the Polish Beekeeping Association is a member of the International Federation of Beekeepers' Associations).

**Public organizations are required to put out tenders for organizing events, so it is a good idea to browse the tenders databases for information on upcoming events.**



- TED (Tenders Electronic Daily) is the online version of the 'Supplement to the Official Journal of the European Union' dedicated to European public procurement. TED publishes up to 746 000 contract award notices annually, including 235 000 invitations to tender with a total value of around EUR 545 billion. TED provides free access to public procurement notices published in the European Union.
- By browsing the organisation's website and public procurement announcement pages, we can create our own databases.
- We can also use intermediaries - event agencies or PCOs (Professional Congress Organisers) often have long-term contracts for the organisation of events and we can cooperate with them.
- Taking part in events in the meetings industry, we can participate in business exchanges and exchange data about events.
- Local convention bureaus can also help us.
- There are many portals on the market that commercially gather information about public procurement.

# THE MARKET OF INTERNATIONAL CONGRESSES

8



— An important source of information and contacts about congresses can be the ICCA (International Congress & Convention Association) database.



1. **Classify congresses by meeting owners.**
2. **Describe the objectives and stakeholders of congresses.**
3. **Describe the organisation of congress organisers you have chosen.**
4. **Discuss congress search tools.**



# PROCESS OF ACQUIRING CONGRESSES

9

## 3.1 RFP (*request for proposal*) and *BID book* – definitions and guidelines

The annual congress of an international association plays an important role in the life of the organisation. It is usually a time when a large number of the association's members meet together, being able to exchange experiences and establish business or scientific relationships. For many associations it is also a source of income that supports their statutory activities, which often do not generate income.

And of course, for the vast majority of associations, it is also a legal obligation to hold a general meeting of the association. Therefore, in order to best prepare and organise the congress, an application process for the organisation of the event is carried out. The basic document here is the **RFP (request for proposal) or otherwise the BID Manual**. This is an invitation to tender for the organisation of the congress, together with instructions on how to prepare a bid. In Polish tender terms, such a document is called a TOR – Terms of Reference.

A **Bid Book/Bid Documents** is an offer submitted by a potential contractor/ host, containing all the information corresponding to the conditions and criteria set out in the RFP.

### What criteria can be included in the RFP? What information should be included in the Bid Book?

- **Logistics** – logistical criteria usually define the minimum requirements that enable a destination to successfully organise a congress, e.g. a minimum number of rooms with a certain capacity
- **Dates** – preferred dates, days of the week, excluded dates
- **Transport accessibility** – international airport, flight network, distance from airport to congress venue and major hotels
- **Visa policy**
- **Transport infrastructure of the city** and its accessibility for congress participants
- **Congress venue** – number and capacity of rooms, areas for exhibitions and networking, posters or catering; availability of Wi-Fi, signage of the venue, multimedia and furniture in the venue, etc.
- **Accommodation for participants** – total number of rooms, list of potential hotels for participants, distance from venue, prices
- **Local suppliers** – PCO (Professional Congress Organizer) or DMC (Destination Management Company), security providers, volunteer and temporary staff coordinators, AV production, simultaneous translation, exhibition equipment, signage, posters, tax consultants.
- **Financial criteria** – a large annual congress opens up great financial opportunities, but also great risks for the international association and/or its local branches. Clearly defining the financial objectives of the congress for potential organisers avoids confusion and uncertainty on critical financial issues. The RFP must include detailed provisions on what is required of bidders in order to accurately compare the risks and potential financial benefits of different bids.
- **General criteria** – who is contracting with suppliers, who is responsible for revenues (registration fees, sponsorship, exhibition), who retains surpluses and how they are shared, who is responsible for losses and how they are shared, who draws up and controls the budget, how the congress will be treated for VAT purposes, who is responsible for the risk of currency fluctuations, etc.




# PROCESS OF ACQUIRING CONGRESSES

10

## 3.2. Decision making process, decision makers, influencers

Decision-making for large international association meetings can be extremely complex and often takes place over a long period of time (months or even years). The formal published stages of the application process can be prolonged due to informal negotiations or additional inspection visits.

### Example of stages in the application procedure for the organisation of a congress:

- 
- 1) Call for proposals/announcement of the next free year
  - 2) Expression of interest
  - 3) Evaluation whether bidders are eligible to submit a proposal
  - 4) Bid manual / bid guidelines - bid guidelines are made available to those interested
  - 5) Creation of a bid by local members/suppliers
  - 6) Submission of bid
  - 7) Site inspections
  - 8) Selection and announcement of shortlisted candidates
  - 9) Site inspections and negotiations
  - 10) Submission of completed bids
  - 11) Formal presentation of bids
  - 12) Final selection
  - 13) Negotiations
  - 14) Decision made
  - 15) Decision announced
  - 16) Feedback to unsuccessful bidders
  - 17) Signing of contract

The decision makers in each association are very different: the board, the general assembly, other association bodies. This has major implications for the overall shape of the decision-making process, as well as for the importance of the various factors influencing decision-making. There is also a wide range of both formal and informal factors influencing decision-making that can play a significant role in the process.

| Decision makers   | Influencers  |
|---|--|
| Single leader - Chairman/President  | Employed consultants   |
| Single board member - e.g. CEO or Secretary General   | Core PCO   |
| Board of Directors  | Association Management Company   |
| Executive Council   | Sponsors   |
| Congressional Committee (either a formal group or established on an ad hoc basis to make a specific decision)                             | Business partners  |
| Representatives of sub-groups of the association (or in the case of a federation, appointed representatives of constituent organisations) | Association staff (especially meetings department)   |
| National representatives  | Past members of the Board of Directors   |
| Delegates to the General Assembly   | Members who have previously hosted the congress  |
| All members   | Respected personalities connected to the association   |
|   | Leaders from other international associations with similar size/profile of events (many trust the opinion and experience of their colleagues for recently used venues) |
|   | Politicians  |
|   | Celebrities  |
|   | News media (negative stories, especially related to security issues, can have a big impact on decisions)   |
|   | Other influencers - relatives, friends   |

Table 1 – Decision makers and influencers in the congress procurement process (ICCA)



# PROCESS OF ACQUIRING CONGRESSES

11

## 3.3 Congress ambassadors

Why do we need congresses?

**What are the benefits of obtaining congresses for representatives of the scientific community,** which most often organises and participates in congresses? The following are worth mentioning:

- popularisation of scientific achievements,
- locating representatives of the world of science and positioning Polish academic achievements in the global world of science,
- going beyond university walls,
- transfer of knowledge, experience and international contacts,
- promotion of congress organisers in the structures of international scientific associations,
- maximum use and promotion of the intellectual potential of the city and its organisational facilities.



**Congress ambassadors** are individuals who support the communication and transaction process between the supply and demand sides of the congress market. According to the definition adopted by the ICCA [2004], a congress ambassador is “a person with knowledge, reputation and authority in his/her field, who is involved in acquiring the right to organise international conferences and events in his/her city or region”.

**The Polish Congress Ambassadors Programme** has been running since 1998. The mission of the programme is to effectively attract international congresses and other events to Poland, in cooperation with prominent representatives from the world of science, culture, sport, business, and other professional circles. The Congress Ambassadors Programme - according to the ICCA - is “**a programme of activities, tools and services designed by meetings industry professionals to support ambassadors in their work to attract international events**”. In effect, the aim is to ensure the greatest possible benefit for the city, region and country concerned.

The programme emphasises the role of the scientific community in the process of attracting further events. Every congress held in Poland needs its own ambassador. More and more often we receive information about Polish scientists taking up the highest functions in European associations. The stronger the position of Polish eminent personalities of science, the greater the chance to promote the country, as well as to attract international events for Poland.

In accordance with the Programme's mission, the efforts to attract congresses have been honoured with the title of Polish Congress Ambassador every year since 1998. Among those honoured, we find to a large extent representatives of the scientific community. The title of the Polish Congress Ambassador is awarded by the Programme Committee to personalities from the Polish scientific world, without whom the biggest and most prestigious international conferences and congresses would not take place in Poland. Currently, 270 people form a nationwide group of Polish Congress Ambassadors. The space where these circles meet and integrate with each other is provided by local Ambassadors' Clubs, which, as an elitist initiative, make it possible to undertake joint efforts for large international meetings. When mentioning the arduous, difficult and, above all, long-lasting application process for congresses and conferences, it should be noted that it is the local Ambassadors' Clubs that provide the support tools. This is the right place where scientists undertaking the application effort will receive the **necessary tools**:

# PROCESS OF ACQUIRING CONGRESSES

12

- provision of promotional material,
- implementation of site inspections,
- support in preparation of congress implementation offers,
- support in preparing the congress budget,
- assistance from PTO representations in 14 countries,
- information about support programmes in individual cities,
- information about new congress venues and conference hotels,
- support in building the prestige of the event (honorary and media patronage),
- meetings of municipal Polish Congress Ambassadors Clubs.

3.4

## Destination selection criteria

### What determines consideration of an offer/application?

- conspicuous professionalism and commitment
- an offer to invite a representative of the organizer and present the offer on site
- proven experience in organizing congresses
- a demonstrated willingness to invest - no advance payment until the first congress fees are received

### What determines acceptance of an offer / winning the application process?

- our commitment, concise and clear answers to the questions
- the organizer's geopolitics for a given year
- an adequate accommodation offer
- attractive, realistic and multi-variant budget
- professional, dedicated offer for a specific event

### How do you stay ahead of the competition?

- Know your customer. An offer for everyone is an offer for no one.
- Know your product – be sure of your USP (unique selling position)
- Be creative – especially in difficult times!
- Be personally involved!
- Use professionals – be honest, tell the truth.



3.5

## 3.5 Site-Inspections

**An inspection of the destination** to verify compliance with the congress organiser's requirements and the standards of services offered by suppliers is an integral step in the application process. The inspection committee visits the destination (at the destination's expense) to check the following before deciding whether to accept the organisation of the congress:

- compliance with the bid,
- cleanliness and safety,
- the culture of the service.

# PROCESS OF ACQUIRING CONGRESSES

13



1. Characterise the documents that occur in the congressional procurement process: RFP (request for proposal) and BID book.
2. Present exemplary stages in the application process for congress organisation.
3. Discuss the benefits of congresses for the scientific community.
4. Discuss the role and importance of congress ambassadors.
5. List the criteria for selecting congress destinations.
6. List the tasks of site-inspections.



# ORGANISATION OF CONGRESSES

14

## 4.1 PCO – strategic partner, scope of services, different funding models



**PCO – Professional Congress Organiser – is a company or person specialised in congress management.** The PCO coordinates the entire congress organisation and is accountable to all stakeholders. The PCO is responsible for its own actions as well as those of its suppliers. The PCO is also accountable to the client, all participants, sponsors and exhibitors, and the media.

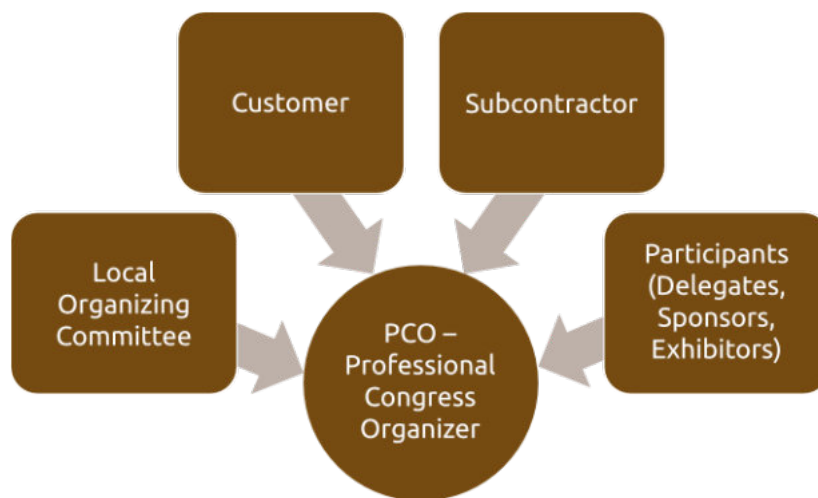


Fig. 7 – PCO – strategic partner

PCO is a consultant to the organising committee, drawing on its experience and knowledge gained over many years in organising events. PCO offers advice and support already at the stage of considering whether and when to apply for the organisation of a congress. **PCO will plan the schedule of activities, draw up a preliminary budget, suggest suppliers and, above all, select a venue that will meet all the expectations of the event.** Because PCO works with many associations from different scientific disciplines, with different specifications, it can offer congress organisers solutions that save them time and money.

### What services does the PCO offer?

- comprehensive congress management,
- support in the congress acquisition process,
- choice of venue and negotiation of rentals,
- congress budgeting,
- financial management,
- paying taxes,
- acquisition of sponsors,
- selling exhibition space and managing the exhibition,
- congress programme management,
- registration of participants and collection of congress fees,
- abstract management and communication with speakers,
- organisation of social events,
- provision of accommodation, catering, multi-media services,
- marketing, communication, social media,
- risk management.




# ORGANISATION OF CONGRESSES

15

PCOs charge for their organisational and advisory services. There are many ways to charge fees depending on cultural traditions and organisational structures. These fees cover the PCO's costs and the sum represents the PCO's remuneration for managing the event. Examples of billing models include: a fixed congress management fee, a set fee per delegate/abstract/metre of exhibition space, a percentage of the budget or profit sharing.

The process of acquiring a congress organisation is sometimes very long. We distinguish five stages in reaching a deal. First, we need to search for potential buyers. For this we use the databases mentioned in the first section. If we find such buyers who can be our ambassadors and Poland has a chance to host the event, we move to the stage of potential buyers. If we manage to interest our ambassador in cooperating with us and applying to organise an event, we can already talk about an interested buyer. If we have already gone through the application process for the organisation of the congress and won, then we already have a confirmed buyer, and after signing the contract he is our client.

In addition to PCO, DMC and AMC are active in the market for conference service providers.



**A DMC – Destination Management Company** – is a professional company operating in a specific location with local knowledge, expertise and resources, offering event design and execution services. The DMC is a local expert with long-standing relationships with suppliers, ensuring you save time and money when planning your event. What services does DMC offer? These include: venue selection, event design and implementation, selection of caterers, multimedia, logistics services, provision of accommodation, transfers, design and printing of conference materials, organisation of welcome cocktail, gala dinner, etc.

**AMC – Association Management Company** – offers comprehensive management of association activities. In addition to organising events, it also provides administrative support for the association. An AMC typically provides the organisation with strategic planning, financial management, running the executive office, member services including attracting new members, marketing and public relations, securing sponsorship for the association's activities, maintaining and updating the association's website and carrying out educational tasks including training and conferences. AMC, like most organisation management companies, manages more than one association, hence administrative costs become more cost-effective for individual associations. The advantages of working with AMCs are: professional administration, professional bookkeeping, legal advice, state-of-the-art organisation management technology, no need to employ your own administrative staff.

## 4.2

### **Organising committee, scientific committee, honorary committee**

At the beginning of the preparation for the congress, committees are established that will be responsible for the various areas of congress preparation and implementation.

**The organizing committee is responsible for organizational and logistical matters, supervises the congress secretariat, and works directly with the PCO. The scientific committee is responsible for**

# ORGANISATION OF CONGRESSES

16

the congress programme. The honorary committee invites VIPs – people whose presence at the congress will increase the prestige of the event.

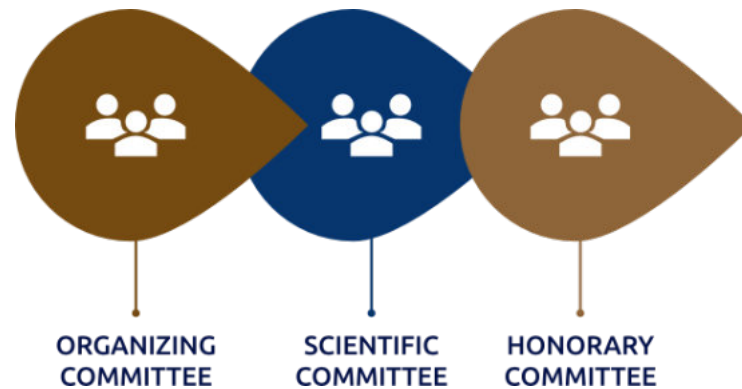


Fig. 8 – Congressional Committees

## The key areas addressed by the organizing committee are:

- setting the event's vision, mission and goals,
- identifying key stakeholders - benefits, tailoring the event to the stakeholder strategy,
- getting acquainted with historical events, experience of organizers in this field,
- preparing a schedule of preparations for the congress,
- planning marketing and communication activities,
- determining the requirements for the event: staff structure, equipment, services, venues, etc.,
- cost of the event - a multi-variant budget,
- identifying sources of funding for the event - defining income streams
- risk management and contingency plans.

The scope of the organizing committee's work is very broad, so it is very common for the organizer to work with a PCO who does most of the work on behalf of the organizing committee.

The **scientific committee** deals with everything related to the congress program, such as:

- selects the speakers and invites them,
- manages abstracts, articles, presentations,
- evaluates and qualifies submitted abstracts,
- agrees with sponsors and approves the program of sessions sponsored by them.

An **honorary committee** is appointed to raise the prestige of the event, as VIP personalities are invited to this committee and become ambassadors. Thanks to the honorary committee we have a chance to reach more participants and get more sponsors.

### 4.3

## Congress secretariat, participant and abstract management

Unlike other events, the congress organiser usually entrusts the recruitment of participants to a contractor. Therefore, the most important factor that determines the success of an event is the organization of an efficient congress secretariat, both during the preparation and execution of the event. **PCO provides comprehensive secretarial services**, using its own or licensed meeting management systems based on procedures developed over many years of experience in this field.



As part of its secretariat work, the PCO provides the following services:

- **online registration and contact with participants:** sending out invitations, announcements, newsletters, maintaining an electronic database, accepting registrations, sending out confirmations, constant correspondence with participants and guests, registering payments for participation, clarifying and prompting payments, confirming payments, issuing invoices and other accounting documents for participants; all participant registration activities are performed on an ongoing basis as registrations arrive;
- **cooperation with the commissioning party:** preparation of reports, coordination of the programme, handling of abstracts, correspondence with reviewers, correspondence with authors – correspondence concerning the programme and abstracts with authors, reviewers, and the commissioning party is carried out on an ongoing basis, as needed, and in accordance with the deadlines set by the commissioning party for the submission, evaluation and confirmation of abstracts; PCO periodically (usually once a month, but it can be agreed otherwise) prepares reports on the state of preparations for the congress for the commissioning party;
- **supervision over all subcontractors and suppliers** in the scope of the realisation of the established programme, **conclusion of agreements with subcontractors and suppliers** - catering, audio-visual equipment, hotels, transport, supervision over the arrangement of the conference facility, etc.; after the ordering party's approval, PCO concludes agreements with subcontractors and information about arrangements with them is included in reports prepared for the ordering party
- **updating the congress website** - the content is posted on an ongoing basis, as agreed with the commissioning party.



The registration and management of participants is carried out by the PCO using a participant management system that works as follows:

- After entering data and limits, the system automatically generates a registration form to be inserted in the website.
- Interested persons apply for participation in the event by filling in the online registration form.
- The system sends each time a confirmation e-mail to the participant.
- The information sent by participants is collected and organised by the system, and the organiser can manage it through the administration panel, keep track of the number of applications and generate detailed reports in Excel format.
- The system provides advanced tools for displaying, sorting, filtering and modifying data.
- The system enables easy management of the accommodation base and additional events.
- The system enables the generation of dedicated reports taking into account selected aspects of the congress.
- The system supports various forms of payments for participation (including online payments) and facilitates their monitoring by the organiser.
- The system enables automatic issue of pro forma and VAT invoices.
- The system supports submission of abstracts and articles, their reviewing and generation of the book of abstracts.
- The system enables automatic badge printing and control of access to particular rooms and events within the congress.

# ORGANISATION OF CONGRESSES

18

**The system allows the fields of the registration form to be defined in detail:** basic data (name, surname, telephone, e-mail address), the option of an accompanying person, professional data, dietary wishes, but also other information dedicated to the event. You also define the types of participation (e.g. standard participant, association member, student, speaker, etc.) and the participation fees broken down by type of participation and registration deadline (early, standard, late registration). For each type of participation, it is possible to set:

- availability conditions: unconditional – available to everyone, using a common password - reusable, using individual one-time codes, using a company password – reusable, results in assignment to a particular company – payer;
- hidden charges – charges may be visible or hidden for the registering participant;
- mass/group registration option - simultaneous registration of two or more persons with the same registration parameters or serial registration – simultaneous registration of two or more persons with individual registration parameters.

One main form is visible on the event website, but additionally **dedicated forms** can be defined, e.g. for invited guests, speakers, media. These forms can be sent to selected groups of participants using an active link and are not visible to standard participants, and all data entered using dedicated forms is collected in one common database together with data collected using the main form.

**Confirmation of registration is automatic** – upon registration the participant will receive an auto generated message from the organiser. If the completion of the registration process requires the organiser's approval (in the case of preferential registration conditions which are available after verification, e.g. if the person is a member of a given organisation and is entitled to a reduced fee), then the participant will automatically receive a notification and, after verification by the administrator, a final registration confirmation.

**In addition to the basic congress registration, participants can select and book or purchase a number of additional options, e.g.:**

- participation in additional sessions or workshops, requiring separate registration,
- accommodation in hotels and other accommodation facilities offered,
- transfers from the airport to the hotel and vice versa,
- participation in additional activities, e.g. excursions or concerts, which may be paid for additionally or free of charge, if the organiser offers this possibility.

**The system allows you to:**

- setting up any number of workshops, sessions, lectures or hotels,
- possibility of detailed description of each added option,
- setting individual limits for places,
- automatic control of the number of submissions.



**The system allows for fully automated management of abstracts submitted by authors, from setting criteria, assigning reviewers, distributing abstracts to reviewers, qualifying abstracts as oral or poster presentations after evaluation by reviewers, to generating materials for print or electronic versions.**

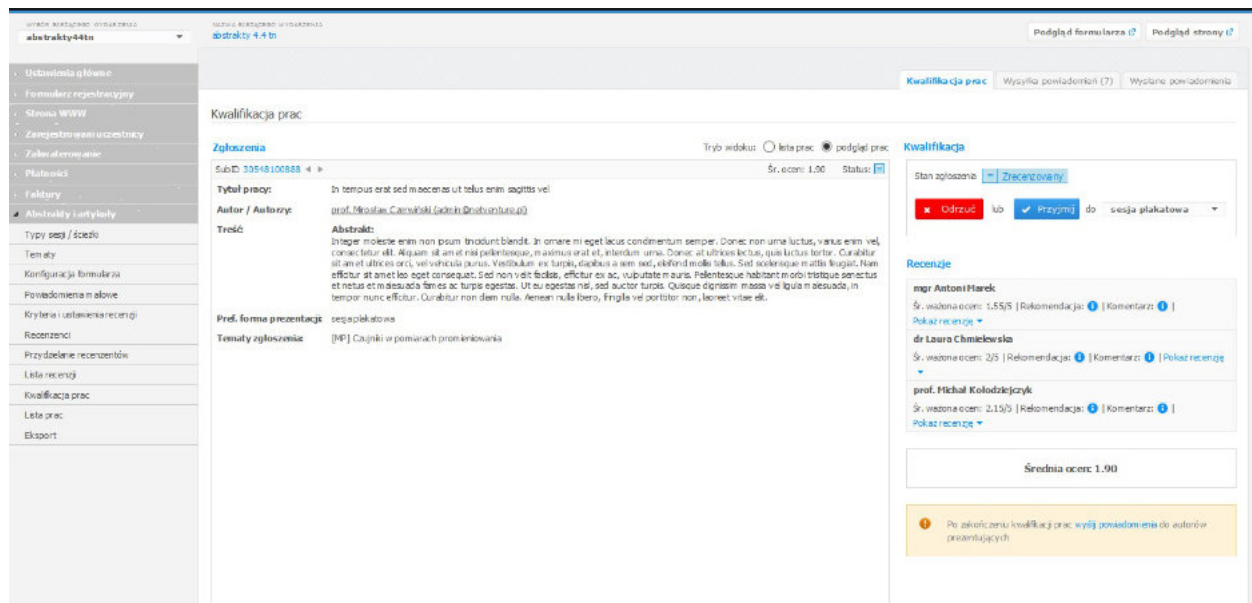


Figure 9 – The abstracts management module

### The abstract and article system module includes the following steps:

- Accepting submissions** using an online form that includes the following fields: preferred session type/presentation form, selection of the track/topic of the paper from the drop-down list, title of the paper, author details, presenter details, submission content fields (max. 6 fields) in the text submission option or an upload type field for uploading a Microsoft Word or PDF file, keywords, additional consents sections if required.
 

The person submitting a paper in the abstracts module automatically receives an active link that allows him/her to edit the paper in the system and make changes until the editing is blocked. Editing is blocked after the submission deadline, when the module is made available to reviewers.
- Reviews of submissions** – the system enables setting any number of partial grades, additionally a yes/no recommendation option, a blind review option (the reviewer does not see the authors' data), introducing a list of reviewers with access for each reviewer to an individual panel, defining the rules of assigning reviewers (reviewer-author conflicts: the reviewer is an author, the reviewer has a similar email to the author of the paper), automatic or manual email notifications with an invitation to review.
- Qualification of papers** by the administrator based on partial marks and recommendations, sending notifications to authors about acceptance or rejection of papers.
- Acceptance of articles/presentations** – the system allows authors, after receiving notification of the qualification of the work, to log back into their account and upload the file with the article/presentation in Microsoft Word or PDF/Power Point format.
- Data export** – the system enables the export of works collected in the system (all works or works with a specific status: new, under review, reviewed, accepted, rejected). Available export formats: excel in tabular form, word in simplified or extended text format, ZIP archive containing all attachments.

# ORGANISATION OF CONGRESSES

20

**The correct setting of presentation types, tracks and topics to choose from allows reviewers, and later the organiser, to quickly select abstracts to present in the congress programme.**

The system handles orders from exhibitors and partners via a dedicated form, where they can choose from a schedule of both exhibition space and rooms for workshops or satellite sessions. The form for companies includes all advertising, sponsorship and exhibition options.

Exhibition space options: free, reserved, occupied

Options for rooms for workshops and satellite sessions: by date, capacity and location: free, booked, occupied.

Registration for workshops and corporate sessions can be available in the main form for all participants or in a dedicated form for selected groups of participants.

Control of access to rooms/zones - the system provides a comprehensive solution for controlling participants' access to rooms/zones/sessions during the congress. The system makes it possible, among other things, to

- Controlling the access of participants to rooms/zones
- Monitoring attendance at sessions or zones + monitoring of room occupancy
- Recording of attendance times of participants in sessions or rooms/zones
- Recording of handouts or materials issued to participants

The system supports both the most popular technologies for automated attendee identification - proximity and optical.

## 4.4 Visualisation and organisation of congress space

The organisation of a congress requires a dedicated congress space arrangement, starting with visualization.

**Visual identification of the congress** – all information media should be prepared in accordance with the graphic design of the congress: website, an-

**Personal data**

Gender\*  Male  Female

First name\*

Surname\*

Title

Telephone\*

E-mail\*

Street and number

Postcode

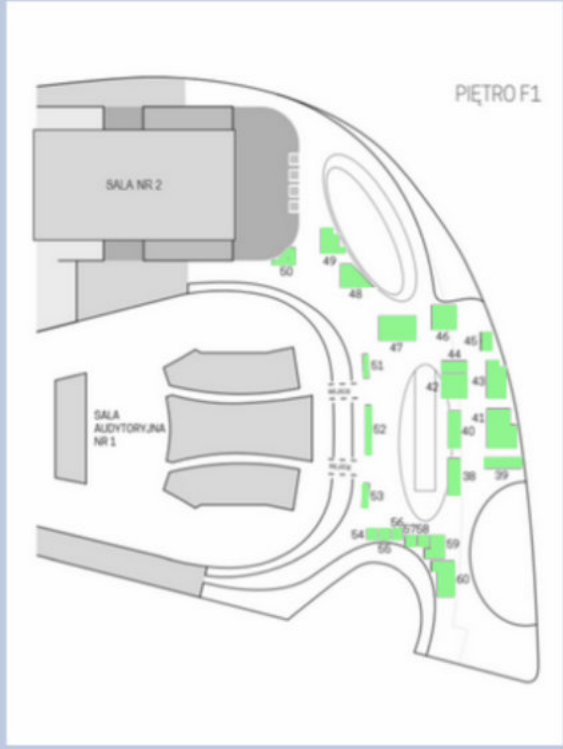
City

Country

**Reservation of exhibition space**

Ground floor

First floor



**Rooms for workshops and meetings**

03.03.2021

04.03.2021

05.03.2021

06.03.2021

Fig. 10 – Interactive form for exhibitors and partners

# ORGANISATION OF CONGRESSES

21

nouncements, interior design, signage - banners, roll-ups, lifts, information boards, etc.; preparation and printing of congress publications.

## PCO's congress space organisation services usually include:

- organisation of on-site congress reception (preparation of reception area, provision of hostesses, issuing of badges, congress materials, option of fast registration by means of individually generated codes for all participants, sent by e-mail with the last organisational message); in the congress reception area there is a possibility to prepare separate stands for registered participants, invited VIP guests and companies/sponsors;
- preparation of a separate information desk, where people will provide necessary information about the congress, and a desk with tourist information (including hotel information);
- identification of audio-visual security in the conference rooms, provision of equipment required for the smooth running of scientific sessions, technical support in each room during the congress;
- arrangement and provision of promotional stands for congress partners, preparation of offers with packages for potential sponsors and partners, making arrangements with them for their participation and presentation during the congress; all arrangements and commitments for sponsors and partners require the approval of the commissioning party;
- providing touch screens or traditional boards for poster presentations;
- providing proper directional signage in the congress areas;
- providing medical, security and technical services in agreement with the venue manager and the commissioning party.



4.5

## Pre-, Post-Congress Tours, accompanying programme

**Every congress is accompanied by social events.** The scope of this offer is practically unlimited, usually the destination offers participants the best it has to offer. Through the extensive accompanying offer (especially attractive pre- and post-congress excursions), there is a greater chance that congress participants will come with accompanying persons. This, of course, contributes to increased sales of additional attractions.

### Examples:

**Local half-day, full-day excursions**, e.g. tour of the Old Town in Krakow, tour of the Schindler Factory in Krakow, excursion to the Wieliczka Salt Mine.

**Congress pre-tours and post-tours** are combined with one or more overnight trips to tourist attractions in the country where the congress takes place, e.g. when the congress takes place in Warsaw - a trip to Krakow or Gdansk.

Both short and multi-day excursions are offered at an additional cost to congress participants.

The programme for accompanying persons includes excursions and activities for accompanying persons while the delegates are attending the congress, e.g. a **spa & wellness programme**. The



# ORGANISATION OF CONGRESSES

22



programme for accompanying persons is included in the registration fee for accompanying persons (this usually covers excursions and participation in the evening social programme).

**Social programme** – is organised for congress participants as well as for accompanying persons, and these are usually **cocktails, banquets, gala dinner, picnics**, etc. Some of these attractions may be included in the registration fee and do not require participants to pay extra. Some may be payable to participants extra beyond the congress fee and are then optional.

**Technical excursions** – often the organisers invite participants to visit places related to the industry for which the congress is organised. Such tours are attractive to participants because of their professional experience. Technical excursions are usually included in the congress fee and do not require the payment of an additional fee.



1. Present the range of PCO services.
2. Characterise the range of conference service providers: DMC, AMC.
3. Discuss the importance of the organising committee, scientific committee and honorary committee.
4. Characterize the services provided by the PCO secretariat.
5. Explain the operation of the participant management system that conducts registration and participant services.
6. Explain the operation of the abstract and article system module.
7. Present the principles of visualization and organization of congress space.
8. Give examples of Pre- and Post-Congress Tours and the accompanying programme.



# TRADE FAIRS, EXHIBITIONS

23

## 5.1 Definitions, types, functions of trade fair

**Trade fairs are economic, social and cultural events serving the development of enterprises, the economic promotion of goods and services and direct human relations in business.**

It is closely linked to the development of an open and diversified economy and plays an important role in regional and national development. It is a place for face-to-face meetings within an organised market, on a regular basis, at a fixed location, at a predetermined starting date and with a strictly defined duration. The participants in trade fairs are exhibitors and visitors. **The purpose of trade fairs is to enable all participants to present models of products, goods or services in order to promote them and to carry out future business transactions.**

**B2B Trade Fair** – a trade fair organized for participants in the B2B market (business to business), gathering mainly professionals from a given industry who have a hobby or professional interest in the subject matter of the event.

**B2C Trade Fair** – a trade fair organized for participants in the B2C market (business to customer), oriented to the mass customer (final buyers of exhibited products).

**Exhibitor** – an entity (person, company or other organisation) renting autonomous and separate exhibition space for the duration of a trade fair in order to present a trade fair offer (on its own behalf or on behalf of another entity). For this purpose, the exhibitor, among others, sets up his own stand or rents a ready-made stand, arranges the display, engages personnel to carry out specific marketing tasks.

**Visitor (trade fair visitor)** – a person visiting an exhibition who has come to the trade fair with the intention to accomplish specific (commercial, marketing or other) objectives. According to European standards, a visitor is defined as a person who has bought an admission ticket to an exhibition or has used an invitation (entry card).

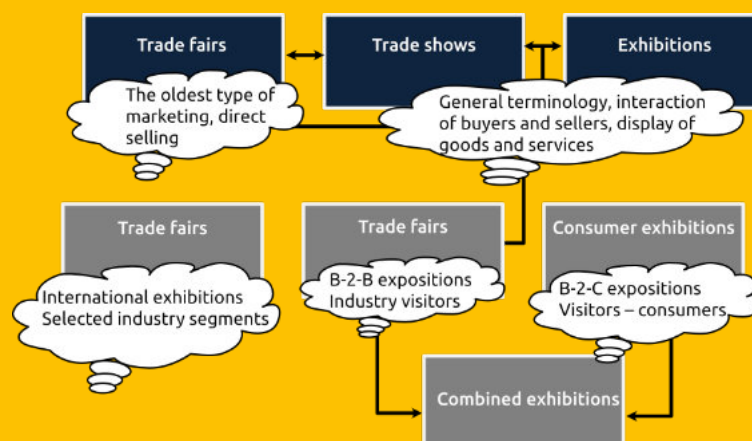


Fig. 11 – Types of trade fairs and exhibitions – source <http://polfair.pl>

**Trade fairs can be divided according to geographical or business criteria.** Geographic criteria refer to the scope of the event and can be divided into international, national and regional. The business criteria refer to the industry for which the fair is organised: industry-wide, multi-branch or single-branch. B2B and B2C trade fairs appear in the above definitions, which means that trade fairs can also be organised for consumers.

## TRADE FAIRS, EXHIBITIONS

## 5.2 Aims of participation in trade fairs

Trade fairs are economic events organised for visitors and exhibitors. The latter, in order to meet as many potential customers as possible, pay exhibition stand fees to the organisers. The range of trade fairs on offer is very wide, and exhibitors have the right to choose which to attend in order to achieve their business objectives. Therefore, **exhibitors first assess the potential of these events in terms of their target group, the reach of the show, its repetition, the cost of a stand, the importance of the show to the market.** Then they set objectives and measures to achieve these goals, as well as a timeframe within which these objectives should be met. Examples of objectives and measures are given in the table below.

| Objectives  | Measures  |
|---|---|
| Increasing sales                                    | Number of orders  |
| Increasing the scope of sales                       | Number of total orders, for different target groups   |
| Increasing the scope of distribution                | Number of professionals and regular visitors  |
| Attracting new market segments/consumer groups      | Number of contacts with new customers (e.g. by region, industry, sales channels)  |
| Increasing or maintaining market share              | Sales compared to the previous year's trade fair  |
| Familiarising visitors with the product range       | Number of visitors, number of contacts with existing / new customers, number and quality of press releases, number of brochures and samples distributed |
| Inducing/improving brand loyalty, product awareness | Questionnaires among visitors concerning company knowledge, recall of new products, brand knowledge or product features                                 |

Table 2 – Objectives and measures of trade fair participation – source: UFI


In order to achieve its objectives, the exhibitor has to define the scope of its communication activities in addition to buying an exhibition stand. These promotional activities around trade fair participation are built on four elements: advertising, personal selling, sales promotion and public relations. In order to achieve maximum business benefits, these activities must be correlated with the exhibitor's marketing strategy, as usually participation in the trade fair is not the only promotional activity of the entrepreneur.

In order to prepare properly for participation in the trade fair it is worth preparing a schedule of activities before, during and after the trade fair.

Below is an example of a schedule

## TRADE FAIRS, EXHIBITIONS

25



| Period                |           | Planned action   |
|-----------------------|-----------|--|
| Before the trade fair | 12 months | <ul style="list-style-type: none"> <li>– determination of the goals to be achieved by participating in trade fairs</li> <li>– selection of the trade fair</li> <li>– analysis of terms of participation and regulations</li> <li>– determination of financial needs and budget for participation in the trade fair</li> <li>– decide on the construction and send out requests for quotations to companies that sell or rent exhibition systems</li> <li>– send application for participation, requirements for exhibition space and advance payment to organizer</li> </ul> |
|                       | 6 months  | <ul style="list-style-type: none"> <li>– selection of the company which will deliver the exhibition set-up</li> <li>– acceptance of the stand design</li> <li>– definition of promotional forms to be used during the trade fair</li> <li>– specifying the scope of the offer to be presented at the fair</li> <li>– study of the hall plan provided by the organizer</li> </ul>   |
|                       | 3 months  | <ul style="list-style-type: none"> <li>– making reservations for hotel or accommodation</li> <li>– start preparation of advertising material e.g. brochure, catalogues</li> <li>– sending information on the exhibitor to the organizer for inclusion in the exhibition catalogue</li> <li>– undertaking promotional activities aimed at informing existing and potential customers about the company's participation in the fair</li> </ul>   |
|                       | 2 months  | <ul style="list-style-type: none"> <li>– selection of staff for the stand</li> <li>– ordering of stand equipment and service elements, e.g. flowers, cleaning service, appropriate installations</li> <li>– check of the exhibition system</li> </ul>  |
|                       | 1 month   | <ul style="list-style-type: none"> <li>– arrangement of stand assembly and dismantling details</li> <li>– training of stand staff</li> <li>– checking the preparation of all elements needed for a proper appearance at the fair</li> <li>– send invitations and free trade fair entry cards to customers with whom the exhibitor wishes to talk at the stand</li> </ul>   |
|                       | 1 week    | <ul style="list-style-type: none"> <li>– checking the departure details of the stand staff</li> <li>– shipping of exhibition equipment</li> <li>– preparation of all items related to the proper functioning of the stand (office supplies, entry cards, etc.)</li> <li>– supervision of stand assembly</li> <li>– conducting a short training for the trade fair team members</li> </ul>  |
| During the trade fair |           | <ul style="list-style-type: none"> <li>– adjustment of the trade fair participation plan to the situation on the day of the event</li> <li>– supervision of stand operation, controlling and motivating staff, coordination of marketing activities etc.</li> <li>– care for the execution of activities in accordance with the objectives set out before the participation in the fair</li> </ul>   |
| After the trade fair  |           | <ul style="list-style-type: none"> <li>– supervise disassembly of the stand and return of elements of the exposition</li> <li>– evaluation of the effectiveness of marketing activities carried out during the fair</li> <li>– preparation of a report on the participation in the trade fair</li> <li>– maintaining contacts established during the trade fair</li> </ul>   |

Table 3 – Schedule of preparations connected with trade fair appearance – source: M. Gębarowski  
*Współczesne tragi – skuteczne narzędzie komunikacji marketingowej*

## TRADE FAIRS, EXHIBITIONS

## 5.3 Trade fair organizers and exhibition centres

Poland is the biggest fair market in the Central and Eastern Europe and Polish fair organisers, led by MTP Group (Międzynarodowe Targi Poznańskie) and Targi Kielce, are the leaders in this region. Polish fair companies organise about 200 professional fairs every year, including trade fairs in many sectors of the economy, valued by exhibitors and visitors, as well as events intended for consumers and the general public. Poland's professional trade fair and conference venues offer high-quality indoor exhibition space totalling nearly 500,000 sq. m., which places the Polish trade fair market 16th in the world. Polish companies providing design, construction and furnishing of trade fair expositions are distinguished in Europe and in the world as suppliers of top quality specialist services, without which trade fairs cannot take place. No trade fair would be complete without trade fair transport and forwarding companies, suppliers of multimedia and many other complementary services.\*

## TARGI W POLSCE 2011-2019\*

Exhibitions in Poland 2011-2019 \*

Targi w Polsce w latach 2010 – 2019

| Parametry  | 2011      | 2012      | 2013      | 2014      | 2015      | 2016      | 2017      | 2018      | 2019      |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Liczba targów / Number of exhibitions  | 208       | 221       | 216       | 214       | 200       | 211       | 193       | 201       | 192       |
| Całkowita wynajęta powierzchnia targowa (m kw.) / Total contracted exhibition space (sq.m) | 675 907   | 742 369   | 682 469   | 817 481   | 764 908   | 838 234   | 785 187   | 870 838   | 786 178   |
| Liczba wystawców ogółem / Total number of exhibitors                                       | 28 770    | 27 810    | 27 828    | 28 799    | 28 392    | 28 896    | 26 645    | 27 381    | 26 076    |
| Liczba wystawców międzynarodowych / Number of international exhibitors                     | 4 627     | 4 461     | 4 380     | 4 790     | 4 674     | 4 753     | 5 853     | 6 240     | 5 468     |
| Liczba zwiedzających <sup>1/</sup> Number of visitors                                      | 1 126 267 | 1 162 391 | 1 249 352 | 1 378 209 | 1 436 083 | 1 539 000 | 1 503 313 | 1 621 052 | 1 584 235 |

\*Dane uwzględniają wyłącznie statystyki targów w Polsce poddanych audytowi CENTREX – Międzynarodowego Związku Statystyk Targowych.

\*Data refers only to Polish exhibition statistics audited by CENTREX – International Exhibition Statistics Union.

Table 4 – Fairs in Poland in 2019 – source: Raport Polskiej Izby Przemysłu Targowego \*

Statistics of 192 fairs organised in 2019 (compared to 193 fairs in 2017) collected by the auditor CENTREX, who reported and audited thirteen leading trade fair organisers in Poland, including twelve belonging to PIPT. These fairs took place in 16 cities and towns. The largest number of fairs was organised in Poznan and Kielce. These were trade fairs (for professionals), consumer fairs (for the general public), as well as fairs in a mixed formula. In Poland, as in the rest of the world, there is a tendency for an increase in the number of exhibitions addressed to end users of the offer, for the general public. The largest number of fairs in Poland took place in the sectors: "Leisure, Hobby and Entertainment" (41) and "Industrial Engineering, Machinery and Ironmongery" (20). Customers were also interested in industries such as: "Food, beverages, HoReCa" (14), "Real Estate" (13), "Construction, infrastructure" (10), "Health, optics, medical equipment" (10)". \*



## TRADE FAIRS, EXHIBITIONS

27

The list of the most important fair organisers in Poland is presented below. Some of them, namely Międzynarodowe Targi Poznańskie, Targi Kielce, Targi w Krakowie, Międzynarodowe Targi Gdańskie, Targi Lublinskie, EXPO Mazury are also operators of exhibition centres in their cities.

|     |  |  |
|-----|--|--|
| 1.  | Beauty In sp. z o.o. Press sp.k.               | ul. Narutowicza 75e/19, 90-132 Łódź; tel. +48 42 668 63 30; redakcja@lne.pl; <a href="http://www.lne.pl">www.lne.pl</a>  |
| 2.  | Exactus Ewa Mastalerz, Marek Wiktorowski sp.J. | al. Kościuszki 17, Ip., 90-418 Łódź; tel. +48 42 632 28 66; fax +48 42 632 28 59; info@exactus.pl <a href="http://www.exactus.pl">www.exactus.pl</a>   |
| 3.  | Expo Mazury S.A.                               | ul. Grunwaldzka 55, 14-100 Ostróda; tel. +48 89 506 58 00; +48 89 647 78 77; sekretariat@expomazury.pl; <a href="http://www.expomazury.pl">www.expomazury.pl</a>   |
| 4.  | Interservis sp. z o.o.                         | ul. Łąkowa 11, 90-562 Łódź; tel. +48 42 637 12 15; +48 42 637 13 59; +48 42 637 27 58; fax +48 42 639 79 80; <a href="mailto:biuro@interservis.pl">biuro@interservis.pl</a>  |
| 5.  | Międzynarodowe Targi Gdańskie S.A.             | ul. Żaglowa 11, 80-560 Gdańsk; tel. +48 58 554 92 00; <a href="http://amberexpo.pl/">http://amberexpo.pl/</a>  |
| 6.  | Międzynarodowe Targi Poznańskie sp. z o.o.     | ul. Głogowska 14, 60-734 Poznań; tel. +48 61 869 20 00; fax +48 61 869 29 99; info@mtp.pl; <a href="http://www.mtp.pl">www.mtp.pl</a>  |
| 7.  | Murator EXPO Sp. z o.o.                        | ul. Dęblińska 6, 04-187 Warszawa; tel.: +48 22 829 66 80 fax: +48 22 829 66 81; <a href="mailto:biuro@muratorexpo.pl">biuro@muratorexpo.pl</a> ; <a href="http://www.muratorexpo.pl/">http://www.muratorexpo.pl/</a> |
| 8.  | Nowy Adres S.A.                                | ul. Sienna 75, II piętro, 00-833 Warszawa, tel. +48 22 826 54 63; kontakt@nowyadres.pl; <a href="http://www.nowyadres.pl">www.nowyadres.pl</a>   |
| 9.  | Polska Technika Górnicza S.A.                  | al. Korfantego 35, 40-005 Katowice; tel. +48 32 353 70 23; fax +48 32 353 55 60; ptg@ptg.info.pl; <a href="http://www.ptg.info.pl">www.ptg.info.pl</a>   |
| 10. | Targi Kielce S.A.                              | ul. Zakładowa 1, 25-672 Kielce; tel. 41 365 12 22; biuro@targikielce.pl; <a href="http://www.targikielce.pl">www: www.targikielce.pl</a>   |
| 11. | Targi Lublin S.A.                              | ul. Dworcowa 11, 20-406 Lublin; tel. +48 81 458 15 11; fax +48 81 458 15 02; info@targi.lublin.pl; <a href="http://www.targi.lublin.pl">www.targi.lublin.pl</a>  |
| 12. | Targi w Krakowie sp. z o.o.                    | ul. Galicyjska 9, 31-586 Kraków; tel. +48 12 644 59 32; fax +48 12 644 61 41; biuro@targi.krakow.pl; <a href="http://www.targi.krakow.pl">www.targi.krakow.pl</a>  |
| 13. | ZIAD Bielsko-Biała S.A.                        | al. Armii Krajowej 220, 43-316 Bielsko-Biała; tel. +48 33 813 8231; fax +48 33 814 2233; sekretariat@ziad.bielsko.pl; <a href="http://www.ziad.bielsko.pl">www.ziad.bielsko.pl</a>                                   |

Table 5 – Trade fair organisers in Poland – source: Raport Polskiej Izby Przemysłu Targowego \*

\*extract from PIPT Report, Trade fairs in Poland in 2019

The document regulating the rules of participation in trade fairs is usually the statute. Below is an **example of the statute** of the organizer of the Krakow Trade Fair.



## TRADE FAIRS, EXHIBITIONS



## TRADE FAIR REGULATIONS

1/4

**1. General Provisions**

1.1. These Regulations, together with the Appendix and the application form, shall constitute an agreement for participation in the Trade Fair.

1.2. Terms or phrases used in these Regulations shall have the following meanings:

1.2.1. TwK – Targi w Krakowie spółka z ograniczoną odpowiedzialnością with its registered office in Krakow, at ul. Galicyjska 9 (31-586).

1.2.2. Trade Fair – an event organised by TwK.

1.2.3. Regulations – these Trade Fair Regulations.

1.2.4. Appendix – a document being a supplement to these Regulations and specifying dates, deadlines and detailed rules of participation in the Trade Fairs organised by TwK and selected by the Exhibitor.

1.2.5. Exhibitor – a natural person, an organisational unit without legal personality, i.e. a commercial partnership or a legal person conducting a business activity, presenting an offer compliant with the thematic scope of the Trade Fair, who rents a specified area at the Trade Fair.

1.2.6. Co-exhibitor – an entity which, with the knowledge and consent of the Exhibitor and after the registration of its presence with the organiser of the Trade Fair, co-uses the exhibition stand with the Exhibitor and presents its own goods or services using its own staff.

1.2.7. Exhibitor Panel – an electronic platform used for comprehensive handling of the Exhibitor's orders, collection of data on ordered services and equipment and invoicing of orders placed by the Exhibitor in subsequent editions of the Trade Fair.

1.2.8. Exhibitor Registration Fee – a non-refundable handling fee paid by the Exhibitor in accordance with the Regulations, the amount of which shall be determined by TwK, and the obligation to pay which arises in connection with the Exhibitor's submission of the application for participation in the Trade Fair in the Exhibitor Panel.

1.2.9. Trade Fair Grounds – the space where the Trade Fair takes place and the area accompanying it (car parks, roads), immanently connected with the Trade Fair.

1.2.10. Occupancy of an Exhibition Stand – the physical appearance of the Exhibitor's representatives at the Trade Fair to receive the Exhibitor's package (in particular trade fair ID badges).

1.2.11. PMT – Project Manager of a Trade Fair – the TwK employee responsible for a given Trade Fair, indicated on the event website given in the Appendix, under the Contact tab.

1.2.12. Trade Fair Commencement Date – the day, month, year and time of commencement of the first day of the Trade Fair, as indicated in the Exhibitor's Application Form, current at the time of the Exhibitor's submission to the Exhibitor Panel.

1.2.13. Trade Fair Closing Date – the day, month, year and closing time of the last day of the Trade Fair as specified in the Appendix.

1.2.14. Assembly Day – a day or days and hours indicated by TwK in the Appendix during which the Exhibitor is entitled to perform exhibition stand assembly.

1.2.15. Disassembly – the day or days and hours indicated by TwK in the Appendix during which the Exhibitor is obliged to disassemble its stand.

1.2.16. Infrastructure Fee – an additional, obligatory Fee paid by the Exhibitor for ordering undeveloped exhibition space in accordance with the order in the Exhibitor Panel. The Infrastructure Fee includes: disposal of mixed municipal waste; stand cleaning (including: emptying rubbish bins, vacuuming the floor covering/wiping down hard floor surfaces); marking out of the ordered exhibition space; verification of the

technical design of the stand; OHS and fire protection supervision; power supply during stand assembly and disassembly; assembly badges; free parking on assembly days.

1.2.17. Fees – all fees related to participation in the Trade Fair, including those related to the period for the preparation, course and closing of the Trade Fair, which the Exhibitor is obliged to pay, in particular the Exhibitor Registration Fee and the Infrastructure Fees.

1.2.18. Exhibits – objects constituting or representing products, goods or services offered or presented by the Exhibitor during the Trade Fair.

**2. Conditions of participation in the Trade Fair**

2.1. The conclusion of the agreement for participation in the Trade Fair between TwK and the Exhibitor takes place after the Exhibitor sends an application in the Exhibitor Panel, at the moment when TwK confirms the application for participation in the Trade Fair.

2.2. Confirmation of the application for participation in the Trade Fair by TwK takes place by changing the status of the order in the Exhibitor Panel to "accepted for execution" by the date specified in the Appendix.

2.3. The order for exhibition space, stand equipment and any other orders for additional services offered by TwK in connection with the Trade Fair must be placed in the Exhibitor Panel by the dates specified in the Appendix and are binding upon confirmation by TwK. Only orders placed after the commencement of stand assembly can be placed at the Trade Fair reception and are only fulfilled, if possible, upon payment in advance.

2.4. Notwithstanding any other provisions of the Regulations the Exhibitor may forfeit its right to participate in the Trade Fair upon:

- (a) failure to pay any of the Fees by the date specified in the Regulations and the Appendix;
- (b) failure to comply with the provisions of the Regulations and/or the Appendix.

In the above-mentioned cases TwK may submit a statement to the Exhibitor on the termination of the agreement for participation in the Trade Fair without notice.

2.5. In the event of termination of the agreement for participation in the Trade Fair without notice as provided for herein, TwK shall have the right to demand from the Exhibitor payment of the unpaid Fees resulting from the application in the Exhibitor Panel as established at the moment of TwK's statement of termination of the agreement without notice and/or compensation, and the Exhibitor shall not be entitled to a refund of the Fees paid previously.

2.6. TwK may refuse to confirm the application for participation in the Trade Fair without providing reasons. In such a case, it shall notify the Applicant in writing of its refusal to confirm the application for participation in the Trade Fair within the time limit indicated in the Appendix.

2.7. If TwK refuses to confirm participation in the Trade Fair, the Exhibitor shall only be entitled to a refund of the Fees paid by it. The Exhibitor shall not be entitled to any other claims as a result of the refusal to confirm the entry.

2.8. The Exhibitor shall be obliged, at TwK's request, in particular prior to confirmation of its participation in the Trade Fair, to deliver to TwK, within the time limit specified in such request, a Trade Fair participation application form generated from the Exhibitor Panel and signed by the Exhibitor or the person authorised to act on behalf of the Exhibitor with a handwritten signature or a qualified electronic signature. For the request to be effective, it is sufficient for TwK to submit it in documentary form and send it to the e-mail address

provided by the Exhibitor in the Exhibitor Panel.

**3. Terms of Payment**

3.1. The amount of Fees for participation in each Trade Fair is specified by TwK in the price list in the Exhibitor Panel or in the Appendix.

3.2. The net price is the guaranteed price, while the gross price is determined by adding VAT at the applicable rate.

3.3. The Exhibitor is obliged to pay the Fees in full by the date specified in the Appendix.

3.4. Payment may be made in instalments, in accordance with the rules set out in the Appendix.

3.5. In order to occupy an exhibition stand, it is necessary to document payment of all fees or to settle them on the spot.

3.6. All bank transfer costs and exchange rate differences shall be borne by the Exhibitor.

3.7. TwK issues invoices without value added tax (VAT) for the Fees to foreign contractors, provided that the recipient is not a company with its registered office or permanent place of business in Poland. In order to issue an invoice without the value added tax (VAT) to foreign contractors, it is necessary to provide the EU VAT ID in the Issuer's Panel and, in the case of a contractor from outside the EU, to provide TwK with a document confirming business activity in a given country.

3.8. All advance payments and Exhibitor Registration Fees credited to TwK's bank account on the last working day of a given month will be invoiced on the first working day of the following month at the earliest.

3.9. In the event that advance invoices documenting prepayments made cover the entire payment for services rendered, TwK will issue a final (settlement) invoice after the service has been rendered only upon the request of the issuer, provided that such a request is received by TwK in time to enable the issuance of the invoice within the statutory deadline (by the 15th day of the month following the month in which the service has been rendered).

**4. Withdrawal and Resignation from Participation in the Trade Fair**

4.1. In the event that the Exhibitor submits to TwK a statement of withdrawal of its participation in the Trade Fair within the time limit specified in the Appendix, all amounts paid by the Exhibitor shall be refunded, except for the Exhibitor Registration Fee. Settlements with the Exhibitor relating to withdrawal of participation in the Trade Fair will be made within 30 days of the Trade Fair Closing Date.

4.2. In the event of the Exhibitor's statement of withdrawal from participation in the Trade Fair being submitted to TwK within a period shorter than that specified in the Appendix or the Exhibitor's failure to occupy a stand, the Exhibitor shall be obliged to pay the full amount resulting from the orders placed and all documented costs incurred by TwK in connection with the Exhibitor's registration and subsequent withdrawal from participation in the Trade Fair or failure to occupy a stand.

4.3. The Exhibitor is obliged to submit the declaration of withdrawal from participation in the Trade Fair in writing under pain of nullity; however, the withdrawal shall be qualified as resulting from 4.1 or 4.2. The date of the postmark or the date of confirmation of submission of the statement to TwK's registered office shall be decisive. An electronic form of this statement is acceptable provided that it is signed by a person authorised to represent the Exhibitor with the use of a secure qualified electronic signature and delivered to the e-mail address indicated in the Appendix.





## TRADE FAIRS, EXHIBITIONS



## TRADE FAIR REGULATIONS

2/4

**5. Design and development of exhibition space, stand****5.1. Ready-built space**

5.1.1. If the Exhibitor orders a ready-built space, TwK provides the construction of the stand in the octagonal system with the equipment described in the Exhibitor Panel.

5.1.2. Any changes to the stand equipment and ordered media submitted by the Exhibitor after the deadline indicated in the Appendix will be implemented as far as possible. The Exhibitor relinquishes all potential claims against TwK if TwK cannot implement changes submitted after the indicated deadline.

5.1.3. It is forbidden to place Exhibits or advertising materials on the stand walls by means of a technique that causes or is likely to cause permanent damage to the stand walls. In the event of damage, TwK will charge the Exhibitor with the additional costs of repairing the damage caused.

5.1.4. TwK reserves the exclusive right to adapt the outer walls of the stand.

**5.2. Undeveloped space**

5.2.1. The Exhibitor who orders an undeveloped space and subcontracts the stand construction to an entity other than the one indicated by TwK shall be obliged to familiarize itself with the technical, fire safety and OHS regulations for the stand construction contractors specified in the Appendix; to inform TwK of the name of the stand construction contractor; and shall, no later than 30 days prior to the commencement of the stand construction/arrangement, submit a ready stand construction/arrangement design for TwK's approval. The design should present two projections of the structure with indication of its height, be legible and include the necessary description. The submitted design should cover the allocated space, be compliant with the construction law and other regulations and standards applicable in Poland and with the Trade Fair regulations. The Contractor shall obtain approval for the design before commencing development. In the event of non-acceptance of the design referred to above, TwK may deny access to the Trade Fair grounds to the entity having to carry out such development, and the Exhibitor waives any potential claims against TwK on this account. A statement by TwK on refusal of access to the Trade Fair grounds for the reasons specified above shall at the same time constitute a termination of the agreement for participation in the Trade Fair without notice.

5.2.2. The Exhibitor ordering undeveloped space is obliged to pay the mandatory Infrastructure Fee resulting from the ordered space in the amount indicated in the Appendix.

5.2.3. The Exhibitor who orders undeveloped space and subcontracts the construction of a stand to an entity other than the one indicated by TwK is obliged to place its stand number in a visible place. If no number is available, TwK may perform this service for an additional Fee in accordance with the price list in the Exhibitor Panel.

5.2.4. The entity constructing/arranging an individual stand shall be obliged to hold proprietary copyrights or licences to individual stand designs produced for the purposes of the Trade Fair. TwK shall not be liable to third parties for any infringement of intellectual property rights by the entity performing the development/arrangement of the space ordered in the Exhibitor Panel.

5.2.5. By submitting the completed design for approval to TwK, the Exhibitor declares that it owns the copyrights or, as the case may be, the appropriate licences to the submitted design, and that the design does not infringe any third party's intellectual property rights.

5.3. TwK reserves the right to change the allocated stand location without incurring any liability on this account.

5.4. The Exhibitor is obliged to assemble the stand and disassemble it within the deadlines provided in the Appendix.

5.5. The Exhibitor is liable for its own acts and omissions and those of third parties it uses in connection with its participation in the Trade Fair, including for compliance with these Regulations, all regulations indicated in the Appendix, technical, fire and safety regulations and fire safety instructions in force on the Trade Fair grounds and for damage caused to TwK or third parties. If a breach of the above-mentioned regulations is found, TwK shall be entitled to demand that the breaches be discontinued, and if they are not discontinued, TwK may terminate the contract with the Exhibitor without notice.

5.6. It is forbidden for building contractors to disturb the structure of floors, walls, ceilings and to make any permanent changes in the Trade Fair Grounds. In the event that damage is found, TwK will charge the Exhibitor with the additional costs associated with the removal of the damage caused.

5.7. Upon completion of stand assembly and disassembly, the Exhibitor shall be obliged to remove all residues (cardboard boxes, foils, boards, etc.) from the Trade Fair grounds. If the area is left untidy, TwK will order cleaning works at the Exhibitor's expense.

5.8. Electricity, water and sewage, compressed air and Internet connections may only be made by persons authorised by TwK after they have been ordered in advance in the Exhibitor Panel.

5.9. All electrical, water and compressed air installations must not be put into operation until they have been accepted and released for use by an authorised employee designated by TwK.

5.10. All ordered media are available at the stand only during the hours the Trade Fair Grounds is available for Exhibitors. The need for round-the-clock access to the ordered media must be reported in the Exhibitor Panel.

5.11. Any faults in the supply of utilities must be reported immediately to the reception of the Trade Fair. TwK is not liable for damages resulting from irregularities on the part of the Exhibitor or caused by a failure of the utility provider. In the event that a defect is not reported immediately, TwK is entitled to charge the Exhibitor with the costs of removing the defect and the costs of repairing the damage caused.

**6. Co-exhibitors**

6.1. The Exhibitor is obliged to register Co-exhibitors. TwK reserves the right to refuse to confirm participation in the Trade Fair without giving reasons.

6.2. The Co-exhibitor is obliged to comply with the Trade Fair Regulations and any rules and regulations listed in the Appendix, and the Exhibitor is liable for its actions as for its own.

6.3. The Co-exhibitor shall have the rights of the Exhibitor, provided that the Exhibitor orders and pays for the Co-exhibitor Package in the Exhibitor Panel or the Co-exhibitor pays for it itself.

6.4. The Exhibitor shall not be entitled to sublet any further developed or undeveloped space or to transfer it in any form to any other person.

**7. Exhibits**

7.1. Exhibits must be located inside the stand, may not be placed in passageways, and equipment demonstrations must not impede or prevent the safe movement of participants or disturb their peace.

7.2. TwK reserves the exclusive right to provide serv-

ices of hanging construction and advertising elements to hall ceiling structures (girders).

7.3. TwK reserves the right to refuse to confirm the installation or placement of the Exhibits or to require the Contractor to cease displaying the Exhibits without giving reasons and without incurring any liability on this account.

7.4. The placing on the stand of Exhibits that require special security measures or the need to meet special technical conditions may only take place with the written approval of the PMT.

7.5. If the Exhibits require the provision of certain conditions, the Exhibitor is obliged to obtain written confirmation from TwK that these conditions can be met.

7.6. The Exhibits must comply with safety standards, fire regulations and be marked in accordance with the requirements of the State Labour Inspection, they must not breach the rights and freedoms of third parties, and in particular they must not contain content that is vulgar, defamatory, offensive, promoting or justifying any form of intolerance, etc.

7.7. The Exhibitor shall be solely responsible for the Exhibits, in particular for any damage caused by them, their inadequate protection (also during the time they remain in the exhibition space after it has been closed to the public), as well as for their compliance with all legally required standards and the possession of the necessary certificates and approvals.

7.8. The Exhibitor is obliged to own the copyrights, licences and other rights to the Exhibits on the exhibition stand and used by the Exhibitor in connection with participation in the Trade Fair. TwK is not liable for the breach by Exhibitors of any intellectual property rights (including, in particular, industrial design, utility model, trademark) or copyright of third parties.

**8. Transport**

8.1. The import/export of goods by Exhibitors from countries outside the European Union means the entry/exit of goods into the customs territory of the European Community and gives rise to the obligations laid down in customs legislation, unless international agreements provide otherwise. Exhibitors from a non-member state of the European Community should familiarise themselves with the applicable provisions of Community law (Community Customs Code, Common Customs Tariff) and the internal law of the Republic of Poland (Customs Act and executive provisions).

8.2. In the event that TwK is designated – after receiving approval from TwK – as the consignee for the shipment of the Exhibits, the Exhibitor waives all claims against TwK for non-delivery, damage, improper transport or storage.

8.3. The Exhibitor is obliged to carry out, at its own cost and responsibility, all necessary customs clearance enabling the presentation of the Exhibit at the Trade Fair.

8.4. The need for the use of cranes, fork lifts, etc. shall be notified by the Exhibitor to the PMT by the deadline indicated in the Appendix. The Exhibitor is obliged to notify the PMT by the deadline indicated in the Appendix. Exhibits of large size or weight that require setting up prior to stand construction must be notified to the PMT before a stand location is granted. TwK reserves the right to change the stand location due to the technical parameters of the Exhibits.

8.5. The storage of packaging, deposit of Exhibits, auxiliary and other materials is to be arranged individually with the TwK shipper or directly with TwK.

8.6. The official shipper of TwK is the entity indicated in the Appendix.







## TRADE FAIR REGULATIONS

3/4

**9. Catalogue, advertising, accompanying events, demonstrations and presentations at the stand**

9.1. The entry in the trade fair catalogue shall be provided via the Exhibitor Panel, in accordance with the requirements indicated therein, by the deadline specified in the Appendix. TwK reserves that materials sent by other means, in other forms and/or after the deadline specified in the Appendix may not be included in the trade fair catalogue.

9.2. From the moment of the delivery of the entry to the trade fair catalogue by the Exhibitor, the Exhibitor declares that it has the proprietary copyrights to the materials and consents to the free use by TwK, without time or territorial limits, of the materials provided to TwK in connection with the entry, in particular the logo, other textual, graphic, photographic or film materials, in information, promotional and advertising materials connected with the Trade Fair within the scope of recording by any technique without quantitative limits on any carrier, reproduction without quantitative limits in any technique, including printing, through electronic recording on any medium, introduction into computer memory and multimedia networks without quantitative limits, including transmission within the aforementioned networks, distribution, including placing on the market, broadcasting with the use of vision, reproduction and exhibition, making available to the public in such a way that everybody can have access to them.

9.3. The Exhibitor undertakes to fully satisfy the claims of third parties in the event that such third parties file claims against TwK for breach of intellectual property rights in connection with TwK's use of the materials referred to in Item 9.2.

9.4. TwK shall not be liable for editorial errors and omissions in the trade fair catalogue nor for the print quality of the materials submitted which do not comply with the specific guidelines indicated for them in the Exhibitor Panel.

9.5. It is forbidden to photograph or film other people's Exhibits presented at the stands during the Trade Fair without the consent of those concerned.

9.6. TwK reserves the right to film and photograph the stands, as well as to document the course of the accompanying events and to use these materials for its own purposes without any obligation towards the Exhibitors or any third parties. The Exhibitor declares that the above will not breach any intellectual rights of third parties, as well as that it has, including the right to transfer it to TwK, permission to disseminate the image of the Exhibitor's representatives and persons manning the Exhibitor's stand and hereby grants TwK, without time and territorial restrictions, free permission to disseminate the image of those persons. The Exhibitor is obliged to repair any damage which TwK may suffer or become liable for, or which it may be obliged to make good in connection with any claim made against TwK as a result of the Exhibitor making the false statement referred to above.

9.7. TwK is not liable for breach of the rights of Exhibitors or third parties resulting from their legal protection of the invention, industrial design, copyright etc.

9.8. The maximum individual sound level of the stand may not exceed 55 dB. It is forbidden to direct speakers towards neighbouring stands.

9.9. The intention to use wireless microphones at the stand must be notified to the PMT. TwK may not allow the use of the specified frequency.

9.10. In the case of the reproduction of music and/or audio-visual material, the Exhibitor shall be obliged to pay all dues related to public performance and other rights, in accordance with the Act on Copyright and

Related Rights.

9.11. During the Trade Fair all presentations, advertising activities or entertainment programmes at the Exhibitor's stand may take place with the prior consent of the PMT. They must not in any way disturb other Exhibitors or interfere with the general order of the Trade Fair.

9.12. Any advertising outside the stand may only take place in the forms agreed with the PMT and upon payment of the relevant Fee. Advertising placed without the PMT's consent will be removed at the Exhibitor's expense and responsibility.

9.13. The Exhibitor is obliged to notify TwK by the date indicated in the Appendix of the list of guests/speakers of the relevant accompanying event of the events organised at the stand.

9.14. TwK shall be entitled to refuse to give its consent for organisation of an event at the stand and may at any time oblige the Exhibitor to cancel it if it considers that it may, in particular, lead to a breach of the law, rules of social coexistence, good manners, damage the good name of TwK, any of the Exhibitors, guests or sponsors/partners of the Trade Fair or may in any way endanger the course of the Trade Fair. Failure by the Exhibitor to comply with such a decision by TwK shall entitle TwK to take lawful measures leading to the prevention of the event from taking place at the stand at the cost and risk of the Exhibitor. The Exhibitor may not raise any claims against TwK relating to exercising of TwK's right referred to in the previous sentences.

9.15. Notwithstanding the provisions of paras. 9.7 and 9.14, TwK assumes no responsibility for the organisation of the event at the stand, in particular for its course, theme and organisation. The Exhibitor-organiser of the event at the stand shall be solely and fully liable for the above and for satisfying any claims related to that (also those made by TwK).

**10. Organisation of the Trade Fair and regulations**

10.1. The Exhibitor is obliged to comply with the building and fire safety regulations in force on the Trade Fair grounds and to comply with specific regulations applicable to its business activities and to present – upon TwK's request – the relevant permits, if such are required by law.

10.2. The Exhibitor must make all stand premises available to the fire inspection committee in order to check fire prevention facilities.

10.3. The Exhibitor shall be obliged to occupy the Trade Fair stand, arrange it and leave the Trade Fair grounds within the time allocated by TwK for the preparation of the exhibition. During the Trade Fair, the presence of the Exhibitor's representative is required at least half an hour before the commencement of the Trade Fair and half an hour after its conclusion.

10.4. In situations motivated by fortuitous events, at the PMT's consent, upon payment of the Fee as set out in the Appendix for each commenced hour of extension of the Installation Day, the installation of the display may be extended.

10.5. During the Trade Fair, the Exhibitor and its representatives are obliged to wear the badge received from TwK.

10.6. Without the consent of the PMT, the Exhibitor may not bring persons other than stand personnel onto the Trade Fair grounds.

10.7. During the opening hours of the Trade Fair, the stands shall be open to the public. Any temporary closure of the stand requires the prior consent of TwK.

10.8. The Exhibitor is obliged to remove from the

stand and the Trade Fair grounds empty, unnecessary or not belonging to the display packaging before the commencement of the Trade Fair.

10.9. Stall cleaning by the Exhibitor during the opening hours of the stall may not interfere with the course of the Trade Fair or hinder visitors' access to the stalls.

10.10. The devices connected at the Exhibitor's stand may not exceed the power ordered by the Exhibitor. In the event of non-compliance with this stipulation, the Exhibitor will be charged with all costs associated with the repair of damage to the electrical supply and the payment of compensation.

10.11. The Exhibitor shall be obliged to comply with the provisions of the Act on Upbringing in Sobriety and Counteracting Alcoholism of 26 October 1982 (consolidated text: Journal of Laws of 2002 No 147, item 1231).

10.12. Exhibitors renting a seminar room or any other additional space in addition to this are obliged to use it exclusively for the purpose of the rental, to pay for any damage caused during the rental and to respect the rental hours of the room. Cancellation of the booked room/additional space is only possible according to the terms described in clause 4.

**11. Safety – insurance**

11.1. TwK accepts no liability for accidents to persons or damage to or destruction of the Exhibits on the Trade Fair grounds before, after and during the Trade Fair.

11.2. TwK shall not be liable for vehicles or other movable property left on the Trade Fair grounds.

11.3. TwK shall not be liable for damage caused by burglary to the exhibition premises or storage areas, for damage caused through the fault of the Exhibitor, for interruption in the supply of utilities and for damage caused by force majeure such as, but not limited to, epidemics, strikes, riots, fire, flooding and weather phenomena such as lightning, hurricane, flood, hail, rain.

11.4. This exclusion of responsibility is not limited, notwithstanding any precautions taken by TwK.

11.5. The Exhibitor is obliged to insure himself against civil liability arising from participation in the Trade Fair, as well as to insure the Exhibits. A certificate that the required insurances have been taken out must be produced to TwK upon request.

11.6. It is forbidden to bring onto the Trade Fair grounds weapons, replicas of weapons, explosives and objects the use of which may endanger the safety of persons present at the Trade Fair.

11.7. Exhibitors, their representatives, employees or collaborators suspected of being infected or suffering from an infectious disease within the meaning of the Act on the Prevention and Control of Infections and Infectious Diseases in Humans are prohibited from participating in the Trade Fair.

**12. Disassembly of exhibitions**

12.1. It is not permitted to disassemble the exhibition and remove the Exhibits before the closing date of the Trade Fair as indicated in the Appendix.

12.2. The Exhibitor shall disassemble the exhibition, remove the Exhibits and restore the occupied exhibition space to its original state by the date indicated by TwK in the Appendix. If the area is left untidy, TwK will order cleaning works at the Exhibitor's expense.

12.3. In situations motivated by fortuitous events, with the PMT's consent, the dismantling of the display may be extended upon payment of the Fee as indicated in the Appendix for each commenced hour of extended disassembly.

12.4. Exhibition elements, exhibits and other equip-





## TRADE FAIR REGULATIONS

4/4

ment left without TwK's approval and not removed by the Exhibitor during the Disassembly Period shall be deemed abandoned property which shall pass without compensation to TwK.

### 13. Complaints and claims

13.1. All complaints and claims arising from participation in the Trade Fair shall be submitted in writing not later than on the Trade Fair Closing Date indicated in the Appendix. After this period, the Exhibitor's claims for participation in the Trade Fair expire.

13.2. All agreements between the Exhibitor and TwK and all decisions and declarations resulting therefrom shall be in writing under pain of nullity.

### 14. Cancellation, postponement, shortening or partial closure of the Trade Fair

14.1. In the event of circumstances beyond its control, in particular when, due to force majeure, including sanitary or epidemiological regulations, the conclusion of agreements on the basis of which the organisation of the Trade Fair is impossible or limited, or the introduction of other legal provisions according to which the organisation of the Trade Fair will not be possible or its organisation will require the introduction of limitations relating in particular to its organisation or course, TwK reserves the right to cancel, shorten, postpone or partially close the Trade Fair on one or more occasions or to limit the area of the Trade Fair, including the limitation of the individual exhibition area of the Exhibitor. Within the scope of its rights referred to in the previous sentence, TwK may freely use the indicated possibilities, including simultaneously. For the avoidance of doubt, it is understood that the exercise of the above rights by TwK does not require the consent of the Exhibitor in order to be effective.

14.2. In cases where the Trade Fair is shortened, postponed, partially closed or the area of the Trade Fair is

limited, including the limitation of the Exhibitor's individual exhibition area for reasons referred to in clause 14.1, clause 4.1 of these Regulations shall cease to be valid.

14.3. Subject to clause 14.4 of the Regulations, in the cases set out in clause 14.1, the Exhibitor shall not be entitled to any compensation.

14.4. In the event that the Trade Fair is cancelled for the reasons referred to in clause 14.1, the Exhibitor waives its claims for reimbursement of the mandatory Exhibitor Registration Fee and a part of the Fees due to TwK in the amount corresponding to 20% of the value of the orders placed and confirmed for: fair area/stand, type of fair area/stand and the Infrastructure Fee. This amount represents a partial settlement of the costs of organising the Trade Fair by TwK. The remaining amount of the Fees paid by the Exhibitor shall be refunded within 30 days of the cancellation of the Trade Fair or, at the Exhibitor's request, may be credited towards participation in the next edition of the Trade Fair.

14.5. If the Exhibitor has not paid all fees due to TwK in accordance with the Fees Regulations, in the event of the cancellation of the Trade Fair for the reasons set out in clause 14.1, the Exhibitor shall be obliged to pay the Exhibitor Registration Fee and a part of the Fees due to TwK in the amount corresponding to 20% of the value of the orders placed and confirmed for: fair space/stand, type of fair space/stand and the Infrastructure Fee.

14.6. Notwithstanding other cases specified in the Regulations, TwK shall be entitled to cancel the Trade Fair due to the low number of Exhibitors registered, without incurring any liability on this account. For the avoidance of doubt, cancellation of the Trade Fair in the above circumstances shall not constitute an admission of liability against TwK.

14.7. In the event of cancellation of the Trade Fair in the situation referred to in clause 14.6, as well as the

cancellation of the Trade Fair through the fault of TwK, the Exhibitor shall only be entitled to a refund of the amounts paid without interest.

### 15. Final Provisions

15.1. The sale of goods and services by the Exhibitor during the Trade Fair shall be recorded in accordance with the legal provisions applicable to the Exhibitor concerned and the Exhibitor shall be solely responsible for compliance therewith. It is the Exhibitor's responsibility to provide a cash register, if any.

15.2. Exhibitors participating in Fairs organised by TwK are obliged to comply with the regulations in force and to observe these Regulations, Appendices concerning particular Fairs and regulations in force in the facility where the Trade Fair takes place. A list of applicable regulations is provided in the Appendix. Exhibitors who do not adhere to these conditions shall be responsible for any damage suffered by TwK or third parties.

15.3. All disputes that may arise from participation in Fairs organised by TwK as well as works, supplies and services commissioned to TwK by Exhibitors are subject to the jurisdiction of the Court with jurisdiction over the registered office of TwK. The applicable law is Polish law.

15.4. Acceptance of the terms of these Regulations shall take place upon submission by the Exhibitor of an application for participation in the Trade Fair.

15.5. TwK reserves the right to introduce additional regulatory provisions and other changes to the Regulations.

15.6. These Regulations are effective as of 1st May 2021.



# TRADE FAIRS, EXHIBITIONS

32



1. Explain the following terms: B2B fairs, B2C fairs.
2. Discuss the types of fairs and exhibitions.
3. Discuss the objectives and measures of exhibitor participation at fairs.
4. Provide a sample schedule of activities before, during and after the fair.
5. List the main organizers of trade fairs in Poland.
6. List the main elements that should be included in the regulations for trade fairs.





### 6.1 Incentive travel – definitions, objectives, participants

*Incentive travel* is a set of activities and marketing communication tools of an incentive nature, crowned with a reward in the form of a trip. The main objectives of the programme are to support sales, strengthen relations and, in the long run, build loyalty. Each *incentive travel* event has its own unique scenario that leads to achieving the goal. It is characterised by: the right choice of direction tailored to the target group and the objectives set, detailed planning, a high level of attention to the safety of participants, and comprehensive travel services at every stage of the trip.

#### The objectives of entrepreneurs in the organisation of *incentive travel*:

- strengthening ties with the company,
- Integration of a team of employees or integration of an employee with the team,
- shaping the organisational culture of the company,
- arousing enthusiasm for solving problems,
- motivating to undertake specific activities (e.g. increasing sales)
- immunizing against the actions of the competition,
- causing an increase in knowledge.

#### Non-wage incentives in the form of *incentive travel* are an important element of motivation:

- employees,
- salespeople,
- clients,
- business partners.

(source: A. Świątecki, Nowy Incentive w Polsce)

### 6.2 Essence of motivation, effects of incentive events

Through its unique programme and high level of services, *incentive travel* provides its participants with the following needs: respect and recognition, connection with other people, creative activity and self-improvement.

An incentive trip may fulfil various tasks, and therefore it takes various forms. **The simplest form of incentive trips are trips rewarding hard work.** Their task is to provide the participant with unforgettable impressions, so that after returning the employee is motivated for further work and wants to take part in the competition for the prize again to be able to benefit from it next year. **The second variety of incentive trips are scenario games.** The task of such trips is to strengthen team work and improve interpersonal communication. They also serve to identify the employee's strengths and weaknesses, as well as to determine the attitudes and roles played by individual team members. **The third group are trips with outdoor activities,** during which participants have to face extreme challenges and overcome their weaknesses. The aim of this type of trip is to make the employee aware that there are no impossible things and situations without a way out, and the key to success is to look for solutions, think creatively and make maximum effort in order to achieve tasks that seem unfeasible at first sight.



**The primary benefits to the company from incentive trips include:**

- deeper integration and easier communication of employees within the organisation and employees with company management,
- commitment and loyalty to the organisation,
- greater identification with the organisation,
- shaping and increasing loyalty of employees,
- easier management of the team,
- increase the enthusiasm of employees,
- satisfying the need for recognition and respect.

Source: Agnieszka Dybizbańska, *Rosnące znaczenie incentive travel jako narzędzia motywowania w Polsce*

**6.3 Purchase processes in corporations**

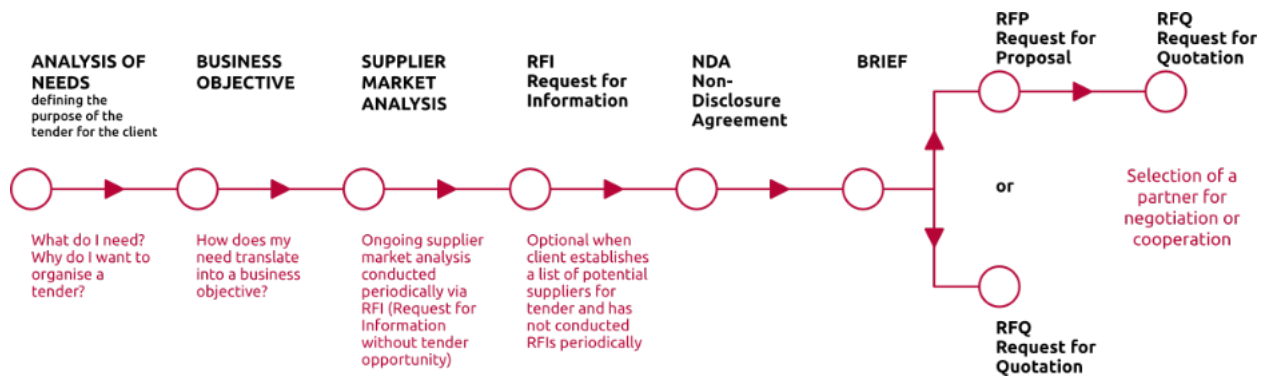


Figure 14 – The corporate purchasing process

Source – <https://dobryprzetarg.com.pl> SAR Biała Księga Incentive Travel

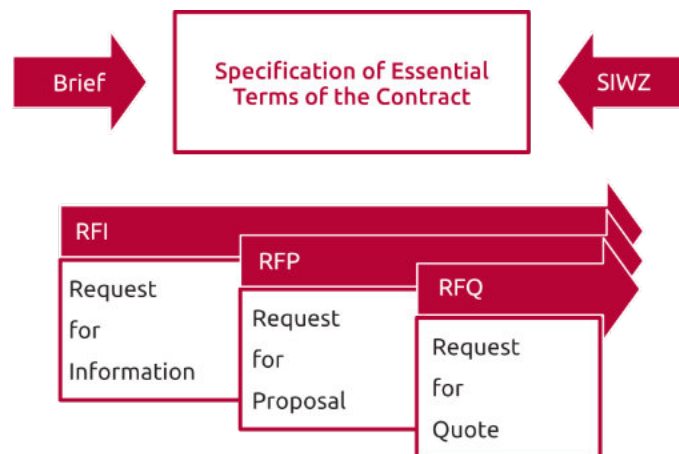


Figure 15 – The corporate purchasing process

Source – <https://dobryprzetarg.com.pl> SAR Biała Księga Incentive Travel

In the case of *incentive travel*, the RFP document (as was the case for congresses) is replaced by the term **BRIEF**. This is an equivalent concept, defining the specification of essential terms of the contract.



Before launching a competition or tender, a company carries out an analysis of its needs and defines its business objectives. It then conducts a preliminary analysis of suppliers to which it sends a first request for information (RFI).

**The RFI – request for information – is the first selection of potential partners.**

The company asks for basic information about the supplier – business profile, KRS (Polish Company Register), financial standing, certificates and awards held. The next step is to define the criteria for selecting suppliers for the further stage of the procedure (portfolio, experience in implementing specific projects, staff experience).

The RFI should not be costly for suppliers and is never a trade secret.

Based on the information received and the defined business objectives, the company sends a prepared brief to selected or all suppliers.

**Below is a sample brief prepared by the Association of Incentive Travel Organisers.**



**Brief of an incentive travel trip**  
Recommended by the Association of Incentive Travel Organisers



**Commissioning party's data**

|                      |  |
|----------------------|--|
| Name and surname     |  |
| Company name         |  |
| Address              |  |
| Industry             |  |
| Email                |  |
| Contact phone number |  |

**Basic information about the trip**

|  |  |
|--|--|
| Planned departure date                                   |  |
| Approximate duration including flight                    |  |
| Preferred country, region                                |  |
| Previous travel experience (location, type of programme) |  |



| Group description  |  |
|--|--|
| Anticipated number of participants   |  |
| Age range  |  |
| Gender division  |  |
| Professional specification   |  |
| Type of mutual relations of participants, e.g. employees, contractors, clients, VIPs, other                              |  |
| Characteristics of the trip  |  |
| <b>Intended purpose</b>  | • Motivational                             |
|  | • Rewarding                                |
|  | • Integrative                              |
|  | • Educational                              |
|  | • Recreational                             |
|  | • Outdoor trip (photo sessions, film sets) |
|  | • Other                                    |
| <b>Programme</b>   | • Cognitive/exploratory                    |
|  | • Adventure                                |
|  | • Cultural                                 |
|  | • Sporting                                 |
| <b>What the programme must include</b>   |  |
| <b>What cannot be included in the programme</b>  |  |
| Standard of services   |  |
| <b>Accommodation</b>   |  |
| Hotel standard (number of stars)   |  |
| Type of rooms (SGL, DBL, TPL)  |  |
| <b>Preferred facility features</b> (swimming pool, spa, location away from civilization, green areas, golf course, etc.) |  |



## INCENTIVE TRAVEL

37



|   |                 |
|---|-----------------|
| <b>Means of transport</b>                             |                 |
| Plane (first, business, economy class)                |                 |
| Preferred airline                                     |                 |
| Train (1st class, 2nd class)                          |                 |
| Coach   |                 |
| <b>Transportation on site</b>                         |                 |
| Own - for group use only                              |                 |
| Local - public transport                              |                 |
| <b>Catering</b>                                       |                 |
| Local cuisine   |                 |
| European cuisine                                      |                 |
| Type of meals   | • Breakfast     |
|   | • Lunch         |
|   | • Dinner        |
|   | • Supper        |
|   | • All inclusive |
| Special meals (gala dinners, banquets, others)        |                 |
| <b>Conference room</b>                                |                 |
| Number of participants                                |                 |
| Duration  |                 |
| Coffee breaks   |                 |
| Setting (theatre, classroom, letter U, other)         |                 |
| Equipment (projector screen, sound system, flipchart) |                 |
| <b>Budget</b>   |                 |
| <b>Estimated budget</b> (per person and per group)    |                 |
| <b>Currency</b> (PLN, USD, EUR)                       |                 |

| Additional information  |  |
|---|--|
| <b>Branding</b> (badges, invitations, maps, menus, programme, hotel and transport markings, departure logo) |  |
| <b>Communication with participants</b> (client's intranet, web platform, SMS, email)                        |  |
| <b>Special requests</b> (gifts for participants, welcome letters, surprises, etc.)                          |  |
| <b>Possibility of a debriefing meeting</b>  |  |
| <b>Deadline for questions</b> via email, telephone  |  |
| <b>Deadline for an initial offer</b>  |  |
| <b>Contact person for technical questions</b> (name and surname, telephone, e-mail)                         |  |
| <b>Other questions, suggestions, expectations, special requests not included in the form</b>                |  |
| <b>Source of information about us</b> (Internet, fairs, recommendations, other)                             |  |

Table 6 – Brief of an incentive travel trip

Source - <https://dobryprzetarg.com.pl> – SAR Biała Księża Incentive Travel



After receiving a brief, suppliers may be asked to prepare an RFP or RFQ. What are the differences?

**RFP – Request for proposal – is a request for proposal.** The client:

- is looking for a solution to a specific business need,
- cannot define a specific scope of work yet, is looking for ideas,
- presents a business objective, problem, challenge, expected result.

**The RFP does not create an obligation to use the proposal, the client does not cover the supplier's costs. The RFP is not an offer or a contract.**

**RFQ – Request for quote – is a request for quotation.** The client:

- has a defined specification,
- presents a detailed scope of work,
- expects a concrete offer and quotation, cost estimate for services, works, project.

**A response to a request for quotation is an offer and a commitment from the company within its validity period.**

After the offer is selected, the client conducts negotiations and concludes a contract for the realisation of the *incentive travel*.



# INCENTIVE TRAVEL

39

As can be seen from the above, the purchasing process in corporations is very long and requires a lot of commitment from suppliers, often without being paid and receiving a contract. The general guidelines for the contract as well as the *incentive travel* budget template are presented in the following section.



1. Identify the objectives of entrepreneurs and target groups in the organization of incentive travel.
2. Characterise the essence of motivation.
3. Present benefits of incentive travel for a company.
4. Discuss purchase processes in corporations in connection with the organization of incentive travel.
5. Describe a sample brief of an incentive travel trip.
6. Explain the terms: RFP (Request for proposal) and RFQ (Request for quote).

# PREPARATION AND REALISATION OF AN EVENT

40

## 7.1 Business plan, creative concept, and scenario

### BUSINESS PLAN

Well-developed and implemented action plans are a key part of running any event.

The business plan for an event is used to communicate a strategic plan for the delivery of the event, usually for a period of three to five years (if it is not a one-off proposal). Every event should have a business plan.

Regardless of the scale, age or history of the event, a business plan is an essential tool that:

- communicates to others the vision, purpose and benefits of the event,
- enable you to focus on the event's potential for development and growth,
- illustrates and helps to secure the long-term viability and sustainability of the event,
- shows how much money is needed and what it will be used for,
- helps to plan resources, delivery and operational structure,
- helps to raise funds,
- measure success.

**It is recommended that all business plans include the following:**

#### 1. An overview of events including:

- vision and mission,
- key outputs/outcomes,
- event,
- target market,
- stakeholder involvement and benefits.

#### 2. Implementation mechanism – development plan, including:

- strategic development,
- SWOT analysis.

#### 3. Financial plan and remarks:

- revenue and expenditure projections,
- economic impact assessment.

#### Key areas to include in your event business plan are:

- the vision and mission of the event, i.e. what it ultimately aims to achieve,
- who the main stakeholders are, what benefits they will receive and how the event fits into their strategy,
- relevant experience and past achievements of the organisers,
- the background to the event and an overview of plans for the current year,
- SWOT analysis (identification of strengths, weaknesses, opportunities and threats),
- key objectives and performance strategy for the current year,
- development plan – how key objectives and targets will be met in the future (beyond the current year),
- marketing and communication planning,

# PREPARATION AND REALISATION OF AN EVENT

41

- event requirements – staffing structure, equipment, services, venues etc.
- cost of event - budget projections over a 3-5 year period (if the event is cyclical),
- sources of funding – identification of revenue streams,
- business management and control,
- risk management and contingency plans
- considerations for the future.

## Components of a business plan.

### 1. Executive summary – abstract.

It should be concise and include an overview of the following:

- What the event is
- The vision and mission of the event
- The objectives of the event
- When and where the event will take place
- Why the event has been developed
- Who is the event aimed at
- What are the main benefits of the event for the community, sector, stakeholders etc.
- Who developed the event and the business plan
- A statement of the estimated income and expenditure associated with the event
- Overview of the business plan (i.e. plans to monitor and update)
- What are the main sections of the business plan

### 2. Background and history

- Event management, experience
- Event history

### 3. Overview of events

- Vision and mission
- Goals and objectives, key results
- Event
- Target market for the event
- Stakeholder engagement and benefits
- Delivery mechanism

The information provided in this section should relate to the event in the current year. Vision – is a brief statement describing in broad terms the long-term goal of the event. Mission – this is a more detailed statement that includes exactly how the vision is to be achieved. Goals and Objectives and Key Results – define the objectives that should help achieve the vision and mission; set a timeframe and identify who will lead each activity (i.e. which organisation/person). Objectives must be clearly defined and should follow the SMART principle: Specific, Measurable, Achievable, Relevant and Time-Bound.



# PREPARATION AND REALISATION OF AN EVENT

42

Describe the event and its various elements in more detailed terms, discuss the planned content, event programme and any new developments. Target market – provide an outline of the existing attendee profile (if any) and set targets for growth and development (see section 5 for more details). Stakeholder engagement and benefits – describe stakeholder engagement and benefits for each stakeholder and what they should expect (event partners, public funders, sponsors, supporters, venue/host city, local community, etc.).

## 4. Development plan

- Strategic development
- SWOT analysis

This section should outline the development of the event over the next 3-5 years, i.e. strategic development, keeping in mind the vision and mission. You should outline your key objectives and how they will be achieved and developed beyond the current year; set timelines and identify who will lead each activity (i.e. organisation/individual).

### The SWOT analysis should include:

- **Strengths** – e.g. a unique event in the calendar.
- **Weaknesses** – e.g. potential impact of weather on the programme.
- **Opportunities** – e.g. entering new markets and different age groups.
- **Threats** – e.g. competition with other events taking place in the destination.

## 5. Requirements for events

- facilities
- services
- production
- rules of law and insurance

This section should describe the event's operational level requirements for: facilities – what equipment is required for utilities, accommodation (on-site and off-site), catering, communications, technology, etc., and services – what services will be required and who will provide them (health and medical, police, traffic management, etc.).

## 6. Marketing plan and communication

- **Advertising** – development of visual identity, advertisements and promotional articles in the media
- **Direct sales** – mailing of invitations, presentation at similar events
- **PR** – development of press releases and promotional articles, dispatch to journalists and trade media representatives, preparation of a set of materials for patron media, development and dispatch of newsletters to potential participants
- **Sponsorship** – preparation of offers for sponsors and partners; conducting activities aimed at obtaining financial resources and barter benefits from sponsors, partners and exhibitors.



# PREPARATION AND REALISATION OF AN EVENT

43

## 7. Financial plan

- Forecasts of revenue and expenditures
- Estimation of the economic impact

This section is crucial. You need to show that the event is financially viable and feasible. If this is not possible, it is recommended to include at least: income and expenditure forecasts (provide detailed event budgets and cash flow forecasts for the plan period) and estimate the economic impact, i.e. the additional income that the event will generate for the area / economy.

## 8. Management and business controls

- Action plan template
- Business
- Monitoring and evaluation of performance
- Risk factors

This section should show that the company is prepared to manage the event appropriately. Business - describe how the activity will be monitored; what the management and administration systems will look like to ensure the event runs smoothly. Other records - describe other systems the company will put in place to monitor the progress of each operation, when this will be done and by whom, etc. Monitoring and evaluation of performance - describe how targets and results will be measured against levels of achievement (marketing, budget etc.) and how reports will be provided. Risk factors - identify key risk factors (e.g. in relation to objectives, programme, finance, operations, reputation, legality, participants, health and safety etc.). Show how risk will be managed and mitigated. An initial risk assessment should be provided.



## CREATIVE CONCEPT

If you want to stand out from the competition or achieve the recently fashionable "WOW effect" of an event, you need truly imaginative solutions, the vision of which is generally referred to as the creative concept. **What is the purpose of developing a creative concept?** It helps to attract the client's attention, but above all it is the keynote around which the event scenario is built. The concept cannot be detached from reality,;

- It must be adapted to the target group,
- It must be adapted to the place and time of the event,
- It must take into account the client's budget possibilities.

### What must be included in the creative concept?

- The nature of the event
- The target group (size, demographic structure, degree of familiarity between participants)
- Purpose which the event is intended to help achieve (e.g. prestige, integration, entertainment)
- Timeframe
- Location - according to the client's guidelines regarding the city, surroundings, character and standard of the venue (these elements should also be adjusted to the proposed concept of the event)





# PREPARATION AND REALISATION OF AN EVENT

44



- Technology and scenography - adjusting the technical and scenographic setting not only to the creative concept but also to the requirements and limitations of the location
- Catering - number of people, menu, length of the event
- Attractions - tailored to the creative concept and location constraints.
- Budget

## SCENARIO

Congress, trade fair or *incentive travel* is a unique event for its organizer, therefore the contractor must carefully plan the preparation and realization of the event and select the right team of collaborators and suppliers.

Hence an **event scenario is needed, which should contain 6 main elements:**

- creative concept,
- definition of the recipients,
- programme and schedule of activities,
- venue and suppliers,
- communication,
- risk management.



A well-prepared scenario will allow you to execute the event correctly, communicate efficiently before and during the event and avoid crisis situations.

Below is a sample scenario of an event.



### SAMPLE SCENARIO OF AN EVENT

|   |   |
|---|---|
| Meeting title (Polish/English)  |   |
| Type of meeting   |   |
| Organiser   |   |
| <b>A. Creative concept, date, venue, secretariat</b>  |   |
| Creative concept  |   |
| Objectives  |   |
| Date  |   |
| Duration  |   |
| Place   |   |
| Secretariat / coordinating team   | Tasks of secretariat/team, list of staff  |
| <b>B. Recipients – participants and partners</b>  |   |
| Honorary, industry and media patrons, sponsors  | Terms of patronage, sponsorship - contact persons<br>List of sponsorship agreements |
| Estimated number and categories of participants VIP, special guests, registration fee rates (if required) |   |

## PREPARATION AND REALISATION OF AN EVENT

45



| C. Scenario and programme   |   |
|---|---|
| Programme   | Framework programme:  |
| Preparation schedule, if developed  | Preparation schedule:   |
| Detailed scenario   | Hourly scenario of the event:   |
| D. Facility and suppliers   |   |
| Main facility - halls, scenery, technology<br>Supplier:<br>Name, address, contact, contact person       | Contract conditions<br>Overview of the rooms, room set-up,<br>lecterns, lectern tables<br>Stage design elements for meeting rooms   |
| Technical equipment of halls  | List of technical equipment for hire of<br>premises<br>List of externally hired equipment   |
| External supplier:<br>Name, address, contact, contact person  | Meeting room service - list and number of<br>persons needed<br>Slide room service<br>Photographer, video  |
| Printed materials, conference bags/tissues<br>and gadgets<br>Supplier:<br>Name, address, contact person | Printed materials - certificates, badges,<br>invitations, roll-ups, banners, lectern and<br>lectern cases, flags<br>Programme<br>Conference bags: programme, abstracts,<br>notebook and pen, sponsor materials, media<br>patron materials<br>Other  |
| Catering services<br>Supplier:<br>Name, address, contact, contact person                                | Catering venue, schedule<br>Meal specifications, number of meals, menu,<br>service<br>Table decoration  |
| Exhibition<br>Building and furniture supplier; name,<br>address, contact person                         | Preparation of invitation prospectus.<br>Handling of exhibitors.<br>Preparation of stand plans.<br>Technical supervision.<br>Responsible person - contact   |
| Hotels  | List of hotels, contacts<br>VIP hotel, inserts and special requests   |
| Reception of the event  | Packaging of conference materials<br>(specification of package set for a<br>participant)<br>Organisation and operation of the reception,<br>issuing of materials, registration, recording<br>of payments, issuing of invoices, tourist<br>information.<br>Provision of equipment and technical devices<br>for the reception desk. |
| Safety of participants  | List of persons employed at the reception,<br>names, telephone numbers.<br>Security, medical team, insurance  |
| Transport services<br>Supplier<br>Name, address, contact person   | VIP transfers + airport – specification,<br>contractor<br>Airline tickets<br>Site transfers – hotels – social events  |

# PREPARATION AND REALISATION OF AN EVENT



|   |  |
|---|--|
| Local excursions<br>Supplier: name, address, contact person | Information about the offer of local excursions, dates, prices,  |
| Invited artists   | Terms of contract, scenario of speech  |
| <b>E. Communication</b>                                     |  |
| Communication<br>Supplier: name, address, contact person    | Promotion and advertising - plan (include patron media)<br>Channels of information distribution to participants and within the coordinating team       |
| <b>F. Risk</b>  |  |
| Risk management   | Finance, reputation, security<br>Procedures - scenarios for possible cases – actions – reactions<br>Crisis management team – list of persons, contacts |

Table 7 – Scenario of an event



1. Discuss the objectives of the event business plan.
2. State the components of an event business plan.
3. Discuss the various components of an event business plan, with particular emphasis on the executive summary and event overview.
4. Explain the term creative concept and give its essential features.
5. List the areas to be considered in the creative concept for an event.
6. List the elements of an event script.
7. Develop a sample event scenario.

**7.2 Contracting of event facility – terms of cooperation, scope of services offered by the facility, principles of introducing external service provider, conclusion of contracts**

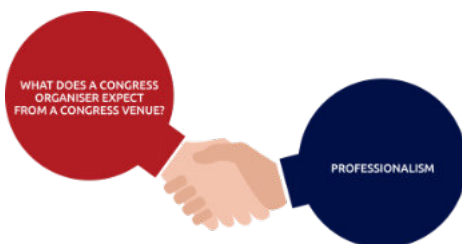


Fig. 16 – Organiser vs. venue

WHAT DOES A CONGRESS ORGANISER EXPECT FROM A CONGRESS VENUE? PROFESSIONALISM.

What is meant by this word?

**A professional offer, professional service, reliable billing!**

**Site selection criteria:**

- location and accessibility
- size and specification of rooms
- facility equipment
- services available
- wifi
- hybrid events

**1. Location and accessibility:**

- distance from the airport, from the train station
- access to the venue
- parking for participants
- visible and marked entrances and exits
- ramp for delivery vans, access to freight lifts and wide passageways allowing uninterrupted delivery of technical equipment
- marked access for disabled persons
- number and condition of toilets
- adequate space for the visitors' reception to allow smooth flow of people and avoid congestion at the entrance.

**2. Size and specification of rooms:**

- capacity and size of the plenary room
- number, capacity and layout of meeting rooms
- space for exhibitions, networking, posters, catering
- options and speed of changing the layout of rooms (sliding walls, removal of chairs)
- signposting of rooms and circulation routes
- detailed plans of the venue, height of the halls, floor load capacity, suspension points from the ceiling (load capacity), sources of electricity, water, etc.
- the quality of the electrical installation (if the installation is not sufficient for the technical requirements of the concept, you will need to provide your own power generator)
- references from previous clients who have organised an event of a similar size and profile
- year of construction, year of renovation

**3. Facility equipment**

- conference furniture available on the premises
- AV equipment available on the premises (included in the rental price or charged extra)
- internal visual information system
- reception desk – cabinets and equipment
- speaker's ready room, secretariat, media room, storage room

**4. Available services and catering**

- Possibility to store materials before and after the conference
- On-site technician support
- An assistant dedicated to the conference
- Site and car park security



# PREPARATION AND REALISATION OF AN EVENT

48

- Cleaning of the venue, especially the exhibition areas
- Quality of catering offered
- Permission of venue owners to bring in their own alcohol (important e.g. for cooperation with an alcohol partner)

## 5. Wi-Fi for participants

- Free Wi-Fi influences choice of venue: 64% - yes, 31% - maybe, also depends on other factors, 5% - no
- Facts – Wi-Fi in many venues is unsatisfactory and is getting worse as demand for bandwidth increases
- It is not enough to answer: 'Yes, we provide wireless internet'. Questions need to be answered: For how many people at the same time? On which devices? On which applications? In what locations? What kind of bandwidth? You need to know the capabilities and limitations of the facility and you need to communicate them to the client.

## 6. Hybrid events

Due to the uncertainty created by COVID19, and in order to future-proof key congresses, organisers are adapting their bidding guidelines for the hybrid event. A key element here will be stable internet connections dedicated to the organiser, with high bandwidth so as to ensure virtual attendees get maximum benefit from attending the event and networking with exhibitors and event partners. The venue must provide professional technical support and provide virtual plans and visuals. Detailed information on virtual and hybrid event support is included in the trends section.



### The most common mistakes in facility offers

We often see **mistakes in the concept for the promotion of the facility, lack of idea for its own product**. If it is a multifunctional venue, it should have a different offer for a congress, another for a trade fair and yet another for a banquet. It sometimes happens that the offer contains **mistakes resulting from inadequate care in preparing the offer, template texts**, without the so-called own story. The venue should provide the organisers with a set of professional, high-resolution photographs. It cannot happen that the offer contains **inadequate photos** from photo stock, which completely fail to reflect the reality. **The information contained in the offer should be up-to-date**, especially with regard to sanitary guidelines introduced during the COVID-19 pandemic. **The offer should contain valuable texts: specifics, statistics, lists, statements, quotations, references, infographics, films.**

### What should a venue's offer include?

- It should be dedicated, not prepared for all occasions.
- It should include room rental (specification of rooms for a given event), offer of audio-video equipment, room decoration (plans, photos).
- It should include catering and receptions with a menu proposal and (optionally) an entertainment programme that the venue can provide.
- It should include information about the security of the venue.



# PREPARATION AND REALISATION OF AN EVENT

49

- It should include information on additional offers included in the fee and those made available at additional cost, according to the client's expectations.
- It should include information on how the organiser can bring their sub-contractors and companies who have exclusive rights to provide these services into the venue. (e.g. catering in the venue).
- It should include the rental price, preferably with a detailed calculation so that the client can modify the order if necessary, knowing the surcharges and cost savings.
- It should indicate mandatory fees, taxes, surcharges.

### Finally, you must specify the conditions for changes and cancellations:

- terms for cancellation of the entire reservation free of charge
- conditions for change of date
- dates and conditions for partial cancellations
- when changes to the quantity, type and scope of services ordered will require a new cost calculation

### ELEMENTS OF THE CONTRACT

**The subject of the contract** – first of all the name and date of the event, and in particular e.g. the provision of meeting rooms and facilities in accordance with the order (specification and rental time), ensuring the proper functioning of the equipment and devices in the rooms (specification of equipment), providing other agreed services in accordance with the order made by the organiser.

### Important:

- The facility undertakes during the execution of the contract to take into account the suggestions and wishes of the organiser regarding the manner of execution, as long as they do not exceed the conditions and costs associated with the execution.
- If the suggestions and wishes of the organiser result in an increase in the remuneration of the facility, the facility is obliged to inform the organiser of this and is obliged to obtain the organiser's written statement of the additional costs before implementing them.
- The venue reserves the right to immediately intervene, stop the event or modify it if it finds that fire or other safety regulations have been violated.
- The venue declares that it is insured against liability in connection with its activities.

### Appurtenances of the organiser:

- The organiser undertakes to provide the venue with all information necessary for the execution of the agreement.
- The organiser is responsible for any damage and/or loss of quantity of the venue's equipment caused during the event and in connection with the event by its guests and persons acting on its behalf.
- The organiser shall provide, prior to the commencement of the event, a list of subcontractors to whom they have subcontracted any activities on the premises in connection with the event.



# PREPARATION AND REALISATION OF AN EVENT

50

## Cancellation and change terms

The following should be entered into the contract: payment schedule and amount of advance payments, deadline for final calculation, consequences of failure to meet advance payment deadlines, basis for advance payments - e.g. pro forma invoices

## Complaints

- The venue is not responsible for improper performance or non-performance of the contract due to force majeure.
- The organiser should report complaints to the venue in writing no later than 5/7 days after the end of the event.
- The venue shall consider complaints within 7 days of notification by the organiser.
- Submitting a complaint does not release the organiser from the obligation of timely payment.

## Final provisions

- Amendments and supplements to the agreement must be made in writing under pain of nullity.
- The appendices to this agreement constitute its integral part.
- In matters not regulated by this agreement the provisions of the Polish law shall apply.
- Any disputes that may arise from this agreement shall be settled by the court competent for the place of the registered office of the facility/organiser.
- The parties agree that the binding form of communication is mail and electronic mail.
- This agreement has been made in two identical copies, one for each Party.



1. List the criteria for selecting a congress venue.
2. Characterise each criterion.
3. Describe what a venue's offer should include.
4. Identify and characterise the elements of a contract related to contracting an event facility.



# PREPARATION AND REALISATION OF AN EVENT

51

## 7.3 Selection of service providers

Suppliers can be divided into four business areas (not including the facility):

1. Catering
2. Technology and scenography
3. Participant management systems
4. Other suppliers

### 1. CATERING

**Guidelines for catering that the organiser should include in the contract with the supplier or in a document called Banquet Event Order (BEO):**

- Date of event (start, end)
- Specification of meals – number of people, serving times
- Preferences regarding the type of catering (e.g. Italian cuisine, vegetarian)
- Formula of catering (seated or unseated event, served or buffet), specification of rooms – rooms to be used for catering, setting up of room, with time for assembly and disassembly
- Layout and number of tables, buffets, availability of buffets
- Type and time of coffee service
- Alcohol service formula (limited or open bar)
- Coordinators from the organiser and supplier side
- Event scenario
- Menu – remember to plan all menu items in order of service
- In case of a buffet, all items should have specific stations and locations
- Dietary indications – vegetarian dishes, gluten-free products or nut-free meals
- Staff:
  - List of waiters and bartenders and their job description
  - Security (if external - contact, responsible person) and job description
  - Hostesses (if external - contact, responsible person) and job description
  - Car park attendant, cloakroom attendant and cleaning service and job description and schedule
- Cost estimate, terms of cooperation:
  - Fixed costs (room rental, staff, equipment)
  - Staff costs (fixed in advance, additional according to consumption, open bar)
  - Guarantees
  - Payment terms and amounts
  - Service fees, taxes, tips



# PREPARATION AND REALISATION OF AN EVENT

52

If you are working with an external caterer who is not affiliated with your chosen location, it is a good idea to know the caterer's electricity requirements in order to take them into account during technical preparations. This will avoid overloading the electrical system, which would prevent the event from taking place.

Below are examples of event menus.

## Served menu

### Starter

- Salad with smoked trout, orange and rocket
- Fennel with Correggio cheese with chips of Italian ham

### Soup

- Cream of forest mushrooms with croutons
- Cream of roasted beetroot with beet leaves and pine nuts

### Main course

- Pork tenderloin in bison grass vodka sauce with apple and potato rosette on pappardelle with marinated courgettes
- Duck breast in balsamic sauce with potato gratin and red cabbage
- Salmon in lemon and dill sauce with colourful risotto and a bouquet of vegetables

### Dessert

- Cheesecake with hot cherries on a toffee sauce griddle
- Burned cream with a hint of fig and a scoop of blueberry ice cream

### Cold starters

- Roe deer tartare served on chestnut puree
- Lightly toasted tuna with crushed pepper served on avocado with ginger and mango sauce

### Soups

- Cream of white vegetables in the aroma of Riesling wine with smoked salmon
- Mushroom cappuccino drizzled with truffle oil and a parmesan roll

### Main course

- Wild boar tenderloin dipped in cognac sauce, served with a cheese and spinach soufflé and roasted red peppers
- Lamb chops served with goat's cheese caserole and caramelized edelweiss

### Dessert

- Chocolate truffles with raspberry sauce and pistachios dipped in honey
- Baked pear stuffed with nuts served on a vanilla mirror



## PREPARATION AND REALISATION OF AN EVENT

53

Buffet menu

## PROPOSITION 1:

## COLD BUFFET [400g/person]

- Mixed salads with vinaigrette and traditional ingredients
- Caesar salad with chicken
- Vegetable terrines
- Slow cooked pork loin with potato salad
- Turkey fillet in balsamic vinegar with paprika
- Tomatoes with mozzarella and basil pesto
- Sauces and dips
- Choice of fresh bread
- Butter

## HOT BUFFET [600g/person]

- Farfalle with puttanesca sauce
- Grilled chicken fillet with sage sauce
- Cod in beer batter
- Curry rice
- Grilled vegetables

## DESSERT BUFFET [150g/person]

- Mini panna cotta
- Chocolate cake
- Mini cold cheesecake

## PROPOSITION 2

## COLD BUFFET [400g/person]

- Oriental salad with beef and sesame
- Salad with Korycin cheese
- Slow cooked turkey fillet with tomato salsa
- Chicken garam masala with roasted courgettes
- Spinach tart
- Sauces and dips
- Choice of fresh bread
- Butter

## HOT BUFFET [600g/person]

- Ravioli with spinach and sun-dried tomatoes in cheese sauce
- Chicken fillet with dry-cured ham in basil sauce
- Butter fish with lemon sauce
- Boiled potatoes with clarified butter and dill
- Boiled cauliflower and broccoli baked with Hollandaise sauce and Parmesan cheese

## DESSERT BUFFET [150g/person]

- Apple cake
- Lemon tart
- Chocolate mousse

## BEVERAGES

**CARBONATED DRINKS:** Coca-Cola, Coca-Cola Zero, Sprite, Fanta, Tonic, sparkling/still water

**FRUITY JUICES:** orange, currant, apple

**HOT DRINKS:** Freshly brewed coffee, selection of teas

**WINE:** house white wine, house red wine

**BEER:** unpasteurized beer from our own mini-brewery



# PREPARATION AND REALISATION OF AN EVENT

54

## Picnic menu

### Grilled dishes

- Trout with thyme
- Pork neck in herb marinade
- Pork tenderloin steak in spicy marinade
- Chicken shashliks with vegetables
- Smoked grilled sausage
- Black pudding with onion
- Baked potatoes with dips
- Slices of marinated vegetables (peppers, aubergines, courgettes)

### LIVE station

- Hamburger with vegetables in a sesame seed bun
- Cheeseburger with vegetables in sesame seed bun
- Chicken gyros in Greek pita

### Salads

- Iceberg lettuce salad with cucumber and fresh dill
- Chinese cabbage salad with melon
- Potato salad with broccoli, green peppers, peas and pickled cucumber, mustard dressing
- Fresh pickled cucumbers

### Extras

- Bread, mustard, ketchup, sauces
- Crispy vegetables
- Coriander dip, blue cheese dip

### Beverages

- Choice of fruit juices
- Mineral water served with lemon

### Selection of homemade cakes

- Chocolate cake with pear
- Carrot cake
- Honey hazelnut cake
- Seasonal fruit



## 2. TECHNOLOGY AND SCENOGRAPHY

### We should prepare a checklist and follow it before proceeding with the technical procurement

- We start by selecting the right partner(s) to work with, but experience is the best criterion for selection.
- Remember to adjust the technical and scenography setting not only to the creative concept, but also to the requirements and limitations of the location.
- Plan the time and conditions for assembly and disassembly, as well as time for technical rehearsals including lighting, sound and multimedia.
- With the technology partner, we determine the appropriate positioning of screens, ensuring good visibility for all viewers.
- We adjust the sound system to the size of the venue.
- We must remember to include in the specification the technical riders of the performing artists.
- Plan the location of the stage and the control room according to the shape and size of the venue, as well as the requirements of the technical rider of any star performing during the event.
- Choose microphones according to the speakers' preferences (head, lapel, hand-held).



# PREPARATION AND REALISATION OF AN EVENT

55



- Let's provide speakers with information on the format of multimedia presentations, adapted to the size and technical requirements of screens.
- Check the quality of the projectors in relation to the room, or ensure that rooms that are too bright are darkened.
- We must comply with health, safety and fire regulations; when placing the equipment in the venue, we must ensure that escape routes are clear during assembly and performance; we must secure all cables in the venue.
- Let's prepare a detailed scenario for the technical staff, including all the elements that are to happen on screens, speakers and on stage.
- It is worth looking at some examples of multimedia productions – the event, depending on the location, can really be impressive.

### 3. PARTICIPANT MANAGEMENT SYSTEMS

Depending on the needs of a particular event, **conference discussion systems, simultaneous interpretation systems or voting systems may be needed.**

Very often during a congress we are not able to provide all willing participants with oral presentations on stage, therefore **poster presentations should be possible** for the remaining participants. Until now, poster boards were used for this purpose, on which paper posters were placed. Nowadays these are increasingly being replaced by e-posters, and for this we need **touchscreens and a system to manage the sharing of posters, their search, comments and questions to the author.**



Commonly used in congresses and events are **mobile applications that have many functions to engage participants**, namely:

- event agenda (additionally it can also include abstracts), selection of individual programme,
- list of delegates,
- list of exhibitors,
- venue plan and exhibitions,
- social platform,
- PUSH messages,
- partners and sponsors, including a sponsor application on the homepage,
- presentation and speech evaluation module,
- surveys,
- questions to speakers, consultants,
- appointment scheduling module,
- photo booth.

Information about the participant management system can also be found in the chapter: Congress secretariat, participant and abstract management.

### 4. OTHER SUPPLIERS

Other suppliers we may need before or during the organisation of an event are:

- Artistic agency
- Booths for exhibitors
- Security agency
- Hostess agency
- Photographer
- Graphic designer, material production
- Translation agency

# PREPARATION AND REALISATION OF AN EVENT

56



1. List the main activities of event service providers.
2. Describe the catering guidelines in the Banquet Event Order (BEO) document.
3. Develop a sample event menu: served, buffet, and picnic.
4. Prepare a checklist for ordering technical and stage setting.
5. Discuss tools for managing participants in an event.
6. List services useful before or during the organisation of an event.

## 7.4 Cooperation with sponsors, patrons and the media – sponsorship offer, offer for the media, patrons

**There is no event without partners.** When preparing for cooperation with event partners, we must remember that each of the stakeholders of our event has different objectives. For the organiser, it is important to realise the planned programme and to achieve a positive balance sheet, for the participant - to raise their competence or to present their own achievements. For the sponsor, patron or media, it is important to increase brand recognition and sales of their products or services.



Figure 17 – Cooperation with partners

It is important to remember that sponsorship is not philanthropy. **Sponsorship means a pecuniary gain expressed in money, goods, services, made by a company, individual, institution (sponsor) to an individual, organisation, institution (sponsored entity) in order for it to perform the activities specified in the sponsorship agreement.**

**The sponsor wants to reach the participants in order to obtain an increase of brand loyalty or to create brand awareness, or to change or strengthen the brand image.** During the event, the sponsor has the opportunity to collect databases, which is a great value in this day and age. It can also, by participating in the event, stimulate its sales, present its new products or services, or show its social responsibility.

### The sponsorship offer should include:

- detailed description of the project (programme of the event, description of the target group, expected number of participants, plan for implementation and promotion of the event, obtained patronages, reports from previous events),
- expectations towards the sponsor (various packages of different values),
- benefits for the sponsor (promotional, sales, image),
- information about the organiser.





Below is an example of a congress sponsorship offer.

XXVII  
ZABRZAŃSKA  
MIĘDZYNARODOWA  
KONFERENCJA  
KARDIOLOGICZNA  
Postępy w rozpoznawaniu i leczeniu  
chorób serca, płuc i naczyń  
ZABRZE, 3-5 CZERWCA 2020



[konferencjazabrze.pl](http://konferencjazabrze.pl)

**OFERTA DLA SPONSORÓW**



Szanowni Państwo,

W imieniu SCCS i Komitetu Organizacyjnego XXVII Zabrzeńskiej Międzynarodowej Konferencji Kardiologicznej mamy zaszczyt zaprosić Państwa do udziału w charakterze Sponsora/Wystawcy/Wydawnictwa w tym corocznym, ważnym wydarzeniu. Sądzymy, że stało się już tradycją w środowisku kardiologicznym, by być w czerwcu na Śląsku w SCCS i świętować dni polskiej kardiologii.


Zaproszenie licznej rzeszy lekarzy oraz wyjątkowych wykładowców po raz 27. nie byłoby możliwe bez partnerstwa ze strony przemysłu farmaceutycznego, kardiologicznego oraz producentów sprzętu medycznego. Miło nam będzie gościć również liczne wydawnictwa medyczne i inne podmioty, które chciałyby wesprzeć nasze przedsięwzięcie.


Mamy nadzieję, że udział przedstawicieli wielu Sponsorów w organizowanej przez nas Konferencji, pozwoli nie tylko na jej uatrakcyjnienie, ale również wpłynie na wartość merytoryczną i praktyczny wymiar prezentowanych treści. Zależy nam, aby udział przedstawicieli firm w konferencjach naukowych spowodował, że nauka i praktyka regularnie spotykają się razem.

Chcielibyśmy Państwa zapewnić, że znamy i będziemy mieli cały czas na uwadze, aby wzajemne kontakty Innowacyjnych Firm Farmaceutycznych z przedstawicielami zawodów medycznych spełniały najwyższe standardy etyczne, aby przestrzegać Kodeks Dobrych Praktyk Przemysłu Farmaceutycznego oraz Kodeks Przejrzystości.

Gorąco wierzymy, że Państwa zaangażowanie przyniesie obu stronom szereg wymiernych korzyści, a z naszej współpracy skorzystają uczestnicy wydarzenia, a przede wszystkim, w dalszej kolejności, leczeni przez nas pacjenci.

Liczymy na Państwa przychylność, pomoc i udział w zorganizowaniu XXVII Zabrzeńskiej Międzynarodowej Konferencji Kardiologicznej, co pozwoli nam spotkać się w dniach 3-5 czerwca 2020 w Zabrzu.

  
prof. dr hab. M. Gąsior  
Przewodniczący Konferencji

  
prof. dr hab. M. Zembala  
Dyrektor SCCS



ZABRZE, 3-5 CZERWCA 2020

OFERTA DLA SPONSORÓW



Szanowni Państwo,

Firma Symposium Cracoviense serdecznie zaprasza do zapoznania się z ofertą sponsoringu, a w razie pytań lub wątpliwości, służymy dalszymi informacjami.

*Zofia Cześnikiewicz*

Zofia Cześnikiewicz

Dyrektor Biura Organizacyjnego

**w sprawach merytorycznych:**

u Organizatora

**Śląskie Centrum Chorób Serca w Zabrzu**

**III Katedra i Klinika Kardiologii**

ul. Marii Curie-Skłodowskiej 9, 41-800 Zabrze

tel. +48 32 3733 860; +48 32 3733 853

e-mail: a.szkobel@sccs.pl    dzialnauki@sccs.pl

[www.sccs.pl](http://www.sccs.pl)

[www.konferencjazabrze.pl](http://www.konferencjazabrze.pl)

**w sprawach organizacyjnych i wszystkich innych:**



do **Biura Organizacyjnego**

Symposium Cracoviense sp. z o.o.

31-123 Kraków, ul. Krupnicza 3

tel: +48 12 422 76 00, fax: +48 12 421 38 57

kontakt mailowy:

anna.jedrocha@symposium.pl – sprawy ogólne

zofia.czesnikiewicz@symposium.pl – materiały drukowane

agnieszka.bryk@symposium.pl – obsługa Firm, catering, multimedia, transmisje

kamilia.dudek@symposium.pl – hotele, transfery, wykładowcy

kamila.wilczyńska@symposium.pl – strona internetowa, social media, newslettery

[www.symposium.pl](http://www.symposium.pl)

[www.konferencjazabrze.pl](http://www.konferencjazabrze.pl)



ZABRZE, 3-5 CZERWCA 2020

OFERTA DLA SPONSORÓW





**MIEJSCE KONFERENCJI**

Zabrze, Multikino, ul. Gdańska 18  
[www.multikinomedia.pl/konferencje](http://www.multikinomedia.pl/konferencje)  
 Śląskie Centrum Chorób Serca (SCCS) w Zabrzu

**TERMIN** 3-5 czerwca 2020

**PRZEWIDYWANA LICZBA UCZESTNIKÓW** 1800

**PRZEWODNICZĄCY KONFERENCJI**

Prof. dr hab. med. Mariusz Gąsior

**ORGANIZATOR**

Śląskie Centrum Chorób Serca w Zabrzu  
 III Katedra i Klinika Kardiologii  
 ul. Marii Curie-Skłodowskiej 9, 41-800 Zabrze  
 tel. +48 32 3733 860; +48 32 3733 853  
 e-mail: [a.szkobel@sccs.pl](mailto:a.szkobel@sccs.pl) [dzialnauki@sccs.pl](mailto:dzialnauki@sccs.pl)  
[www.sccs.pl](http://www.sccs.pl)

**BIURO ORGANIZACYJNE**

**Symposium Cracoviense** sp. z o.o.  
 31-123 Kraków, ul. Krupnicza 3  
 tel: +48 12 422 76 00, fax: +48 12 421 38 57  
[www.symposium.pl](http://www.symposium.pl)

**GŁÓWNE RODZAJE SPONSORINGU**

|                          |                 |
|--------------------------|-----------------|
| Sponsor <b>PLATYNOWY</b> | 150 000 PLN+VAT |
| Sponsor <b>ZŁOTY</b>     | 100 000 PLN+VAT |
| Sponsor <b>SREBRNY</b>   | 60 000 PLN+VAT  |
| Sponsor <b>BRAZOWY</b>   | 40 000 PLN+VAT  |



ZABRZE, 3-5 CZERWCA 2020

OFERTA DLA SPONSORÓW



| KORZYŚCI ZE SPONSORINGU  | PAKIETY SPONSORSKIE                    |                                    |                                      |                                      |
|--|--|------------------------------------|--------------------------------------|--------------------------------------|
|  | PLATYNOWY SPONSOR<br>(max 2 sponsorów) | ZŁOTY SPONSOR<br>(max 4 sponsorów) | SREBRNY SPONSOR<br>(max 5 sponsorów) | BRAZOWY SPONSOR<br>(max 6 sponsorów) |
| Ustne podziękowanie podczas ceremonii otwarcia i zamknięcia Konferencji                                    | •                                      | •                                  | •                                    | •                                    |
| Reklama wielkoformatowa firmy* (maks. 2m <sup>2</sup> ) w pobliżu miejsca rejestracji uczestników          | •                                      |                                    |                                      |                                      |
| Sesja satelitarna 45 minut   | •                                      | •                                  |                                      |                                      |
| Sesja lunchowa 20 minut  | •                                      |                                    | •                                    |                                      |
| Logo firmy* umieszczone na etykietce z nazwiskiem uczestnika   | •                                      |                                    |                                      |                                      |
| Logo firmy* umieszczone na teczkach dla uczestników  | •                                      |                                    |                                      |                                      |
| Logo firmy* wyświetlone na ekranach w przerwach między sesjami   | •                                      | •                                  | •                                    | •                                    |
| Reklama firmy* wyświetlana w na ekranach w przerwach między sesjami ( 10 sek) przez 1 wybrany dzień        | •                                      | •                                  |                                      |                                      |
| Logo firmy* umieszczone na banerach i tablicach informacyjnych konferencji                                 | •                                      |                                    |                                      |                                      |
| Powierzchnia wystawowa wliczona w koszt sponsoringu  | 20m <sup>2</sup>                       | 10m <sup>2</sup>                   | 6m <sup>2</sup>                      | 6m <sup>2</sup>                      |
| Liczba rejestracji przedstawicieli sponsora  | 8                                      | 6                                  | 4                                    | 2                                    |
| Liczba rejestracji uczestników Konferencji   | 20                                     | 16                                 | 12                                   | 8                                    |
| Logo firmy* wraz z odnośnikiem do jej strony internetowej, umieszczone na stronie internetowej Konferencji | •                                      | •                                  | •                                    | •                                    |
| Logo firmy* i dane kontaktowe sponsora umieszczone w programie   | •                                      | •                                  | •                                    | •                                    |
| Reklama firmy* w programie Konferencji   | 2 strony                               | 1 strona                           | 1 strona                             | 1 strona                             |
| Inserty firmowe* do materiałów konferencyjnych (max. 8 stron A4)   | •                                      | •                                  | •                                    | •                                    |
| <b>Koszt pakietu w zł netto + 23 % VAT</b>   | 150.000,-                              | 100.000,-                          | 60.000,-                             | 40.000,-                             |

\* dostarcza Sponsor/Wystawca



XXVII  
ZABRZAŃSKA  
MIEDZYNARODOWA  
KONFERENCJA  
KARDIOLOGICZNA

ZABRZE, 3-5 CZERWCA 2020

OFERTA DLA SPONSORÓW

| ŚWIADCZENIA PROMOCYJNE   | CENA NETTO W PLN |
|--|------------------|
| Sesja satelitarna 45 minut   | 45.000,-         |
| Sesja lunchowa 20 minut  | 25.000,-         |
| Wynajem powierzchni wystawowej - 1 m <sup>2</sup><br><small>Organizator przydziela miejsce wystawowe wg kolejności zgłoszeń, z wyjątkiem Sponsorów, którzy mają prawo do wyboru miejsca Wystawy w pierwszej kolejności</small> | 3.000,-          |
| Rejestracja przedstawiciela Sponsora/Wystawcy<br><small>Sponsor/Wystawca otrzyma 1 bezpłatne uczestnictwo na każde zamówione 4 m<sup>2</sup> powierzchni</small>   | 410,-            |
| Logo firmy* wyświetlone na ekranach w przerwach między sesjami we wszystkich salach obradowych   | 2.000,-          |
| Reklama firmy* wyświetlana na ekranach w przerwach między sesjami (10 sek) we wszystkich salach obradowych przez 1 dzień   | 5.000,-          |
| Partner transmisji online sesji  | 5.000,-          |
| Nagranie z sesji satelitarnej  | 8.000,-          |
| Partner aplikacji mobilnej   | 10.000,-         |
| Partner Wi-Fi  | 10.000,-         |
| Branding stanowiska ładowania telefonów komórkowych  | 10.000,-         |
| Drukowana reklama* w programie konferencji - 1 strona w formacie programu  | 10.000,-         |
| Drukowana reklama* w programie konferencji - 1/2 strony w formacie programu  | 6.000,-          |
| Dostarczenie smyczy* z logo firmy do identyfikatorów   | 5.000,-          |
| Dostarczenie długopisów/notesów* z logo firmy do toreb konferencyjnych   | 5.000,-          |
| Insert materiałów w torbach konferencyjnych (4 x strona max. format A4)*   | 6.000,-          |
| Dostarczenie pendrive'ów / gadżetu firmowego*  | 6.000,-          |
| T-Shirty z logo partnera * dla obsługi konferencji   | 5.000,-          |

\* dostarcza Sponsor/Wystawca



XXVII  
ZABRZAŃSKA  
MIĘDZYNARODOWA  
KONFERENCJA  
KARDIOLOGICZNA

ZABRZE, 3-5 CZERWCA 2020

OFERTA DLA SPONSORÓW





## REGULAMIN WYSTAWY

### §1. WYRAŻENIA I SKRÓTY

1. Użyte w poniższym regulaminie wyrażenie „Wystawca” oznacza wszystkich przedstawicieli firmy, jej firm współpracujących, oraz wszystkie inne osoby zaangażowane w przygotowanie wystawy dla podmiotu, któremu przydzielono miejsce wystawowe.
2. Użyte w poniższym regulaminie wyrażenie „Wystawa” oznacza wystawę odbywającą się w trakcie trwania XXVII Międzynarodowej Konferencji Kardiologicznej
3. Użyte w poniższym regulaminie wyrażenie „Organizator” oznacza Sekretariat Konferencji Symposium Cracoviense Sp z o.o.

### §2. PRZYDZIAŁ MIEJSCA WYSTAWOWEGO

1. Organizator przydziela miejsce wystawowe wg kolejności zgłoszeń, z wyjątkiem Sponsorów, którzy mają prawo do wyboru miejsca Wystawy. Organizator uwzględni w miarę możliwości życzenia Wystawcy odnośnie lokalizacji stoiska.

### §3. ZGŁOSZENIA I PŁATNOŚCI

1. Zgłoszenie udziału w Wystawie następuje przez wypełnienie i przesłanie do Organizatora, drogą elektroniczną Formularza zgłoszeniowego wystawcy, oraz uiszczenie nie mniej niż 50% kosztów zamówionej powierzchni.
2. Płatności należy dokonać przelewem bankowym na konto Organizatora.
3. W przypadku większej liczby zgłoszeń, niż przygotowana liczba miejsc wystawowych o przydziale miejsca decyduje kolejność zgłoszeń.
4. Pozostała, po uiszczeniu kosztów zamówionej powierzchni, część kosztów, włączając koszty udziału osób przedstawicieli Wystawcy, musi zostać uiszczona nie później niż do 30 kwietnia 2020r, przelewem na konto Zjazdu wskazane przez Organizatora, pod rygorem unieważnienia zgłoszenia.

### §4. REZYGNACJA

1. Wystawcy przysługuje prawo rezygnacji z udziału w Wystawie jedynie w przypadku zaistnienia okoliczności uzasadniających taką rezygnację.
2. O zamiarze rezygnacji z udziału w Wystawie, Wystawca informuje Organizatora na piśmie. Za datę rezygnacji uznaje się datę dostarczenia ww. pisma do Organizatora.
3. W przypadku rezygnacji w terminie do 30 marca 2020 r Wystawca otrzyma zwrot całej wpłaty, od 1 kwietnia 2020 do 30 kwietnia 2020r Wystawca ponosi koszty w wysokości 50% kosztów zamówionej powierzchni. Jeżeli Wystawca wcześniej uiszczył kwotę przekraczającą 50% kosztów, różnica pomiędzy uiszczoną kwotą, a kwotą wynikającą z 50% kosztów zamówionej powierzchni zostanie Wystawcy zwrócona na wskazane przez niego konto bankowe.
4. W przypadku rezygnacji po 30 kwietnia 2020 r. zwrot kosztów nie przysługuje.

### §5. ZAKAZ SPRZEDAŻY

1. Wystawca zobowiązuje się do nie prowadzenia sprzedaży, a w szczególności sprzedaży gotówkowej, na przydzielonym stoisku wystawowym.

### §6. ODPOWIEDZIALNOŚĆ

1. Organizator nie ponosi żadnej odpowiedzialności za szkody w majątku Wystawcy, to jest za jego utratę lub uszkodzenie, powstałe podczas trwania wystawy, jak i jej instalacji i demontażu.
2. Organizator nie ponosi żadnej odpowiedzialności za szkody osób prezentujących lub odwiedzających stoisko wystawowe.
3. Wszelkie roszczenia osób, które doznały szkód podczas odwiedzin danego stoiska wystawowego, będą kierowane do Wystawcy.

### §7. WYCOFANIE SIĘ Z WYSTAWY

1. W przypadku, gdy Wystawca odmawia użycia całości lub części przestrzeni wystawowej przyznanej przez Organizatora, Organizator rezerwuje sobie prawo do rozwiązania umowy z takim Wystawcą.
2. W przypadku wymienionym w punkcie 1. Wystawcy nie przysługuje zwrot żadnych kosztów.
3. Również w przypadku, gdy wycofanie z Wystawy nastąpiło bez wiedzy i bez porozumienia z Organizatorem, Wystawcy nie przysługuje zwrot poniesionych już kosztów.

### §8. UŻYWANIE PRZESTRZENI WYSTAWOWEJ

1. Szczegóły dotyczące montażu, demontażu oraz godzin otwarcia i zasad korzystania z wystawy zostaną wysłane w odrębnym komunikacie dla wystawców

### §9. ZMIANA TERMINU WYSTAWY

1. Organizator rezerwuje sobie prawo do zmiany terminu i czasu trwania Wystawy, w tym do całkowitego jej odwołania, w przypadku zaistnienia nadzwyczajnych okoliczności uzasadniających takie zmiany.

### §10. PRZEPISY UZUPELNIĄCE

1. Organizator rezerwuje sobie prawo do wydania dodatkowych przepisów i regulacji uzupełniających niniejszy regulamin, o ile zaistnieje taka potrzeba.
2. Dodatkowe przepisy i regulacje są wiążące dla Wystawcy w momencie dostarczenia ich Wystawcy w formie pisemnej.
3. W sprawach nie objętych niniejszym Regulaminem obowiązują przepisy Rzeczypospolitej Polskiej, a wszelkie spory rozstrzygane będą przed polskim sądem powszechnym.



ZABRZE, 3-5 CZERWCA 2020

Fig. 18 – Example of an offer for congress sponsors

# PREPARATION AND REALISATION OF AN EVENT

64

## HONORARY PATRONAGE

The organisers of an event can appoint an honorary committee to which they invite VIPs. But also without appointing a committee **we can apply for honorary patronage of important personalities.**

### Why is it worth it?

- Honorary patronage is prestige for our organisation and our event.
- Honorary patronage can help us promote our event.
- Honorary patronage will help us to reach a larger audience.
- Honorary patronage will help us to get sponsors.

Very often important people or institutions, for whose patronage we want to apply, have ready-made applications that need to be filled out in order to obtain patronage.



### The application for honorary patronage should include:

- information about the applicant,
- detailed description and programme of the project,
- information on the sources of financing of the project and sponsors,
- information on other patronages (including media) and publicity,
- information on the participation of honorary guests.

### The honorary patronage entails certain obligations for the organiser i.e.:

- We place the logo and an active link to the patron's website on the event website.
- We provide information about the granting of patronage in all forms and materials and on the event's website.
- We send out invitations to attend the opening ceremony along with the event programme.
- We prepare a report and send it out together with a thank-you note.

## MEDIA PATRONAGE

**Media patronage is a type of sponsoring in which a company from the media sector (television, radio, newspaper, Internet portal) provides advertising or information space in order to promote our event. In return, the sponsoring entity is promoted during our event and has the opportunity to place its advertisements and logos. Apart from its advertising function, media patronage builds a positive image.**



- We measure media patronage by its advertising equivalent.
- It is an indicator expressing the amount of money which would have to be spent on the publication or broadcast of a given message if it were an advertisement. It is used as an index for evaluating the effectiveness of PR activities.
- The advertising equivalent is calculated on the basis of the advertising rate card of the newspaper, radio or television station or Internet portal in which the message appeared, taking into account the area of the article or the duration of exposure in the programme/on the portal.



1. List and describe the elements of a sponsorship offer.
2. Develop a benefits package for the event sponsor.
3. Prepare a proposal for patronage.
4. Prepare an offer for a media patron

# PREPARATION AND REALISATION OF AN EVENT

65

7.5

## 7.5. Protocol in event organisation – order of precedence, business etiquette

In events with special guests, we must remember the protocol, so that the rules for taking VIPs or the order of their speeches are in accordance with the protocol in force.

**Precedence is the order of priority of leading positions in the state, which we must bear in mind when greeting people, making speeches or designating seats.**

**The precedence of leading positions in the Republic of Poland is as follows:**

- |  |  |
|--|--|
| 1. President of the Republic of Poland                   | 17. Chairpersons of Senate committees  |
| 2. Marshal of the Sejm                                   | 18. Members of Sejm  |
| 3. Marshal of the Senate                                 | 19. Senators   |
| 4. President of the Council of Ministers                 | 20. Secretaries of State   |
| 5. Deputy Presidents of the Council of Ministers         | 21. Chief of the Chancellery of the President of the Republic of Poland                        |
| 6. Deputy Marshals of the Sejm                           | 22. Chief of the Chancellery of the President of the Council of Ministers                      |
| 7. Deputy Marshals of the Senate                         | 23. Chiefs of the Chancelleries of the Sejm and of the Senate                                  |
| 8. Ministers – members of the Council of Ministers       | 24. Presidents of the Supreme Court  |
| 9. Ministers of State                                    | 25. Army – Chief of the General Staff and commanders of the branches of the Armed Forces       |
| 10. President of the Constitutional Tribunal             | 26. Polish ambassadors   |
| 11. Chief Justice – First President of the Supreme Court | 27. Undersecretaries of State  |
| 12. President of the Supreme Administrative Court        | 28. Voivodes and presidents of voivodeship-level cities  |
| 13. President of the Supreme Audit Office                | 29. Deputy presidents and chairpersons of national-level administrative offices and committees |
| 14. Commissioner for Civil Rights Protection             | 30. Directors General  |

**The precedence of government and local government positions in the voivodeship is as follows:**

- |   |  |
|---|--|
| 1. Voivode  | 7. Vice-Chairman of the Voivodeship Board      |
| 2. Marshal of the Voivodeship                     | 8. Vice-Chairman of the Voivodeship Council    |
| 3. Chairman of the Voivodeship Council            | 9. Member of the Voivodeship Board             |
| 4. Vice-Voivode                                   | 10. Member of the Voivodeship Council          |
| 5. President of the Regional Office of Accounts   | 11. Director General of the Voivodeship Office |
| 6. President of the Local Government Appeal Board | 12. Treasurer of the Voivodeship               |



## PREPARATION AND REALISATION OF AN EVENT

66

**Precedence of local government positions in the county:**

- |  |   |
|--|---|
| 1. Starosta                            | 5. Member of the County Executive Board |
| 2. The Chairman of the County Council  | 6. Member of the County Council         |
| 3. Vice-Starosta                       | 7. Secretary of the County              |
| 4. Vice-Chairman of the County Council | 8. Treasurer of the County              |

**Precedence of positions in the municipality (city):**

- |  |  |
|--|--|
| 1. Wojt (mayor, president);                          | 6. Municipality Councillor (city councillor);                                  |
| 2. Chairman of the municipality council (city);      | 7. Secretary of the municipality (city);                                       |
| 3. Deputy-Wojt (mayor, president);                   | 8. Treasurer of the municipality (city);                                       |
| 4. Vice-chairman of the municipality Council (city); | 9. the village administrator, chairman of the district board (housing estate). |
| 5. Member of the municipality Council (city);        |  |

**The precedence in the clergy:**

- |                      |  |
|----------------------|--|
| 1. Primate of Poland | 3. Archbishops and bishops                                   |
| 2. Cardinal          | 4. National heads of non-Catholic churches and denominations |

**Rules governing correspondence:**

| Person  | Address  | Invocation  | Invitation   |
|---|--|---|--|
| President of the Republic of Poland                   | Mr. Jan Kowalski President of the Republic of Poland                               | Distinguished Mr. President of the Republic of Poland | Mr. Jan Kowalski President of the Republic of Poland and his spouse      |
| Former President of the Republic of Poland            | Mr. President Jan Kowalski   | Distinguished Mr. President                           | Mr. President Jan Kowalski and his spouse                                |
| Marshal of the Sejm                                   | Ms. Ewa Kowalska Marshal of the Sejm of the Republic of Poland                     | Highly honourable Madam Marshal                       | Ms. Ewa Kowalska and her spouse  |
| Highly honoured Mr. President of Council of Ministers | Mr. President of the Council of Ministers Jan Kowalski and his spouse              | Highly honoured Mr. President of Council of Ministers | Mr. President of the Council of Ministers Jan Kowalski and his spouse    |
| Former President of the Council of Ministers          | Mr. Prime Minister Jan Kowalski  | Highly honoured Mr. Prime Minister                    | Mr. Prime Minister Jan Kowalski and his spouse                           |
| Primate of Poland                                     | Your Excellency John Kowalski Archbishop Metropolitan of Gniezno Primate of Poland | (Your) Excellency or Most Distinguished Primate       | Your Excellency His Excellency Archbishop Jan Kowalski Primate of Poland |
| Cardinal  | Your Eminence Cardinal Jan Kowalski Archbishop Metropolitan of Warsaw              | (Your) Eminence or Most Distinguished Cardinal        | Your Eminence Cardinal Jan Kowalski                                      |
| Polish Ambassador                                     | Mr. Jan Kowalski Ambassador of the Republic of Poland                              | Your Excellency Mr. Ambassador                        | Mr. Ambassador Jan Kowalski and his spouse                               |
| Ambassador (foreign country)                          | Your Excellency John Kowalski Ambassador (country) to Poland                       | (Your) Excellency                                     | Your Excellency Ambassador John Kowalski and his spouse                  |

Table 8 – Rules of correspondence in diplomatic protocol



# PREPARATION AND REALISATION OF AN EVENT

67

## What should be remembered?

### Arrival at the ceremony:

- Personalities arrive at the ceremony in order of rank - from lowest to highest (the higher the rank the later the arrival).
- A representative of the organiser should greet important guests at the entrance.
- The most important guest is expected and seated personally by the main organiser or the inviter.

### Seating at the ceremony:

- The right-hand rule for determining the importance of the seat applies.
- The chief organiser takes a seat in the centre.
- The others follow in order on his right and left hand.

### Taking the floor during the ceremony:

- Priority of speaking is given to the host, who greets the guests in order of importance by name and function.
- The host shall give the floor to subsequent speakers according to the seniority of their positions.

### Seating of guests at table - 3 rules apply:

- priority of the right hand
- the principle of precedence
- principle of alternation (alternate seating of men and women)

The guest of honour sits opposite the host and at the same time with his back to the door through which the waiter's movement takes place.



1. Describe the general rules for addressing VIPs / the order in which they appear, according to the protocol in force.
2. Give general rules for correspondence to VIPs.
3. Describe the rules for arriving at the event, seating, speaking and seating guests at the table.

7.6

## Congress/ event financing, budget preparation and execution, accounting

**The congress budget and the balance of income and costs are the responsibility of the organiser, and often on his behalf the PCO.** This person should prepare several budget variants for different numbers of participants. We should be able to reduce costs if the number of participants is lower than expected. The PCO must estimate the real income and if the balance is negative, agree with the organiser on the decision to cancel the event. Cyclical international congresses are not likely to be cancelled for financial reasons. But national, one-day events are sometimes better to cancel than to incur losses.

When starting to organise a congress, we must remember two ironclad rules. Firstly, **you must keep the same billing method** from the offer, through the contract, to the settlement invoice. This is due to the different VAT rates used by suppliers, but it also depends on the way the service is purchased - whether you buy a complex service or independent services.

The second principle, which is a derivative of the first: until the day of the congress we do not know one hundred percent what income we will have at our disposal (this is a fluid matter, as it depends on the

## PREPARATION AND REALISATION OF AN EVENT

68

number of registered and paid participants and the funds obtained from sponsors). This is why **the budget is constantly being modified, both on the cost and income side.**

Below is an example of a congressional budget.


| Estimated revenues: FIP 2023/2024   |        |              |                 |
|---|--------|--------------|-----------------|
| Net (+ VAT 23 %)  |        |              |                 |
|   | Rate € | 4,5          |                 |
| Net costs – total   |        |              | 3 260 100,00 zł |
| ICE Krakow (5 days)   | Number | Unit cost    | Total           |
| Exclusive use of the entire venue   | 5      | 80 000,00 zł | 400 000,00 zł   |
| Exhibition and poster hall - foyer included in rental price                   | 5      | 0,00 zł      | 0,00 zł         |
| Parallel halls 4 or 6 - included in the rental price                          | 5      | 0,00 zł      | 0,00 zł         |
| Assembly + disassembly  | 2      | 40 000,00 zł | 80 000,00 zł    |
| Total – venue   |        |              | 480 000,00 zł   |
| Catering  | Number | Unit cost    | Total           |
| Welcome reception   | 3000   | 120,00 zł    | 360 000,00 zł   |
| Lunch boxes (4 x 3000)  | 12000  | 45,00 zł     | 540 000,00 zł   |
| Coffee breaks (4 x 3000)  | 12000  | 55,00 zł     | 660 000,00 zł   |
| Total – catering  |        |              | 1 560 000,00 zł |
| Service   | Number | Unit cost    | Total           |
| Hostesses (30 persons x 5 days x 10 hours)                                    | 1500   | 40,00 zł     | 60 000,00 zł    |
| Materials packing (10 people x 10 hours)                                      | 100    | 40,00 zł     | 4 000,00 zł     |
| Technical support of rooms and speakers room (20 persons x 5 days x 10 hours) | 1000   | 45,00 zł     | 45 000,00 zł    |
| Simultaneous interpreters   | 0      | 2 500,00 zł  | 0,00 zł         |
| Congress registration (3 persons x 280 hrs)                                   | 840    | 40,00 zł     | 33 600,00 zł    |
| Financial support (2 persons x 190 hrs)                                       | 380    | 50,00 zł     | 19 000,00 zł    |
| Total – service   |        |              | 161 600,00 zł   |
| Travel grants + prizes  | Number | Unit cost    | Total           |
| Travel grants (500 euro per person)   | 0      | 2 150,00 zł  | 0,00 zł         |
| Prizes (2000 euro per person)   | 0      | 4 300,00 zł  | 0,00 zł         |
| Total – grants  |        |              | 0,00 zł         |






## PREPARATION AND REALISATION OF AN EVENT

69



| <b>Signage, decoration, posters</b>   | <b>Number</b> | <b>Unit cost</b> | <b>Total</b>  |
|---|---------------|------------------|---------------|
| Poster boards   | 250           | 80,00 zł         | 20 000,00 zł  |
| Stand construction (900 m2)   | 900           | 120,00 zł        | 108 000,00 zł |
| Banners, flags, direction indicators  | 1             | 35 000,00 zł     | 35 000,00 zł  |
| Roll-up   | 30            | 400,00 zł        | 12 000,00 zł  |
| Total - signage   |               |                  | 175 000,00 zł |
| <b>Congress materials</b>   | <b>Number</b> | <b>Unit cost</b> | <b>Total</b>  |
| Programme (200 pages, A4) printing  | 3000          | 17,00 zł         | 51 000,00 zł  |
| Programme - typesetting   | 1             | 8 000,00 zł      | 8 000,00 zł   |
| Abstract book PDF   | 1             | 50 000,00 zł     | 50 000,00 zł  |
| Congress bag  | 3000          | 20,00 zł         | 60 000,00 zł  |
| Identification badge, lanyard   | 3000          | 10,00 zł         | 30 000,00 zł  |
| Total - materials   |               |                  | 199 000,00 zł |
| <b>Multimedia</b>   | <b>Number</b> | <b>Unit cost</b> | <b>Total</b>  |
| Additional rooms equipment (screens, projectors, podiums, sound system, lighting, mixers) | 5             | 30 000,00 zł     | 150 000,00 zł |
| Equipment for simultaneous interpretation   | 0             | 0,00 zł          | 0,00 zł       |
| Speakers room (computers, printers)   | 3             | 3 000,00 zł      | 9 000,00 zł   |
| Total – multimedia  |               |                  | 159 000,00 zł |
| <b>Various</b>  | <b>Number</b> | <b>Unit cost</b> | <b>Total</b>  |
| Hotel rooms for the Organising Committee and guests                                       | 1             | 100 000,00 zł    | 100 000,00 zł |
| Congress insurance  | 1             | 1 500,00 zł      | 1 500,00 zł   |
| Opening Ceremony - artistic performance   | 1             | 60 000,00 zł     | 60 000,00 zł  |
| Congress summary film   | 1             | 15 000,00 zł     | 15 000,00 zł  |
| Photographer  | 1             | 4 000,00 zł      | 4 000,00 zł   |
| Courier services, credit card companies' commissions                                      | 1             | 10 000,00 zł     | 10 000,00 zł  |
| Congress website + mobile app   | 1             | 5 000,00 zł      | 5 000,00 zł   |
| Handling of abstracts   | 1             | 30 000,00 zł     | 30 000,00 zł  |
| Congress coordination   | 1             | 300 000,00 zł    | 300 000,00 zł |
| Razem - różne   |               |                  | 525 500,00 zł |

Table 9 – Estimated costs of organization of the congress



| Estimated revenues: FIP 2023 |   |                         |                        |
|------------------------------|---|-------------------------|------------------------|
| Net income (+ 23 % VAT )     |   |                         |                        |
| <b>Revenues – total</b>      |   | <b>10 221 951,22 zł</b> |                        |
| Registration fees            |   |                         |                        |
| Number of delegates          | Rate €  | 4,50 zł                 |                        |
| 1000                         | FIP member (early fee 720 €)                      | 2 634,15 zł             | 2 634 146,34 zł        |
| 500                          | Non-member (early fee 960 €)                      | 3 512,20 zł             | 1 756 097,56 zł        |
| 600                          | FIP member (second fee 840 €)                     | 3 073,17 zł             | 1 843 902,44 zł        |
| 350                          | Non-member (second fee 1080 €)                    | 3 951,22 zł             | 1 382 926,83 zł        |
| 50                           | FIP member/non member / student (late fee 1200 €) | 4 390,24 zł             | 219 512,20 zł          |
| 300                          | Student (early fee 300 €)                         | 1 097,56 zł             | 329 268,29 zł          |
| 100                          | Student (second fee 420 €)                        | 1 536,59 zł             | 153 658,54 zł          |
| 100                          | Invited speakers, guests (0 €)                    | 0,00 zł                 | 0,00 zł                |
| 3000                         |   |                         | <b>8 319 512,20 zł</b> |
| Inne                         |   |                         |                        |
| 4                            | Sponsor (30000 €)                                 | 109 756,10 zł           | 439 024,39 zł          |
| 100                          | Exhibitors (about 9m2 stand) 4000 €               | 14 634,15 zł            | 1 463 414,63 zł        |
|                              |   |                         | <b>1 902 439,02 zł</b> |

Table 10 - Estimated income from the organisation of the congress

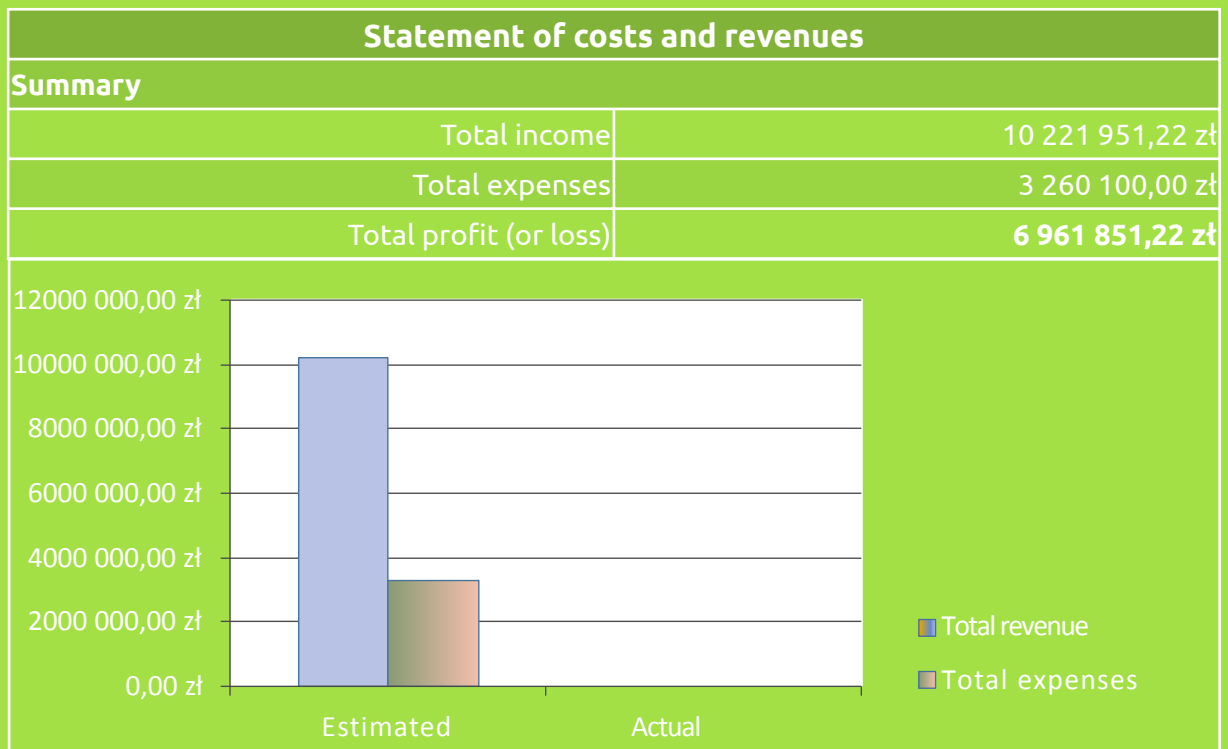


Table 11 – Statement of costs and revenues

**In the same way we create the budget for the organisation of trade fairs**, only in this case on the revenue side a much larger part comes from the exhibitors and a smaller part from the trade fair visitors.


In the cost estimate for the trade fair, there are other services that are specific to this type of event. Much smaller amounts will be found in items such as catering, for example, and there will be no such items at all, such as handling abstracts or printing the book of abstracts.

Other events are budgeted differently. The contracting authority has a predetermined budget for the organisation of the event, which is why the contractor, when submitting an offer, presents only a cost estimate for the organisation of the event. Tenders submitted in the tender procedure usually have a ready-made form, to which the contractor must adjust his estimate.

Below is an example of a cost estimate from the proceedings for the organisation of an educational event.

## PREPARATION AND REALISATION OF AN EVENT

72



| ELEMENTS OF THE EDUCATIONAL ZONE   | UNIT PRICE | QUANTITY | TOTAL NET | TOTAL GROSS |
|--|------------|----------|-----------|-------------|
| <b>Attraction 0</b><br>Humanoid robot Pepper - purchase; programming + training and delivery + maintenance |            | 1        | - zł      | - zł        |
| <b>ZONE 1</b><br><b>Attraction 1.1</b><br>Completing the backpack  |            | 1        | - zł      | - zł        |
| <b>ZONE 1</b><br><b>Attraction 1.2</b><br>Assembling and using tourist and leisure equipment               |            | 1        | - zł      | - zł        |
| <b>ZONE 1</b><br><b>Attraction 1.3</b><br>Completing the first aid kit                                     |            | 1        | - zł      | - zł        |
| <b>ZONE 1</b><br><b>Attraction 1.4</b><br>Simulator  |            | 1        | - zł      | - zł        |
| <b>ZONE 1</b><br><b>Attraction 1.5</b><br>Navigation   |            | 1        | - zł      | - zł        |
| <b>ZONE 2</b><br><b>Attraction 2.1</b><br>Weather in tourism safety aspects - app                          |            | 1        | - zł      | - zł        |
| <b>ZONE 2</b><br><b>Attraction 2.2</b><br>Safety rules for staying in a certain environment – app          |            | 1        | - zł      | - zł        |
| <b>ZONE 2</b><br><b>Attraction 2.3</b><br>Tourist first aid kit - app                                      |            | 1        | - zł      | - zł        |
| <b>ZONE 2</b><br><b>Attraction 2.4</b><br>Domestic tourism quiz - app                                      |            | 1        | - zł      | - zł        |
| <b>ZONE 2</b><br><b>Attraction 2.5</b><br>Sports disciplines, sports facilities, Olympic quiz – app        |            | 1        | - zł      | - zł        |
| <b>ZONE 2</b><br><b>Attraction 2.6</b><br>Quiz about PTO, PMT  |            | 1        | - zł      | - zł        |
| <b>ZONE 3</b><br><b>Attraction 3.1</b><br>Tourist attraction seen but not touched                          |            | 1        | - zł      | - zł        |
| <b>ZONE 3</b><br><b>Attraction 3.2</b><br>Digital tour using VR  |            | 1        | - zł      | - zł        |

## PREPARATION AND REALISATION OF AN EVENT

73

| ELEMENTS OF THE EDUCATIONAL ZONE   | UNIT PRICE | QUANTITY | TOTAL NET | TOTAL GROSS |
|--|------------|----------|-----------|-------------|
| <b>ZONE 4</b><br>Attraction 4.1<br>Interactive floor   |            | 1        | - zł      | - zł        |
| <b>ZONE 4</b><br>Attraction 4.2<br>Digital physical activity – races   |            | 1        | - zł      | - zł        |
| <b>ZONE 5</b><br>Attraction 5.1<br>Tourist trails, knowledge quiz about trails/regions, PMT, PBT – Family Feud |            | 1        | - zł      | - zł        |
| <b>ZONE 5</b><br>Attraction 5.2<br>E-sports game   |            | 1        | - zł      | - zł        |
| <b>ZONE 5</b><br>Attraction 5.3<br>Listen to nature, multimedia kiosk  |            | 1        | - zł      | - zł        |
| <b>Additional attraction</b><br>Mega puzzle with map of Poland   |            | 1        | - zł      | - zł        |
| <b>Preparation and programming of the app</b>  |            | 1        | - zł      | - zł        |
| <b>MODULE 1</b><br>Postcard  |            | 1        | - zł      | - zł        |
| <b>Module 2</b><br>Field games, quests   |            | 1        | - zł      | - zł        |
| <b>Module 3</b><br>Encyclopaedia   |            | 1        | - zł      | - zł        |
| <b>Module 4</b><br>Safety rules  |            | 1        | - zł      | - zł        |
| <b>Module 5</b><br>First-aid kits for tourists   |            | 1        | - zł      | - zł        |
| <b>Module 6</b><br>Weather for tourism   |            | 1        | - zł      | - zł        |
| <b>Module 7</b><br>Domestic tourism quests   |            | 1        | - zł      | - zł        |
| <b>Module 8</b><br>Sports disciplines  |            | 1        | - zł      | - zł        |
| <b>Module 9</b><br>Quiz on PTO, PMT, PBT   |            | 1        | - zł      | - zł        |



## PREPARATION AND REALISATION OF AN EVENT

74



| TRANSPORT AND SERVICE   | UNIT PRICE | QUANTITY | TOTAL NET | TOTAL GROSS |
|---|------------|----------|-----------|-------------|
| Minibus leasing (months)  |            | 5        | 0,00 zł   | 0,00 zł     |
| Leasing of technical transport (months)                                       |            | 5        | 0,00 zł   | 0,00 zł     |
| Branding of the whole minibus full colour                                     |            | 1        | 0,00 zł   | 0,00 zł     |
| Branding of the technical vehicle   |            | 1        | 0,00 zł   | 0,00 zł     |
| Fuel consumption (2 cars)   |            | 5        | 0,00 zł   | 0,00 zł     |
| Salaries of the drivers - 2 people  |            | 5        | 0,00 zł   | 0,00 zł     |
| Salaries for the technical team (month)                                       |            | 5        | 0,00 zł   | 0,00 zł     |
| Provision of accommodation for the team, drivers, animators                   |            | 5        | 0,00 zł   | 0,00 zł     |
| Renting the engine generator with fuel (monthly) (back up)                    |            | 5        | 0,00 zł   | 0,00 zł     |
| Obtaining necessary permits   |            | 1        | 0,00 zł   | 0,00 zł     |
| Covering the floor of the gymnasium with non-slip carpet (monthly cost)       |            | 5        | 0,00 zł   | 0,00 zł     |
| Fencing the zones (purchase of fencing tape with branding)                    |            | 5        | 0,00 zł   | 0,00 zł     |
| Animator for each of the zones (according to the specifications) monthly cost |            | 5        | 0,00 zł   | 0,00 zł     |
| <b>Total</b>  |            |          | 0,00 zł   | 0,00 zł     |

Table 12 – Cost estimate form for the organisation of an educational event

Below is an example of a cost estimate for an event - an extract from the White Paper developed by the Association of Advertising Agencies as a recommended model for the cost estimate of an event in the tender procedure.



**The White Paper is a set of recommendations and tools developed by advertisers and agencies. It consists of 10 chapters devoted to 9 categories: communication, full service, digital, public relations, events, media, production of advertising films, branding, incentive travel and research.**

Each chapter includes a description of the most effective practices, as well as detailed guidance and sample tender documents.



## PREPARATION AND REALISATION OF AN EVENT

75

| COST ESTIMATE TEMPLATE FOR AN EVENT |                             |                              |                |          |                        |          |  |
|-------------------------------------|-----------------------------|------------------------------|----------------|----------|------------------------|----------|--|
| Project:                            |                             |                              |                |          |                        |          |  |
| Person in charge:                   |                             |                              |                |          |                        |          |  |
| Date of preparation:                |                             |                              |                |          |                        |          |  |
| Expiration date of the offer:       |                             |                              |                |          |                        |          |  |
| No.                                 | TYPE OF EXPENSE             | DETAILED DESCRIPTION         | PRICE PER UNIT | QUANTITY | NUMBER OF DAYS/MONTHS* | NET COST | METHOD OF IMPLEMENTATION AND PAYMENT<br>(Advance or partial payment or payment after completion) |
| <b>BASIC ELEMENTS</b>               |                             |                              |                |          |                        |          |  |
| <b>EXTERNAL COSTS</b>               |                             |                              |                |          |                        |          |  |
| <b>INFRASTRUCTURE AND CATERING</b>  |                             |                              |                |          |                        |          |  |
| 1.                                  | <b>LOCATION</b>             |                              |                |          |                        |          |  |
| 2.                                  | Location rental             | assembly, event, dismantling | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 3.                                  | Accommodation               |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 4.                                  | <b>CATERING AND ALCOHOL</b> |                              |                |          |                        |          |  |
| 5.                                  | Breakfast                   |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 6.                                  | Lunch                       |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 7.                                  | Diner                       |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 8.                                  | Coffee break                |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 9.                                  | Aperitif                    |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 10.                                 | Alcohol                     |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 11.                                 | Catering infrastructure     |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | payment after realisation  |
| 12.                                 | Catering transport          |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | payment after realisation  |
| <b>TECHNICAL ELEMENTS</b>           |                             |                              |                |          |                        |          |  |
| 13.                                 | <b>MULTIMEDIA</b>           |                              |                |          |                        |          |  |
| 14.                                 | Equipment rental            |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 15.                                 | <b>LIGHTING</b>             |                              |                |          |                        |          |  |
| 16.                                 | Equipment rental            |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 17.                                 | <b>SOUNDING</b>             |                              |                |          |                        |          |  |
| 18.                                 | Equipment rental            |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | payment after realisation  |
| 19.                                 | <b>ARTISTS' RIDER</b>       |                              |                |          |                        |          |  |
| 20.                                 | Technical costs             |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | payment after realisation  |
| 21.                                 | Other costs                 |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | payment after realisation  |
| 22.                                 | <b>VIDEO PRODUCTION</b>     |                              |                |          |                        |          |  |
| 23.                                 | Recording/purchasing        |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | payment after realisation  |
| 24.                                 | Editing                     |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | payment after realisation  |
| <b>SCENOGRAPHIC ELEMENTS</b>        |                             |                              |                |          |                        |          |  |
| 25.                                 | <b>SCENOGRAPHY</b>          |                              |                |          |                        |          |  |
| 26.                                 | Room no. 1 - Main Hall      |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |
| 27.                                 | Room no. ....               |                              | 0,00 zł        | 1        | 1                      | 0,00 zł  | advance  |



## PREPARATION AND REALISATION OF AN EVENT

76

| No.                            | TYPE OF EXPENSE                                       | DETAILED DESCRIPTION | PRICE PER UNIT | QUANTITY | NUMBER OF DAYS/<br>MONTHS* | NET COST | METHOD OF IMPLEMENTATION AND PAYMENT (Advance or partial payment or payment after completion) |
|--------------------------------|---|----------------------|----------------|----------|----------------------------|----------|---|
| 28                             | <b>DECORATIVE ELEMENTS</b>                            |                      |                |          |                            |          |   |
| 29                             | Foyer   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 30                             | .....   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 31                             | <b>ADDITIONAL ELEMENTS OF EVENT EQUIPMENT</b>         |                      |                |          |                            |          |   |
| 32                             | Reception desk  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 33                             | Cloakroom   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 34                             | Furniture   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| <b>ARTISTS AND ATTRACTIONS</b> |   |                      |                |          |                            |          |   |
| 35                             | <b>ACTIVITIES CONCERNING THE CONCEPT OF THE EVENT</b> |                      |                |          |                            |          |   |
| 36                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 37                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 38                             | <b>ANIMATIONS</b>                                     |                      |                |          |                            |          |   |
| 39                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 40                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 41                             | <b>MAIN STAR OF THE EVENT</b>                         |                      |                |          |                            |          |   |
| 42                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 43                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 44                             | <b>SUPPORTING BANDS</b>                               |                      |                |          |                            |          |   |
| 45                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 46                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 47                             | <b>ZAIKS</b>  |                      |                |          |                            |          |   |
| 48                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 49                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 50                             | <b>DJ</b>   |                      |                |          |                            |          |   |
| 51                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 52                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 53                             | <b>HOST</b>   |                      |                |          |                            |          |   |
| 54                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 55                             | ...   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |



## PREPARATION AND REALISATION OF AN EVENT

77

| No.  | TYPE OF EXPENSE  | DETAILED DESCRIPTION | PRICE PER UNIT | QUANTITY | NUMBER OF DAYS/<br>MONTHS* | NET COST | METHOD OF IMPLEMENTATION AND PAYMENT (Advance or partial payment or payment after completion) |
|--|--|----------------------|----------------|----------|----------------------------|----------|---|
| <b>PRODUCTION AND PERSONNEL COSTS</b>                |  |                      |                |          |                            |          |   |
| <b>OTHER PRODUCTION COSTS – IMPLEMENTATION PHASE</b> |  |                      |                |          |                            |          |   |
| 56.  | Agency staff/technical transport   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 57.  | Subcontractors' personnel and technical costs                              |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 58.  | Subcontractors' assembly and dismantling costs                             |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  |   |
| 59.  | Personal and technical transport costs of subcontractors                   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 60.  | Printing and production of materials (leaflets, posters, banners, batfans) |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 61.  | Consumables  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 62.  | Accommodation for the agency's technical crew and team                     |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 63.  | Subsistence allowances for the agency's technical teams and subcontractors |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 64.  | Local inspections  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 65.  | Hostesses  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 66.  | Photographer   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 67.  | Camera operator  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 68.  | Event insurance  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 69.  | Legal Services   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 70.  | Security   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 71.  | Protection/Medical Services  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 72.  | ...  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |



## PREPARATION AND REALISATION OF AN EVENT

78

| No.   | TYPE OF EXPENSE   | DETAILED DESCRIPTION | PRICE PER UNIT | QUANTITY | NUMBER OF DAYS/<br>MONTHS* | NET COST | METHOD OF IMPLEMENTATION AND PAYMENT (Advance or partial payment or payment after completion) |
|---|---|----------------------|----------------|----------|----------------------------|----------|---|
| <b>INTERNAL COSTS</b>   |   |                      |                |          |                            |          |   |
| <b>AGENCY TEAM COSTS – CONCEPT WORK – PREPARATORY STAGE**</b> |   |                      |                |          |                            |          |   |
| 73.   | Creative concept/preparation of presentation (creative/copywriter)**  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 74.   | Renderings (3D graphic designer)**  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 75.   | 2D designs (2D graphic designer)**  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 76.   | Research (junior)**   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 77.   | Site inspections (event manager)**  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 78.   | Completing documentation for bidding/costing (event manager)**  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | advance   |
| 79.   | ...   |                      |                |          |                            |          |   |
| <b>AGENCY TEAM COSTS – IMPLEMENTATION PHASE**</b>             |   |                      |                |          |                            |          |   |
| 81.   | Production manager**  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 82.   | Account manager/Event manager**   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 83.   | Cost of hourly labour of 2D, 3D, DTP graphic designer**   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 84.   | Copywriter hourly labour cost**   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 85.   | Hourly labour cost for creative manager/creative**  |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 86.   | Hourly labour cost of agency coordinator/technical team**   |                      | 0,00 zł        | 1        | 1                          | 0,00 zł  | payment after realisation   |
| 87.   | <b>SUM OF BLOCKS FOR EXTERNAL COSTS</b>   |                      |                |          |                            | 0,00 zł  |   |
| 88.   | <b>SUM OF BLOCKS FOR INTERNAL COSTS</b>   |                      |                |          |                            | 0,00 zł  |   |
| 89.   | <b>PROJECT ADMINISTRATIVE COSTS (telephones, postage, additional office consumables) EXPRESSED AS A PERCENTAGE OR AS AN AMOUNT***</b> |                      |                |          |                            | 0,00 zł  |   |
| 90.   | <b>AGENCY MARGIN ON EXTERNAL COSTS EXPRESSED AS A PERCENTAGE OR AS AN AMOUNT****</b>  |                      |                |          |                            | 0,00 zł  |   |
| 91.   | <b>NET TOTAL</b>  |                      |                |          |                            | 0,00 zł  |   |



## PREPARATION AND REALISATION OF AN EVENT

79

| No.  | TYPE OF EXPENSE  | DETAILED DESCRIPTION | PRICE PER UNIT | QUANTITY | NUMBER OF DAYS/<br>MONTHS* | NET COST |
|--|--|----------------------|----------------|----------|----------------------------|----------|
| <b>ADVANCES AND PROJECT FINANCING</b>  |  |                      |                |          |                            |          |
| 92.  | TOTAL AMOUNT OF ADVANCES BY COLUMN: method of payment*****   |                      |                |          |                            |          |
| 93.  | STOTAL REINVOICED COSTS BY COLUMN: method of payment   |                      |                |          |                            |          |
| 94.  | AMOUNT TO BE FINANCED (AFTER DEDUCTION OF ADVANCES AND REINVOICED COSTS)   |                      |                |          | 0,00 zł                    |          |
| 95.  | PAYMENT DATE REQUIRED BY THE SUPPLIER IN DAYS***** (e.g. 14 days)  |                      |                |          | 14                         |          |
| 96.  | NUMBER OF DAYS TO BE FINANCED BY THE SUPPLIER  |                      |                |          | -16                        |          |
| 97.  | COST OF MONEY IN TIME FOR PAYMENT TERMS OVER 30 DAYS (Amount to be financed times DAILY cost of credit to supplier times number of days over 30) |                      |                |          |                            |          |
| * For one-day projects the value is always 1, for longer projects enter the number of days/months  |  |                      |                |          |                            |          |
| ** The cost of hourly/daily/monthly work includes employee costs and all other agency costs (office, software, Internet, etc. - the so-called overhead). The basis for determining the value of these rates is the Salary Survey conducted by SAR.   |  |                      |                |          |                            |          |
| ***According to market data, minimum 1% of Agency costs.   |  |                      |                |          |                            |          |
| ****According to market data, average 10%.   |  |                      |                |          |                            |          |
| ***** In the case that the client is not able to make an advance payment for the project, he/she is obliged to cover the costs related to credit, factoring or other costs connected with the need to finance the project by the agency. These costs should be included in the cost estimate and contract. |  |                      |                |          |                            |          |
| ***** The payment period should depend on the characteristics of the project, the size of the budget and the formal basis of the agency's cooperation with the client, and should be up to 30 days.  |  |                      |                |          |                            |          |

Table 13 – Cost estimate form for event organisation – source <https://dobryprzetarg.com.pl>



Dialog Branżowy Reklamodawców i Agencji

sar:



## COST ESTIMATE TEMPLATE FOR INCENTIVE TRAVEL

Recommended by:

**STOWARZYSZENIE ORGANIZATORÓW INCENTIVE TRAVEL**

|                                    |  |
|------------------------------------|--|
| Client:                            |  |
| Project Name:                      |  |
| Country:                           |  |
| Hotel Standard:                    |  |
| Departure date:                    |  |
| Number of participants:            |  |
| Number of pilots/supervisors:      |  |
| Currency exchange rate on the day: |  |

| No.                  | TYPE OF EXPENSE                  | PLN | EUR | NUMBER | PLN | EUR | OPIS / KOMENTARZ |
|----------------------|----------------------------------|-----|-----|--------|-----|-----|------------------|
| <b>ACCOMMODATION</b> |                                  |     |     |        |     |     |                  |
| 1.                   | Accommodation single rooms       |     |     | 1      |     |     |                  |
| 2.                   | Accommodation double rooms       |     |     | 1      |     |     |                  |
| 3.                   | Accommodation pilots             |     |     | 1      |     |     |                  |
| 4.                   | Local tax                        |     |     | 1      |     |     |                  |
| 5.                   | Others (specify)                 |     |     | 1      |     |     |                  |
| <b>DAY 1</b>         |                                  |     |     |        |     |     |                  |
| 6.                   | Transfers                        |     |     | 1      |     |     |                  |
| 7.                   | Lunches (with/without beverages) |     |     | 1      |     |     |                  |
| 8.                   | Dinner (with/without beverages)  |     |     | 1      |     |     |                  |
| 9.                   | Attraction 1                     |     |     | 1      |     |     |                  |
| 10.                  | Attraction 2                     |     |     | 1      |     |     |                  |
| 11.                  | Other according to the offer     |     |     | 1      |     |     |                  |
| <b>DAY 2</b>         |                                  |     |     |        |     |     |                  |
| 12.                  | Transfers                        |     |     | 1      |     |     |                  |
| 13.                  | Lunches (with/without beverages) |     |     | 1      |     |     |                  |
| 14.                  | Dinner (with/without beverages)  |     |     | 1      |     |     |                  |
| 15.                  | Attraction 1                     |     |     | 1      |     |     |                  |
| 16.                  | Attraction 2                     |     |     | 1      |     |     |                  |
| 17.                  | Other according to the offer     |     |     | 1      |     |     |                  |





## PREPARATION AND REALISATION OF AN EVENT

81

| No.                         | TYPE OF EXPENSE  | PLN | EUR | NUMBER | PLN | EUR         | OPIS / KOMENTARZ  |  |
|-----------------------------|--|-----|-----|--------|-----|-------------|---|--|
| <b>DAY 3 etc.</b>           |  |     |     |        |     |             |   |  |
| 18.                         | Transfers  |     |     | 1      |     |             |   |  |
| 19.                         | Lunches (with/without beverages)   |     |     | 1      |     |             |   |  |
| 20.                         | Dinner (with/without beverages)  |     |     | 1      |     |             |   |  |
| 21.                         | Attraction 1   |     |     | 1      |     |             |   |  |
| 22.                         | Attraction 2   |     |     | 1      |     |             |   |  |
| 23.                         | Additional (conference rooms rental, other - specify)  |     |     | 1      |     |             |   |  |
| 24.                         | Other according to the offer   |     |     | 1      |     |             |   |  |
| <b>ORGANISATIONAL COSTS</b> |  |     |     |        |     |             |   |  |
| 25.                         | Flight/transportation to the destination   |     |     | 1      |     |             |   |  |
| 26.                         | Pilot's remuneration   |     |     | 1      |     |             |   |  |
| 27.                         | Printing and production of materials (e.g. baggage tags, printouts, graphic design, airport stand rental)      |     |     | 1      |     |             |   |  |
| 28.                         | Photo/video services   |     |     | 1      |     |             |   |  |
| 29.                         | Site inspection cost per person  |     |     | 1      |     |             |   |  |
| 30.                         | Visa brokerage   |     |     | 1      |     |             |   |  |
| 31.                         | Participants' insurance  |     |     | 1      |     |             |   |  |
| 32.                         | Project administration costs (special courier, gifts, gadgets, external legal services, additional materials)* |     |     | 1      |     |             |   |  |
| 33.                         | Project staff costs  |     |     | 1      |     |             | Additional costs related to project implementation, e.g. communication with participants, data verification |  |
| 34.                         | Tourism Guarantee Fund contribution  |     |     | 1      |     |             |   |  |
| 35.                         | Tips   |     |     | 1      |     |             |   |  |
| 36.                         | Visas  |     |     | 1      |     |             |   |  |
| 37.                         | TOTAL COSTS DIVIDED INTO PLN AND EUR   |     |     |        |     | 0,00<br>PLN | 0,00<br>EUR   |  |
| 38.                         | TOTAL COSTS SETTLED IN CURRENCY, CONVERTED INTO PLN AT THE CURRENT EXCHANGE RATE (AMOUNT IN PLN)               |     |     |        |     | 0,00 PLN    |   |  |
| 39.                         | TOTAL COSTS IN PLN   |     |     |        |     | 0,00 PLN    |   |  |
| 40.                         | AGENCY MARGIN ON EXTERNAL COSTS OF THE PROJECT EXPRESSED AS A PERCENTAGE OR AMOUNT**                           |     |     |        |     | 0,00 PLN    |   |  |
| 41.                         | VAT 23% ON THE AGENCY'S MARGIN – TRIPS TO EUROPEAN UNION COUNTRIES   |     |     |        |     | 0,00 PLN    |   |  |
| 42.                         | VAT 0% ON THE AGENCY'S MARGIN - TRIPS TO COUNTRIES OUTSIDE THE EUROPEAN UNION                                  |     |     |        |     | 0,00 PLN    |   |  |
| 43.                         | VAT 23% ON NET COSTS   |     |     |        |     | 0,00 PLN    |   |  |
| 44.                         | TOTAL IN PLN PER TRIP/PROJECT  |     |     |        |     | 0,00 PLN    |   |  |
| 45.                         | TOTAL IN PLN PER PERSON  |     |     |        |     | 0,00 PLN    |   |  |



## PREPARATION AND REALISATION OF AN EVENT

82



\* The cost includes the Agency's operational costs (office, software, internet, etc. - so-called overhead).

\*\* Margin expressed as amount or percentage, e.g. 12.5%.  
Note: for the purpose of presenting a proper settlement of a project and this cost estimate tool in an axles format, an example of a 12.5% margin has been inserted in the formula above (F59), however it does not constitute a recommendation or a guideline as to its amount. When submitting an offer to a Client, the Agency inserts in the formula (F59) its own set margin as a percentage or amount.

When specifying a percentage margin (not an amount) in the formula above (F59), only the currently presented example margin needs to be substituted. When stating the margin in amount (not percentage) in the formula above (F59), add it to the sum of project costs (F58) minus items (F51 to F55), which are internal costs of the Agency and, therefore, not subject to mark-up but included in the cost estimate (in items F51 to F55).

Administrative costs, project personnel costs, TFG contributions, visas and tips are not subject to the Agency's margin.

The timing of payments should depend on the characteristics of the project. Overseas projects require the agency to finance 100% of external costs before the event.

The currency settlement rate is determined on the day of invoicing. An exchange rate of the bank where the Agency has an account applies.

Table 14 – Cost estimate form for incentive travel organization – source <https://dobryprzetarg.com.pl>



1. List the basic elements of an event cost estimate
2. Develop a sample budget for organizing a congress.
3. Develop a sample budget for organizing a trade fair.

7.7

## Risk management

**Finance**

- Insolvency
- low attendance
- event cancellation

**Reputation**

- Keynote speaker's absence
- Hardware, power failure, presentation not compatible with software
- Data protection

**Sanitary safety and beyond**

- Intrusion of a dangerous person on the site of an event
- Fire
- Irresponsible prank
- Food poisoning

Fig. 19 – Risks in organizing events

## PREPARATION AND REALISATION OF AN EVENT

83

The COVID-19 pandemic has, due to the uncertainty in the sector, made the financial risk of organising a congress or other event significantly higher. In times of pandemic, companies are particularly exposed to financial losses due to insolvency of partners, low attendance or cancellation of the event e.g. due to COVID-19. **Force majeure clauses should therefore be completed in contracts with partners and suppliers.**



**Force majeure is understood as any external event that could not have been prevented at the time of concluding the agreement, in particular: natural disasters, epidemics, state of emergency, martial law, new legal acts or binding administrative decisions preventing the execution of the agreement.**

This shall include circumstances arising in connection with the outbreak of the SARS-CoV-2 virus which make it impossible to perform the subject of the contract, in particular restrictions on the part of state authorities relating to the prevention, counteraction or eradication of infectious diseases which affect the performance of the subject of the contract.

With such a provision, in the case of cancellation of an event or the need to abandon a supplier, both parties will share the risk jointly.

It is also important that the terms of cooperation, changes, cancellations or prepayments are flexible and are the result of fair negotiations between all stakeholders.

**The PCO (Contractor), as coordinator of all activities related to the congress, should take care of his/her own reputation as well as that of the organiser and sponsors. He/she should choose destinations and venues that have a good reputation in order to provide the client with a sense of security.**

The reputation of congress organisers is most often affected by details such as the cover for a speaker's failure to arrive, a power outage or the incompatibility of a presentation with software. For such situations, it is necessary to have emergency scenarios prepared to solve the problem.

The lack of adequate security during an event is the worst consequence. **Every venue should have a health safety protocol, which the congress organiser as well as his subcontractors should strictly adhere to.**

In 2020, more than 1,500 venues joined the Polish Tourist Organisation's "Hygienically Safe Facility" programme and were awarded the **"Safe MICE Facility" certificate**, which aims to provide business tourists, meeting and event commissioners and professional congress organisers with access to information on venues adapted to provide services in accordance with the guidelines of the Chief Sanitary Inspectorate.

**To maintain safety, a trained security team is needed that can prevent dangerous people from entering the premises. This team will also evacuate in the event of a fire. You must also be prepared and know the procedures to follow in the event of an irresponsible prank, food poisoning, accident or death of a participant in the facility.**

## PREPARATION AND REALISATION OF AN EVENT

84

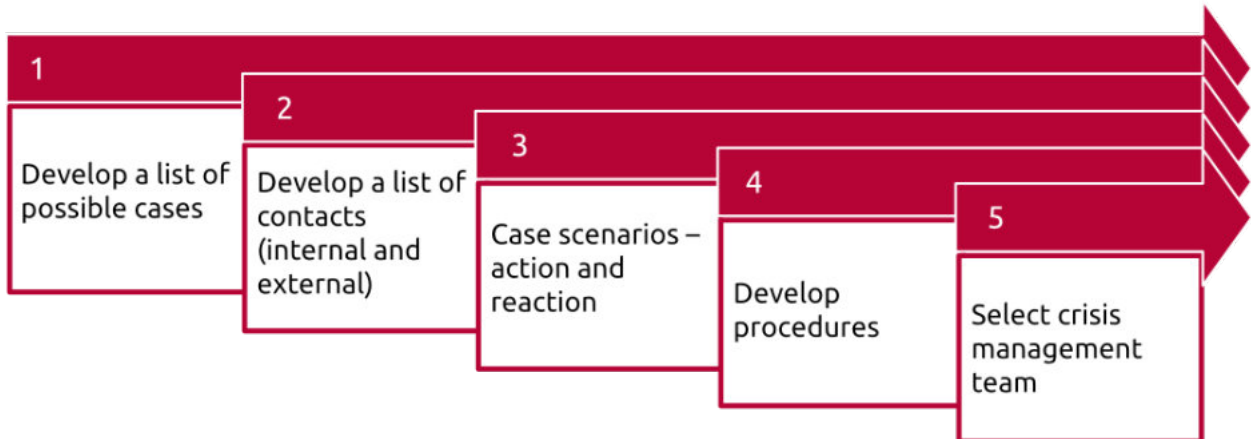


Fig. 20 – Emergency Management Book

Each risk and each case should be described, preferably in a table. Different events will have different risks, so a separate risk assessment should be done for each event. **First you need to identify all possible risks.** Then indicate who might be exposed. And answer the question whether the risk with the indicated group can be controlled. The last column should describe the actions that must be taken to control the risk.

#### The PCO describes all possible risks in the emergency book.

- Based on the entries in this book, we prepare a separate crisis book for each congress.
- First we develop a list of possible risks, taking into account the location and the venue.
- We prepare a list of all necessary contacts.
- We describe detailed scenarios for each action and response.
- For these scenarios, we establish procedures to be followed in case of risk.
- Finally, we select a crisis management team, which must be located at the congress venue and a backup team at the nearest hotel (in the event of an evacuation, the crisis management team must be provided with a location nearby).
- It is also a good idea to use a walkie-talkie – mobile communication may be difficult in case of panic.



Evacuation plans, entrance, exit

Facility signage

Certificates and technical inspections

Hydrants and other fire protection equipment

Staff briefings

Facility security

Medical team, sanitation procedures

Fig. 21 – Crisis Management Checklist

# PREPARATION AND REALISATION OF AN EVENT


85

Before each event, check a checklist of documents and equipment to confirm that our suppliers have been professionally prepared for the event.


We check the evacuation plans and entrances and exits in the congress facility. We check the signage of the facility. We check technical inspection documentation, certificates of approval of equipment for use. We check hydrants and fire-fighting equipment. We check sanitary protocols. Then we train the staff, in particular to familiarise them with the evacuation plans, the sanitary protocol and discuss the list of risks. We employ security and medical teams. These teams must receive more detailed training.

In terms of sanitary safety, as already mentioned, the Polish Tourism Organisation has introduced the "Safe MICE Venue" Certificate for venues. A number of venues have prepared procedures in case of COVID19 - you should get acquainted with them before organising an event and strictly respect them.

Below is an extract from a document produced by the Kraków Network "Event security after a pandemic".



| 1. SECURITY OF THE EVENT VENUE COMBINED WITH RISK MANAGEMENT DURING ITS ORGANIZATION          |  | PREPARATION | ASSEMBLY | IMPLEMENTATION | DISASSEMBLY |
|---|--|-------------|----------|----------------|-------------|
| RISK EVALUATION AND SANITARY PROTECTION PLAN  | Conducting risk analysis and preparation of a sanitary protection plan. Ensuring that all parties involved in assembly, implementation and disassembly are familiar with the sanitary protection plan functioning inside of the facility and aware of the obligations arising from it.   | X           | X        | X              | X           |
|   | Designation of the Sanitary Protection Inspector and communication by the organizer to all those involved in assembly, implementation and disassembly, who the Sanitary Protection Inspector is and how and under what circumstances should they be contacted.   | X           | X        | X              | X           |
|   | Introduction of a note regarding the contact of the Inspector with the authorities and State Sanitary Inspectors, in the event of infection threat among the event participants.   | X           |          | X              |             |
|   | Appointment (by the organizer, administrator or owner of the venue) of a person from the team responsible for constant monitoring over the latest reports from sanitary authorities as well as immediate and reliable information flow among all the event participants and staff regarding the new guidelines.  | X           |          |                |             |
| PREPARATION OF THE VENUE  | Uncompromising compliance with the limits regarding the number of people that can inside inside of the event space and continuous monitoring of the current rules, in accordance with the Chief Sanitary Inspectorate guidelines.  | X           | X        | X              | X           |
|   | Organization of space by setting up furniture, seating and labels should imply: <ul style="list-style-type: none"> <li>- provision of distance of minimum 1,5 m between the participants, in all directions;</li> <li>- prevention from independent seating choices by the event participants by indicating each person a specific place and visible, legible labels.</li> </ul> | X           |          | X              |             |
|   | Introduction of appropriate labels within the communication routes that lead to: ticket office, registration point, entrance, restaurants, canteen, utility space, empty waiting zones, etc.   | X           | X        | X              | X           |
|   | All the labels must clearly indicate all the zones designated for movement and presence to the event participants and staff, with preservation of a 1,5 m distance between the participants.   | X           | X        | X              | X           |
|   | Provision of regular - at least once per hour - cleaning of all common areas, in particular those that are subject to contact with the participants of the event, such as toilets, elevators, door handles, handrails, tops, chain-backs, light switches, buttons, handfields, and other surfaces that are subject to regular touch.   | X           |          | X              | X           |
| Ensuring systematic space-ventilation or airing every 3 hours for the duration of 15 minutes. | X  |             |          |                |             |



# PREPARATION AND REALISATION OF AN EVENT

**KRAKÓW NETWORK**  
Together.



**KRAKÓW NETWORK**  
Together.



**KRAKÓW NETWORK**  
Together.

| 1. SECURITY OF THE EVENT VENUE COMBINED WITH RISK MANAGEMENT DURING ITS ORGANIZATION |  | PREPARATION | ASSEMBLY | IMPLEMENTATION | DISASSEMBLY |
|--|--|-------------|----------|----------------|-------------|
| PREPARATION OF THE VENUE   | Compliance with cleanlines by use of appropriate means and methods of cleaning and disinfection of spaces based on Chief Sanitary Inspectorate recommendations and the Office for Registration of Medicinal Products, Medical Devices and Biocidal Products guidelines.  | X           | X        | X              | X           |
|  | Regular supplementation of means for personal disinfection distributed at the entrance to the event area and in public zones, such as toilets, catering spaces, classrooms, etc.   | X           | X        | X              | X           |
|  | Keeping control over the access to the event area by introducing a register of persons and companies that are authorized to be part of the implementation of the event. Preparation and storage of the mentioned register remains within the responsibility of the Sanitary Protection Inspector. Access to the register should be available for inspection at the justified request of the stakeholders, with compliance to the principles of the GDPR. | X           | X        | X              | X           |
|  | Keeping a register of space disinfection and cleaning. Supervision by the Sanitary Protection Inspector over the regularity and characteristics of entries kept in corresponding electronic or paper forms by a person who performs the disinfection. Access to the register should be available for inspection at the justified request of stakeholders, with compliance to the principles of the GDPR.   | X           |          |                |             |
|  | Designation and strict adherence to the division of the event staff tasks as well as clear and visual distinction of their functions, e.g. by introducing a trolley placed etc.  |             | X        | X              | X           |
| ENTRANCE AND EXIT  | Placement of instructions about personal safety measures in a visible place, for example about washing hands, correctly removing and applying masks, at the entrance to the event area. Locating instructions for the correct disinfection of hands by the dispensers filled with disinfectant liquid.   | X           |          |                |             |
|  | Provision of access to hand disinfectants in the entrance zone of the event venue.   | X           |          |                |             |
|  | Enabling purchase of masks, gloves and personal hand sanitizers in the entrance zone of the event venue.   | X           |          |                |             |
|  | Allowing online registration, to be scanning and non-contact verification of invitations, as well as collision-free communication ensured by blockage of open doors, if possible.  | X           |          |                |             |
|  | Maintenance of 1.5 m distance between participants awaiting entry to the event area.   |             |          |                |             |
|  | Maximum limitation of contacts between people entering and exiting the event area.   | X           |          |                |             |
|  | Preparation of separate entrances and exits within the venue and clear marking of signs prohibiting exit through the entry.  |             |          |                |             |
|  | Reduction of the maximum number of people allowed for simultaneous stay inside of the elevator (being: regular maximum permissible number of people divided by 3, excluding families). It is recommended that people with difficulties to move between floors use the elevators.   | X           |          |                |             |

| 1. SECURITY OF THE EVENT VENUE COMBINED WITH RISK MANAGEMENT DURING ITS ORGANIZATION   |  | PREPARATION | ASSEMBLY | IMPLEMENTATION | DISASSEMBLY |
|--|--|-------------|----------|----------------|-------------|
| RECEPTION  | Prohibition for prior online registration and maximum limitation of operational activities performed by the event reception staff.   | X           |          | X              |             |
|  | Reduction of the time spent in the reception area to a minimum, if there is necessity to position the reception within the event area.   | X           |          | X              |             |
|  | Equipping the reception staff with individual personal protective equipment and necessary materials, such as personal pens.  | X           |          | X              |             |
|  | Ensuring 1 m distance between participants awaiting registration, supported by communication from the event staff and/or labels on the floor, signage, etc.  |             |          |                |             |
| CHECKROOM  | Disinfecting and cleaning the reception desk both within the registration zone and at the service point at least once per hour.  | X           |          | X              |             |
|  | Maintaining a 1.5 m distance between event participants awaiting use of the cloakroom.   |             | X        | X              | X           |
|  | Equipping the cloakroom staff with personal protective equipment, including masks or head gear. Enabling such method of hanging clothes that allows their separation from other outer garments.                  |             | X        | X              | X           |
| TOILETS  | Increasing the number of both cloakroom guards and staff members that allows maintaining specific distance while queuing to use the cloakroom, in order to prevent participants from gathering within this zone. | X           | X        | X              | X           |
|  | Providing access to hand disinfectant and placing it on the cloakroom counter.   | X           | X        | X              | X           |
|  | Disinfecting or cleaning of the cloakroom counter at least once per hour.  | X           | X        | X              | X           |
|  | Providing liquid soap and disposable towels.   | X           | X        | X              | X           |
|  | Eliminating automatic dryers.  | X           | X        | X              | X           |
|  | Provision of maximum number of active toilets.   | X           | X        | X              | X           |
|  | Provision of hand washing instructions by the bathroom stinks.   | X           | X        | X              | X           |
|  | Disinfection and airing of the toilets.  | X           | X        | X              | X           |
| Providing contactless access to the toilets by introducing the system of opening the main doors with a glassless, and if possible, blocking the door permanently in the open position or allowing it to be opened by pushing it with an elbow or foot, without the use of the door handle. | X  | X           | X        | X              |             |
| Increase of the number of portable toilets during outdoor events and providing disinfectant fluids inside of them. Disinfection and frequent cleaning of the toilets, both of their whole interior and the external doors.   | X  | X           | X        | X              |             |
| Control over the access of persons willing to use the public toilets (the maximum number of people allowed to be simultaneously present in the public area of the toilets equal to the number of available cabins/units).  |  |             |          |                |             |

| 1. SECURITY OF THE EVENT VENUE COMBINED WITH RISK MANAGEMENT DURING ITS ORGANIZATION |   | PREPARATION | ASSEMBLY | IMPLEMENTATION | DISASSEMBLY |
|--|---|-------------|----------|----------------|-------------|
| CATERING ZONE  | Meals and drinks served directly by the staff. Prohibition of buffet solutions.   | X           | X        | X              | X           |
|  | Disinfection of tables every time after each participant finishes consumption. Labels on the disinfected tables with the inscription "Disinfect". |             | X        | X              | X           |
|  | Provision of catering service on the basis of rules that currently apply to restaurants.  | X           | X        | X              | X           |
| ISOLATION ZONE   | Preparation of a special room where a person suspected of developing COVID-19 may be directed.  | X           | X        | X              | X           |





# PREPARATION AND REALISATION OF AN EVENT

| 2. GUARANTEEING PROTECTION AND SECURITY OF THE EMPLOYEES, PARTICIPANTS AND SUPPLIERS INVOLVED IN THE EVENT |  | ASSEMBLY | IMPLEMENTATION | DISASSEMBLY |
|--|--|----------|----------------|-------------|
| GENERAL RULE   | Absolute necessity of compliance with the event rules by whole staff and all participants involved in it, including in particular maintenance of particular social distance and use of personal protective equipment, such as nose and mouth protection, e.g. mask or head gear. Cooperation between the organizer and all suppliers / subcontractors who implement their own sanitary safety protocols.   | X        | X              | X           |
|  | Keeping control over the number of people who enter and exit the event. Online registration system enabling the organizer with constant access to the contact details of all event participants.   | X        | X              | X           |
|  | Introducing necessity for accepting the event rules at the moment of online registration and making them visibly available to all persons present at the event venue.  | X        | X              | X           |
|  | Arrangement of cleaning, washing and disinfection schedule prior to the event. Preparation of the above mentioned activities right after that confirms their implementation.   | X        | X              | X           |
|  | Providing participants and staff with hand disinfectants as well as enabling access to bathrooms and soap in order to allow frequent hand washing.   | X        | X              | X           |
|  | Prohibition of advertising materials and gadgets as well as information folders distribution within the event venue.   | X        | X              | X           |
|  | Ensuring proper ventilation of rooms by effective air exchange in closed areas or frequent ventilation of halls and common rooms in order to exchange air effectively within them.   | X        | X              | X           |
|  | Temperature measurements among all persons entering the event area by use of a non-contact thermometer or infrared camera, whenever possible.  | X        | X              | X           |
|  | Obligatory training of event staff and suppliers in the field of procedures used for COVID-19 co-ordination during the organization of the event, with particular emphasis on non-contact service of participants.   | X        | X              | X           |
|  | Placement of graphics information in visible manner on maintaining a 1.5 m distance between participants, washing and disinfecting hands, putting on and removing nose and mouth covers, sneezing, avoidance of face touching.   | X        | X              | X           |
|  | Ensuring separate waste disposal after each event and separate containers for used face masks, headgear to cover nose and mouth and gloves, tracing the above mentioned waste as potentially infectious.   | X        | X              | X           |
|  | Establishment of the organizer's emergency telephone number, available during the event or meeting. Dissemination of information about the number in visible places together with rules of its use.  |          |                |             |
|  | Restrictions related to the common spaces use by event staff for its duration: <ul style="list-style-type: none"> <li>- Introduction of differential time breaks.</li> <li>- Reduction of the number of staff members who use common areas at a given time (e.g. dispersion of meal breaks).</li> </ul> In an attempt to limit interpersonal contacts, it is recommended to use for communication, whenever possible, telephones, electronic mail, among others. |          |                |             |
| PERSONAL PROTECTION EQUIPMENT  | Provision by the organizer of an adequate number of personal protective equipment units in case of lack of their possession by persons present at the event area, e.g. by installation of vending machines or sales points with personal protective equipment.   | X        | X              | X           |
|  | Constant use of nose and mouth covers by all persons present at the event area.  | X        | X              | X           |
|  | Recommending frequent cleaning and /or hand disinfection.  | X        | X              | X           |
|  | Recommending 1.5 m distance between event participants.  | X        | X              | X           |



| 3. PROCEDURES IN CASE OF SUSPECTED COVID-19 INFECTION AMONG STAFF MEMBERS, PARTICIPANTS AND SUPPLIERS INVOLVED IN THE EVENT |   | ASSEMBLY | IMPLEMENTATION | DISASSEMBLY |
|---|---|----------|----------------|-------------|
| CONTROLS OVER THE NUMBER OF PEOPLE  | Supplying instructions for participants, staff members and suppliers involved in the event on acting methods in the event of alarming symptoms: <ul style="list-style-type: none"> <li>- the above mentioned persons should not be present at the event premises,</li> <li>- the above mentioned persons should stay at home and contact a sanitary epidemiological station or infectious department by phone, and in the event of life-threatening situations should call 999 or 112 and report suspected coronavirus infection.</li> </ul> Immediate notification sent to the Sanitary Protection Inspector about the occurrence of symptoms suggesting coronavirus infection of a staff member or participant present at the event premises, in order to separate the above mentioned person from the others and direct them to a designated room. | X        | X              | X           |
|   | In case of the event participant inhabiting the hotel/ facility/ guesthouse where the meeting or event is being held: isolating them temporarily in a dedicated room, notifying a medical dispatcher about suspected infection and reporting the incident to the management of the facility that carries out the event. It will allow the staff to determine which areas the person was staying in and moving around, and then to organize routine cleaning in accordance with the object's procedures and disinfection of the surfaces subject to touch (door handles, handrails, handholds, etc.).  | X        |                | X           |
|   | Enable awaiting for sanitary transport in a designated room, temporarily isolating a person with suspected infection from the others, until the State Sanitary Inspectorate provides their decision on the next steps.  |          | X              |             |
|   | Re-organization of the area where the person with suspected infection was present and immediate organization of cleaning, in accordance with the sanitary procedures, and disinfection of surfaces subject to touch (door handles, handrails, handholds, etc.).   |          | X              |             |
|   | Denial of access to the event area for people bearing clear signs of illness, such as persistent cough, breathing difficulties, fever or those with subfebrile condition. Communication of the need for reporting outbreak to event staff and the Sanitary Protection Inspector, who provides detailed instructions on how to report to the nearest infectious department in order to schedule doctor appointment.  |          | X              |             |
| SUSPECTED INFECTION   | Notification to the State Sanitary Inspectorate about suspected infection and reporting the incident to the person responsible for implementation of the event on behalf of the facility, where it is being organized. Temporary isolation of a person with suspected infection in a dedicated room, organization of routine cleaning in accordance with the object's procedures, and disinfection of surfaces subject to touch (door handles, handrails, handholds, etc.).   | X        | X              | X           |
|   | Establishment of a list of persons subject to direct contact with a person suspected of infection by the Sanitary Protection Inspector. Recommendation of compliance with Chief Sanitary Inspector's guidelines available at websites: <a href="https://www.gov.pl/web/sanitary">www.gov.pl/web/sanitary</a> and <a href="https://www.gov.pl/web/epidemiologia">www.gov.pl/web/epidemiologia</a> , that relate to persons subject to contact with a person infected with coronavirus.   | X        | X              | X           |
|   | Notification to the district sanitary and epidemiological station by the Sanitary Protection Inspector and strict compliance with instructions issued by State Sanitary Inspectorate.   | X        | X              | X           |



Tab. 15 – Extract from the document “Security of post-pandemic events” – source: <https://krakownetwork.pl>

1. List the risks to which an event organiser is exposed.
2. Develop a crisis management checklist for any event.
3. Explain what a crisis management book is.
4. Prepare a crisis management book for an event of your choice (congress, trade show or incentive travel).



## TRENDS IN THE MEETING INDUSTRY

88

**8.1 Sustainable meetings, legacy impact**

The Scandinavian branch of ICCA created a programme for the sustainable development of Scandinavia in the international meetings industry, wanting to gain a competitive advantage over the rest of Europe. But after only a few years they invited ICCA, IMEX and MCI Group to work together to make the project global and accessible to all. And so the **Global Destination Sustainability Index (GDS Index)** was born.



**GDS Index is a collaborative platform that promotes the sustainability of meeting industry destinations.** GDS Index was founded to help develop sustainability strategies and promote best practices. The platform supports and evaluates destinations and event organisers on environmental and social responsibility strategies, suppliers in the meetings industry and *Convention Bureaus'* strategies and initiatives or *Destination Management Organisations* more broadly.

Each city in the GDS index has its own challenges, unique vision for change and how to achieve its goals. But they also share key areas within which destinations can strengthen their strategy, including specifically: leadership, financial incentives, education, strong community and supplier engagement, and effective sustainability communication. Copenhagen, for example, is working to become the first capital city to be CO<sub>2</sub> neutral. A website called ResQ Club has been set up in Finland, where around 200 restaurants sell their leftovers at reduced prices. In just over a year, 125,000 meals have been saved through the app, equivalent to 40,000 kg of food and equivalent to the CO<sub>2</sub> emissions of driving a car for 5,000,000 km. Agricultural production accounts for 30% of the global carbon footprint, so small changes in diet can help reduce it. Gothenburg, as the city that introduced the new and clean public transport, ElectricCity, has already welcomed more than 100 delegations with 5500 people from all over the world as part of the collaboration to showcase a public transport system powered by renewable electricity.

Also ICCA, together with the Best Cities Global Alliance, introduced in 2017 the Incredible Impacts programme to promote good practices in the organisation of meetings of international associations that go beyond the congress itself. They change the world; they change the destination where the congress takes place. They overcome barriers, change the attitude of decision-makers, inspire local communities in almost every field of human activity, and are rewarded with grants.



Fig. 22 – Sustainable development goals – source: Best Cities 2020

## TRENDS IN THE MEETING INDUSTRY

89



Today, 'legacy impact' is one of the trends in the meetings industry. Showing that congresses leave a lasting, positive mark (lasting legacy) in the destination where they are held is now the norm.

The ideas for congress impact are endless.

Below are some of the areas of activity that inspire congress organisers to legacy projects.

- Transfer of knowledge and/or skills to developing countries.
- Transfer of knowledge and/or skills to disadvantaged groups.
- Educational activities in the destination.
- Fostering or empowering young, future intellectual and/or social leaders within and outside the association.
- Facilitating the participation and active involvement of delegates from developing countries in particularly disadvantaged groups.
- Raising public awareness or introducing beneficial solutions in environmental, health or social areas.
- Creating environmental awareness.
- Long-term support programmes at the venue (charity, investment, scholarships).



## 8.2

### Safety – health & safety protocols

The COVID 19 pandemic has made us realise the importance of taking care of our colleagues, clients and business partners. **That is why we strengthen our safety and hygiene measures when providing services.** These operating principles are implemented and applied by professional congress organisers according to safety protocols.

**We also take responsibility for the finances and reputation of the event entrusted to us.** With the onset of the pandemic, new financial risks have emerged that should be shared and translated into a new model of cooperation, while being documented in contracts with suppliers. For this not to be a fiction but a practical benefit on business grounds, consultation, negotiation and compromise are needed to establish a new framework for action.

**Many events now take place in the virtual world** – they are carried out on the Internet and remain there. **Special care must be taken to protect the data of speakers and participants.** We should implement procedures in this regard, which we include in the regulations and privacy policy of the congress platform. A perfect example of this is the Kraków Network Protocol, which was prepared and implemented by all stakeholders gathered around the Kraków Network. The entire document can be downloaded from the website.



Fig. 23 – Kraków Network protocol – source: <https://krakownetwork.pl/do-pobrania/>

## 8.3

### Technology – hybrid events, virtual events, attendee experience management

Another now common phenomenon is the complementarity of face to face (F2F) events with online meetings on digital platforms. Both the industry and associations say they are introducing and will continue hybrid events. This trend will grow, that is certain. Hence, we offer a combination of live congresses and online streaming. Why?

- because corporations have already announced that they will move part of their meetings to the virtual world, if only due to the fact that it has already been confirmed that they achieve their business goals at a lower cost and with less time spent through virtual events;
- because participants will not want to travel great distances to participate in an event; moreover, they will be afraid of being in large gatherings of people, preferring small, local meetings;
- because organisers, fearing low physical attendance at the venue, will seek to supplement revenues by selling access to online content.

These socially relevant factors are affecting the operating conditions of the industry. But we are already prepared for this. **We now have digital technologies that help us to interact with all participants LIVE and ONLINE.** Depending on the purpose of the event, its scope, the degree of interactivity and the involvement of participants, we will choose the right platform to meet the requirements. Analysing data on the behaviour of participants will provide valuable information that maximises the satisfaction of both partners and participants themselves.

One of the main objectives of participation in events is to gain knowledge. Other goals include making new contacts, learning about innovative solutions, sharing experiences. How to achieve them in a virtual space in order to meet the expectations of participants, keep their attention and stimulate their involvement? This is where neuroscience comes in.

The following guidance published by MCI Group, which addresses the design of engaging virtual experiences.

### 1. Break content into small chunks

**Chunking (crushing, fragmentation) is a concept worth remembering.** The number of pieces of information a person can consciously process is between seven and two. Just as trying to pick up too many things at once can cause you to drop something, requiring participants to grasp too many concepts at once can cause them to "drop" that information. The crushing technique allows the brain to digest and assimilate content more efficiently, making it much easier to integrate into long-term memory.

### 2. Introduce a change

It is generally accepted that during a face-to-face session, attention is at its highest during the first 10 to 12 minutes and then drops off when the participant gets tired of concentrating or gets distracted. In online sessions, the attention span can last between 3 and 4 minutes. However, studies shows that **attention is increased when the speaker introduces something new or different**, such as an element of humour or visual aid, thus breaking predictable behaviour. This element of change, preferably including some sort of interactive feature, is essential in a virtual environment.

### 3. Increase the relevance of learning

The relevance of a session should become obvious within the first five minutes by showing participants that it will solve their problem. This is because **relevance plays a key role in cognition.** When information is perceived as relevant to the participant, cognitive efforts increase significantly, leading to much better results.

### 4. The spacing effect

In 1885, psychologist Hermann Ebbinghaus discovered that people forget as much as 80% of the material they have learned in 24 hours. This discovery led to the so-called forgetting curve. In contrast to intensive learning, learning that takes place over a longer period of time gives the brain enough 'space' to absorb new facts. **Learners are more successful when material is spread over time and repeated, rather than given to them in a large dose at one time.**

### 5. Create a multisensory experience

**People learn best when all the senses are engaged and when their imagination is most active.** Experts confirm that sessions that use two or more senses are more effective than those using only one sense. It is useful to help online participants create strong and lasting memories by making them imagine colours, hear sounds and experience emotions. Using creative virtual event design, consider activities that involve movement, engage the taste buds and even the sense of smell.

### 6. Trigger the right emotions

Learning is not just reflective, it is also emotional. Researchers have confirmed how emotions affect mental processes. Simply put, adults will learn and engage if they care. They will pay attention if they feel encouraged. They will form new relationships if they feel welcome. Emotions are too ingrained in learning to be ignored as an important factor in the educational process. **Triggering the right emotions can help participants learn better and increase overall engagement during sessions.**





## TRENDS IN THE MEETING INDUSTRY

92

### How do you design online meetings to meet participants' expectations, keep their attention and stimulate their engagement?

Tools are available to design engaging virtual experiences that rely on two-way communication. Thanks to chats, quizzes, surveys or applications for live conversations between virtual event participants and, above all, interactive presentations, events trigger positive emotions and engagement and facilitate integration in the virtual environment. These are **attendee experience management** solutions.

Even before the event begins, we can provide value to participants, e.g. by co-creating its programme with us. After the event, we give participants access to VOD (Video on Demand) recordings and organisers access to reports full of reliable data.

Virtual and hybrid event platforms and recording studios with professional audio-visual equipment enhanced with AR (Augmented Reality) and VR (Virtual Reality) ensure high-quality productions. Remote translation is also possible, which widens the circle of participants to include people who do not speak foreign languages.



1. Explain the terms: *Global Destination Sustainability Index (GDS Index)* and *legacy impact*.
2. Discuss the objectives and components of 'health & safety' protocols.
3. Enumerate examples of methods that foster engaging virtual experiences.
4. Explain what attendee experience management is.







1. **1.How does a congress differ from a convention?**
  - a. The purpose of the organisation
  - b. The number of participants
  - c. Programme
  - d. They fulfil the same functions
2. **A corporate event is not an event of ..... character:**
  - a. integrative
  - b. scientific
  - c. promotional
  - d. motivational
3. **A promotion office is not:**
  - a. Poland Convention Bureau
  - b. Krakow Convention Bureau
  - c. Destination Management Company
  - d. Destination Management Organization
4. **The purpose of the Polish Congress Ambassadors Programme is:**
  - a. To create conditions for attracting congresses to Poland
  - b. Education of the event and congress industry
  - c. Organisation of congresses for the diplomatic service
  - d. Promotion of Polish economic congresses
5. **Which industry organizes the most events in Poland:**
  - a. Medical
  - b. Information and communication
  - c. Trade and services
  - d. Technical
6. **What is a brief?**
  - a. Letter – invitation to an event
  - b. Press conference
  - c. Specification of essential terms of the contract
  - d. Report on the implementation of the event
7. **The criterion for selection of a venue for an event is not:**
  - a. Location and communication accessibility
  - b. Form of ownership
  - c. Size of facility
  - d. Equipment, available services
8. **The risk factor/s in organising events is/are not:**
  - a. Finances - solvency
  - b. Reputation
  - c. Eating habits
  - d. Safety



**9. What do we not check during site inspection?**

- a. Compliance with the offer
- b. Cleanliness and safety
- c. Kitchen equipment
- d. Service culture

**10. In the contract between the hotel and the event agency there must be:**

- a. Conditions for complaints
- b. Description of experience
- c. Proposed menu
- d. Conscience clauses

**11. The positive impact of an event is:**

- a. Transfer of knowledge/skills to disadvantaged groups
- b. Transfer of funds to the organiser
- c. Transfer of knowledge in closed expert groups
- d. Promotion of the event sponsor's products

**12. An event organization support system is not:**

- a. Interactive voting system
- b. Simultaneous translation system
- c. Supply logistics system
- d. Participant registration system