



Local & Regional  
Europe

# Call for tender

## Professional Conference Organiser for the 2014 CEMR Thematic Conference and the 2016 CEMR Congress

| May 2013

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## About CEMR

The **Council of European Municipalities and Regions** (CEMR) is the broadest organisation of local and regional authorities in Europe. Its members are over 50 national associations of municipalities and regions from 41 European countries. Together these associations represent some 150 000 local and regional authorities.

CEMR's objectives are twofold: to influence European legislation on behalf of local and regional authorities and to provide a platform for exchange of information and knowledge between its member associations and their elected officials and experts.

## The CEMR 2014 Thematic Conference and 2016 Congress

Every two years the CEMR organises a major event for its membership and for a wider audience of relevant partners and stakeholders. These alternate between the statutory Congress, held every four years with the next edition scheduled in spring 2016, and a large Thematic Conference, also organised every four years, the next one foreseen for autumn 2014.

## Organising a CEMR event

The **CEMR Congress** brings together around 1 000 or more local and regional elected representatives and experts, with high-level institutional partners, from Europe and beyond, to debate key issues of the day. As such, it constitutes *the* main local and regional gathering in Europe, ensuring space for dynamic exchange and reflection around European policy of priority. Previous Congresses were held in Cádiz (2012), Malmö (2009) and Innsbruck (2006).

Our **Thematic Conferences** have a similar pattern and structure, but a more targeted focus and audience, for they are organised around a specific topic of relevance to local and regional authorities in Europe and their representative national associations – and most often linked to our work on citizenship. It aims to bring together around 500 participants from across Europe. Previous gatherings include Rybnik (2011) and Rhodes (2007).

## Apply!

CEMR invites tenders for a service contract for the organisation of both events. For a full description of the tender, please consult the **terms of reference** below.

A specific call for proposals for the hosting local or regional authority for the 2016 CEMR Congress will be launched later this year upon the selection of the Professional Conference Organiser and with its close involvement.

If you wish to express your interest to submit a tender for this call, please fill in the online form ([bit.ly/16thIWL](http://bit.ly/16thIWL)) not later than by **Friday 17 May 2013**. Shortlisted candidates will be invited for an interview at the end of May. A preliminary contract is to be signed in June. For further information, please contact Boris Tonhauser ([boris.tonhauser@ccre-cemr.org](mailto:boris.tonhauser@ccre-cemr.org), +32 2 500 0539).



# TERMS OF REFERENCE for the selection of a Professional Conference Organiser for thematic events of CEMR

## I. BACKGROUND

Every two years the **Council of European Municipalities and Regions** (CEMR) organises a major event for its membership and for a wider audience of relevant partners and stakeholders. These alternate between the statutory Congress (every 4 years) and a large Thematic Conference (every 4 years).

The aim of this document is to serve as Terms of Reference in view of concluding a contract with a Professional Conference Organiser (PCO) to ensure professional and seamless organisation of

- In autumn 2014, a CEMR Conference;
- In spring 2016, the 26<sup>th</sup> Congress of CEMR.

### Thematic Conference

The CEMR Thematic Conference is organised around a specific topic of relevance to local and regional authorities in Europe and their representative national associations. It aims to bring together around 500 participants from across Europe.

The Thematic Conference is to last one and a half to two days with debates organised in plenary sessions, parallel sessions, interactive roundtables and other innovative methods and settings for exchange of information and best practices. The two working days may be divided into one full day and two half-days before and after (three calendar days).

In general, the Conference is organised in a host city or region (host authority) selected in cooperation with, or upon invitation by a national section or member association of CEMR.

The Terms of Reference outlined hereafter are relevant to the organisation of the Congress and shall serve as a basis for negotiations with the bidder on the offer for organising the Conference as well. Parts of this document not relevant to the Conference are marked as such at the end of each article. Where the Congress is mentioned in this document, the Congress and/or the Conference are to be understood.

### Congress

The CEMR Congress – the *Congress of European municipalities and regions* – brings together around 1 000, or more, local and regional elected representatives and experts, with high-level institutional partners, from Europe and beyond, to debate key issues of the day. The Congress constitutes the main local and regional gathering in Europe, ensuring space for dynamic exchange and reflection around European policy of priority.

The Congress lasts two and a half to three days, with high-level political debates organised in plenary sessions, parallel sessions and interactive roundtables devoted to specific themes. An additional day may be devoted to related meetings or side events.

The host city or region (host authority) of the 26<sup>th</sup> Congress of CEMR will be selected by the CEMR Policy Committee in December 2013. The selection will be prepared following an open call for candidacies which will be issued and screened in accordance with the terms and conditions established with the PCO.

The CEMR and the relevant national section will act as co-organisers of the Congress with the host city or region. Their roles are further set out below.

## **II. ORGANISATION OF THE CONGRESS**

### **The organisational committee**

The preparations for the Congress are overseen by an organisational committee. The organisational committee is responsible for the general coordination during the preparatory phase leading to the Congress. Its main tasks are to:

- Approve and supervise the budget of the Congress, including registration fees, subject to their subsequent approval by CEMR's Policy Committee;
- Supervise the general organisation process.

Members of the organisational committee are:

- The mayor of the host city or president of the host region (or her/his nominee). She/he is the co-chair of the organisational committee;
- The president of CEMR, or her/his nominee. She/he is the co-chair of the organisational committee;
- A representative of the designated by the relevant national section;
- The secretary general of CEMR.

A representative of the PCO is responsible for coordinating and following-up with the work of the organisational committee.

### **The executive secretariat**

The organisational committee is supported by an executive secretariat, whose main task is to supervise the timely and effective preparations, the implementation of decisions, and oversee the good coordination between the different parties concerned.

The executive secretariat consists of one representative appointed by the host authority, representatives of CEMR's secretariat, one representative nominated by the relevant national section and one representative of the PCO. Minutes of the organisational committee meetings are to be prepared by the PCO and sent to all members of the secretariat within ten days following each meeting.

The working language of the executive secretariat is English and/or French. Members of the executive secretariat should have a thorough knowledge of both English and French.

### III. THE DISTRIBUTION OF TASKS

#### Responsibilities of the PCO

The PCO shall be responsible for interfacing with the host authority and for supervising all technical aspects of the organisation of the event, as laid out hereafter. In good cooperation with the host authority, the PCO commits to ensure the practical arrangements involved in the organisation of the Congress; together with the host authority these shall be the ultimate and sole parties responsible for financing the Congress. The PCO particularly commits to the following:

#### General operations

- 1. General operations.** The PCO shall make available a team led by a designated liaison officer, able to dedicate a significant amount of time immediately following the PCO's selection, and particularly to invest at least half of her/his time to the organisation of the Congress during the six months preceding the Congress. This liaison officer will be backed by an appropriate team, thus enabling constant supervision of the state of preparations for the Congress. A retro-planning of the general organisation will be drawn up by the PCO to this effect and will be approved by the organisational committee (or executive secretariat). It will serve as a document of reference for the organisational committee.

#### Press and communication

- 2. Press and communication.** The PCO ensures, in cooperation with the host authority, that representatives of the latter's press and communication service are actively mobilised throughout the duration of the preparations of the Congress on all aspects relating to press and communication, including liaising with local, regional and national press, organising press conferences, and contributing as necessary to the production of a daily communication tool (example: video/photo recap, interactive newsletter) during the course of the Congress. All communication work to be undertaken will be subject to review and approval by CEMR's press and communication service. Such work includes, but is not limited to, the following:
  - 2.1. Communication plan and graphic charter.** From the outset of the preparations, the PCO shall propose a detailed communication plan including a full graphic charter for the Congress (logo, presentation brochure, pre-programme, website, online tools, etc.), which must be submitted to CEMR for agreement no later than 18 months before the event. All communication tools and graphic elements should be agreed upon before proceeding to the production of materials. The communication plan will be the basis for all communication tools, decoration, signage, etc. throughout the planning and unfolding of the Congress. The logo will be available in a broad range of languages to be determined together with CEMR.
  - 2.2. Languages.** All Congress communication and information materials and tools are to be produced and published in a minimum of three languages, unless specified otherwise. These include English, French and the national language of the host authority. If the national language of the host authority is English or French, a third language shall be agreed with CEMR. If there are several national languages in the hosting country, all of these shall be understood as "national language of the host authority". These three (or more) languages are referred to as the "Congress languages".

- 2.3. Website.** The above is to include the creation and management of a website dedicated to the Congress, with video capacity. The website is the primary tool for communication, registration and promotion of the event. It will be in Congress languages, further languages are to be negotiated and/or agreed with CEMR. Its graphic and navigational aspects will have to be approved by CEMR prior to its launch and updating. Launch should take place at the latest one year prior to the Congress. Registrations via the website should open no later than six months prior to the Congress. Updates to the website in all languages are to be carried out within 24 hours of transmission of new information to be featured on the website, including, but not limited to, news items, regular updates on the programme content, list of speakers from CEMR, etc. CEMR must have full access to the website content management system and be able to add news items, pictures, videos, etc. A part of the website will however be devoted to and handled by the host authority.
- 2.4. Mobile website.** A mobile version of the above-mentioned website and/or a specific Congress mobile application will be created in three languages minimum (English, French, national language(s) of the host) for mobile browsing.

*Conference: This article does not apply.*

- 2.5. Electronic announcements.** The PCO is responsible for the creation and dissemination of a minimum of ten electronic announcements (*e-invitations*) to be sent over one year prior to the date of the Congress, according to a schedule agreed with CEMR. The electronic announcements should be created in a wide range of languages (a minimum of eight), to be agreed with CEMR. These are to include English, French, German, Italian, Spanish, Turkish, national language(s) of the host and one or more other languages to be determined. These shall be sent out via email to all targets, once the dedicated website has been launched. The announcements should provide a direct link to the Congress website and/or to the registration form.
- 2.6. Printed announcements.** In addition to electronic promotion, the PCO shall ensure the preparation, printing and broad circulation of an adequate number of printed high-quality Congress announcements during the preparatory stages (no more than 2 in printed format). Details of the printed announcements are to be determined jointly with CEMR (including format, layout, logotypes and content) before printing. The PCO ensures the printed announcements in a wide range of languages (a minimum of eight), to be agreed upon with CEMR (e.g. English, French, German, Italian, Spanish, Turkish, national languages of the host and one or more other languages to be determined.)  
The first electronic and paper announcements should be widely diffused no later than one year prior to the Congress, and the second electronic and paper announcements, including more practical details, at least six months prior to the Congress.
- 2.7. Video announcement.** The PCO will produce, in cooperation with the host authority and CEMR, a dynamic promotional video of two to three minutes. The video's objective will be to attract people to the Congress and the host city. It should briefly introduce the main themes of the Congress and present the host city and CEMR. It shall be produced in the Congress languages.
- 2.8. Promotion at events.** The PCO, in cooperation with the host authority, shall participate in at least five key events of relevance during the two years prior to the Congress to ensure an active promotion. These events are to be determined in

close link with the CEMR. This includes holding stands, displaying and distributing promotional material in the appropriate language, giving presentations, etc.

*Conference: At least three events are to be covered for the promotion of the Conference.*

**2.9. Visual communication.** The PCO shall produce and provide indoor and outdoor displays and visual aids (posters, kakemonos, teardrop flags, etc.) in the Congress languages to be placed inside and at the entrance of the venue, as well as at other strategically and highly visible areas throughout the host city. The size of these aids is to be discussed and determined well in advance. These materials remain the property of CEMR.

**2.10. Daily video.** The PCO shall ensure the preparation and production of three dynamic daily videos of 2–3 minutes of duration. The daily videos shall provide a visual montage sequence of the previous day's Congress sessions and highlights and will be presented every morning at the start of the sessions. CEMR is to own the copyrights of the video coverage.

*Conference: This article does not apply.*

**2.11. Daily photo coverage.** The PCO shall ensure the coverage of the event by professional photographers. The photographs shall be displayed on monitors and/or panels throughout the venue to recall key moments of the day or to provide illustrative snapshots of the participants, debates and interesting moments. CEMR is to own the copyrights of the photo coverage.

## Venue

**3. Venue.** The PCO shall assure high-quality facilities for the Congress, for a period of four days. The venue should provide optimal conditions for the work to be carried out during the Congress, and its related meetings. The PCO shall be the liaison point for all matters relating to the venue. One appointed representative of the PCO will be available throughout the event and shall take care of any issues related to the venue. The PCO shall provide CEMR with a detailed plan of the venue indicating all required functional areas and halls, at least one year prior to the event.

*Conference: The duration of two working days is foreseen for the Conference.*

**3.1. General requirements.** All relevant premises of the venue shall be available for all working sessions and related meetings, including preparatory and post-meeting arrangements as agreed with CEMR. Related meetings include the meeting of the CEMR Policy Committee, and any other working groups or ad-hoc meetings that may be organised and linked to the Congress over the course of the four days. The meeting halls should be equipped with all modern equipment, including projectors, screens, high-quality audio coverage, etc. The PCO shall ensure that the venue is equipped with excellent quality high-speed free of charge wireless internet throughout the building, including the meeting halls and interactive spaces, with sufficient capacity for all participants.

*Conference: Organisation of the Policy Committee or of an Executive Bureau meeting at the occasion of the Conference is to be determined and decided by the CEMR.*

**3.2. Meeting halls.** A hall for plenary sessions with a capacity of no less than 1 000 participants shall be available. It should be equipped with technical facilities and

equipment for multi-language interpretation in a minimum of ten working languages. Further meeting halls for at least four events in parallel shall be available, with technical facilities and equipment for multi-language interpretation in a minimum of six working languages in each parallel session. The setting for most sessions is in auditorium-style, but the Policy Committee meeting must be in a classroom-style, with tables for all participants, and microphones throughout the room (minimum one per three participants, and one per person at the head table).

*Conference: The Conference is expected to attract about 500 participants. A maximum of two events in parallel are to be envisaged with a minimum of four working languages in each parallel session.*

**3.3. Interactive spaces.** The venue shall be equipped with well-designed and comfortable spaces for delegate interaction outside of formal sessions, including adequate signage, digital displays for clear information with latest updates for delegates, on the programme, social events, etc., with professional decoration to create an agreeable atmosphere. These shall be agreed upon with CEMR in coherence with agreed graphic charter.

**3.4. Stands.** Facilities for setting up stands will be provided. The PCO manages the organisation of national stands for CEMR's interested members. These shall be free of charge for CEMR, its member associations and key partners; a maximum number of key partners benefiting from free stands can be agreed upon if necessary. This shall be no lower than 10, with requests beyond 10 to be negotiated case-by-case with CEMR. Stands free-of-charge shall include the necessary equipment, including a table, chairs, presentation stands for publications. Other equipment (laptops, video beamers, etc.) can be offered for a fee. CEMR, the host authority and the national section of the hosting country will have stands that are significantly larger than the basic size, with extra furniture for displaying materials, and these shall be placed with the highest visibility. CEMR's stand will have at least one laptop. Stands for commercial partners, sponsors and other relevant parties are to be managed entirely by the PCO and host authorities, including payment and other arrangements. The PCO ensures that the full information with technical specifications on the stands is prepared and ready for distribution no later than 3 months prior to the Congress.

*Conference: The number of stands provided free of charge for CEMR, its member associations and key partners shall be no lower than 8, the final number to be negotiated and agreed with CEMR.*

**3.5. CEMR secretariat.** A secretariat shall be made available for the CEMR team, equipped with a minimum of 10 computers with internet access with adequate speed and with keyboards, operating system and software in a language to be agreed with CEMR. The secretariat shall also be equipped with desk space with possibility to plug in a minimum of 10 laptops, a high-speed colour photocopier and printer, a telephone. A list of all key contact points, persons, technical personnel and their telephone numbers shall be made available. If possible, the secretariat is to be located in a less central area of the venue, for maximum calm. It must be available at least two days in advance prior to the Congress, throughout the Congress and for at least 6 hours after the official closing of the Congress.

*Conference: The secretariat shall be equipped with a minimum of 8 computers, with additional desk space with possibility to plug in a minimum of 6 laptops.*



- 3.6. Press centre.** An office for press representatives shall be made available, equipped with computers with internet access, wireless internet and areas where journalists can plug in their computers. The press centre should also be in a calmer area of the venue.
- 3.7. Business centre.** Delegates and participants shall be provided with a business working space, including several computers with internet access, with areas where people can plug in their own computers, and with printing possibilities. It is preferable that the business centre be in a highly accessible and open area.
- 3.8. Photo and interview corner.** A dedicated space shall be set up, including a thematic Congress background, where official photo opportunities can take place and where participants can have photos taken. This can also serve as a video interview corner. This corner should be in a highly accessible open area.
- 3.9. Speakers' corner.** The Speakers' corner shall be set up, including a thematic Congress background, a podium, a microphone, and a larger display or panel screen with computer presentation possibilities. The Speaker's corner will ideally be placed in a central part of the venue together with the CEMR stand so that passers-by can stop and listen to the presentations. The programme of the Speakers' corner should be displayed on the Speakers' corner display or panel screen between presentations and shall be made available on the Congress website, mobile website and/or mobile application. The PCO will manage the organisation and programme of the Speakers' corner.
- 3.10. Registration and accreditation point.** Such point shall be centrally and visibly located for arriving delegates. The registration and accreditation staff should be multilingual (at least in the Congress languages).
- 3.11. Information point.** If different from the registration and accreditation point, such point shall be constantly available to assist delegates with any queries, notably on the work programme, accompanying persons' programme, transfers, shuttle service, local transport, cultural events etc. It shall be staffed with a multilingual team (at least in the Congress languages).
- 3.12. Congress documentation points.** A space with racks or tables to display a number of different Congress documents in different languages will be made available. Further documentation points shall be provided in front of the parallel session halls to lay out session-specific documents. A specific area shall be made available for delegates who bring their own documents for dissemination.
- 3.13. VIP lounge.** A comfortable space for up to 10 VIP's at a time shall be made available in a calmer area, not central in the venue. It shall include a meeting space, wireless internet, possibilities to plug in computers and it shall be equipped with a printer. Refreshments including cold and hot drinks shall be provided at all times, as necessary.
- 3.14. Additional spaces facilities.** Additional spaces and facilities can be made available for the convenience of the delegates, for example a cash-point, or information on nearby banks, an emergency medical centre, travel agency, non-stop coffee service (can be paid), etc.

## Interpretation

4. **Interpretation.** The PCO shall organise and ensure the provision of high-quality simultaneous interpretation in a specified and agreed number of languages. The PCO shall be responsible for recruiting and organising the teams of interpreters according to international standards and within the framework of the adopted budget. This includes logistics and technical assistance to delegations wishing to arrange for interpreters at their own cost, where appropriate and practical.
- 4.1. **Plenary sessions.** The main session shall have simultaneous interpretation provided in a minimum of six languages, including English, French, Spanish, Italian and German and a host authority language, if different. Technical facilities (cabins, audio hook-ups etc.) shall be made available for at least four additional languages so that delegations that wish to can bring their own interpreters. Other languages shall be agreed with CEMR, according to the size of the national delegations registering to participate.

*Conference: Technical facilities for at least three additional languages shall be made available.*

- 4.2. **Parallel sessions.** Parallel sessions shall have simultaneous interpretation provided in a minimum of four languages, with the flexibility to go up to six languages, to be determined with CEMR, according to the adopted budget, languages of confirmed speakers and delegations etc.
- 4.3. **Policy Committee.** The Policy Committee meeting shall have simultaneous interpretation provided in a minimum of six languages, including English, French, Spanish, Italian and German and a host authority language, if different. Technical facilities for at least four additional languages shall be made available (to be determined in discussion with CEMR).

## Teams

5. **Congress teams.** The PCO shall be responsible for all human resources necessary for the organisation, preparation, smooth running and finalisation of the Congress. These shall regroup in particular the following teams:
  - 5.1. **Registration and information team.** A multilingual team (at least in English, French and host language) available for the duration of the event to assist delegates with registration and practical questions.
  - 5.2. **Reporting team.** A sufficiently staffed team ensuring professional photo and video reporting so as to cover all sessions, including those organised in parallel.
  - 5.3. **Video team.** A team in charge of preparing the daily video. This includes staff for video editing with journalistic and artistic skills and an excellent command of English and French.

*Conference: This article does not apply.*

- 5.4. **Conference assistance team.** A team, familiar with the venue and with all the spaces and halls venues, who speak as many languages as possible, so as to competently guide delegates on the spot.

- 5.5. Technical team.** A team of technical assistants, in charge of setting up all conference and meeting halls according to the agenda, including signage, nameplates, documents, publications and supporting audio/video presentation facilities. A technical team shall also be responsible for packing up and sending remaining publications and stand material of the CEMR and key partners after the event to up to four addresses to be determined with the CEMR.
- 5.6. Other teams.** Other relevant teams or personnel shall be made available, as necessary, such as security staff, medical staff etc.

## Registrations and bookings

- 6. Registration and bookings.** The PCO is responsible for the registration of delegates to the Congress, including all logistics and technical arrangements related to the registration and participation of participants, including bookings for hotels, side events, transfers, special dietary requirements, etc.
- 6.1. Congress registration.** The PCO shall ensure a flexible and innovative registration process facilitating early registrations, group discounts, on-the-spot registrations, possible one-day passes, “green” paperless registrations, and other special arrangements to optimise participation opportunities, all in agreement with CEMR. The use of the latest innovative and sustainable technologies is favoured over more traditional tools. Registration must be possible electronically via the Congress website (including seamless electronic payments by major credit cards and PayPal) and also by paper forms (by fax, post etc.) and bank-transfer payments. Registration should be launched no less than 6 months prior to the Congress date. Starting 3 months before the Congress, the PCO will send to CEMR an updated list of the registered participants on a bi-weekly basis, and starting one month before the Congress on a weekly basis.
- 6.2. Accompanying persons.** A specific registration category for accompanying persons is to be proposed. Their registration fee should be less than that of delegates and should cover transfers, a specific programme of visits and/or excursions, all lunches, participation in the Congress’ opening reception, gala evening, and opening and closing ceremonies.
- 6.3. On the spot services.** The PCO is responsible for ensuring that at the Congress, the registration process is run as efficiently as possible, with a dedicated space clearly indicated, a team speaking multiple languages always available to assist arriving delegates, take new payments on the spot, distribute Congress packs, etc.
- 6.4. Fee exemptions.** The budget for the Congress shall make provisions for a certain number of exemptions from registration fees for special guests and speakers, chosen by CEMR. Granting these exemptions shall be decided upon by CEMR, which will communicate the list of delegates benefiting from fee exemptions to the PCO, which will ensure a smooth registration and booking process for those concerned. The list of benefiting delegates will include all speakers in the programme, all CEMR staff and a maximum of 50 additional special guests and key partners.

*Conference: The number of exemptions shall not exceed a maximum of 25 additional special guests and key partners.*

- 6.5. Participation sponsorships.** In addition to fee exemptions, for exceptional guests determined by CEMR (e.g. key speakers, high-level partners), their participation should be fully sponsored by the Congress budget (travel, accommodation). The number shall be agreed with CEMR, and should be no fewer than 10. Furthermore the full participation cost of two invited remunerated participants (speaker or moderator) shall be fully sponsored by the Congress budget (travel, accommodation, expenses and honoraria).
- 6.6. Processing and confirmations.** The PCO will receive the Congress registration forms directly from the delegates and confirm their participation and all reservations and bookings. They will also collect the Congress fees directly from the delegates.
- 6.7. Registration and booking helpdesk.** The PCO shall set-up and operate a technical helpdesk for participants accessible by telephone and e-mail at least in the main Congress languages, for all issues regarding the registration, accommodation, transfers, local transport, shuttles, VIP cars and other organisational issues.
- 6.8. Press accreditation.** A separate and adapted registration and accreditation process will be made available for local, national and European press and media, who are to be exempt from paying participation fees. Moreover, CEMR will select two European affairs journalists to cover the Congress, whose travel and accommodation should be covered by the Congress budget.
- 6.9. Hotel bookings.** The PCO is responsible for negotiating good hotel prices and ensuring the necessary hotel booking services, making sure that the participants are assigned to hotels according to their preference. Hotel negotiations will be carried out, with general CEMR supervision, including for special prices, free rooms for staff, etc. Sufficient rooms in reasonable proximity to the Congress venue shall be pre-booked in a considerable range of categories and rates, to enable delegates from all backgrounds to be able to participate. CEMR staff should be placed together in a hotel as close to the Congress centre as possible.

## Services to participants

- 7. Services to delegates and accompanying persons.** The PCO shall ensure the following services, the cost of which are to be included in the registration fee for delegates, and accordingly accounted for in the agreed budget:
- 7.1. Catering.** The participants shall be provided with lunches over three days (first day lunch of limited size for participants at the CEMR Policy Committee and particular guests, second and third day lunches for all Congress participants); an opening evening reception; a gala evening.

*Conference: The duration of two working days is foreseen for the Conference.*

- 7.2. Study visits.** Study visits of interest in the local and regional themes with European context shall be offered for participants with the support of the host authority.
- 7.3. Cultural excursions.** Optional cultural events / excursions shall be offered to delegates and accompanying persons. A programme of optional pre- and post-congress excursions can be proposed (which may be payable by those taking part, independently of the Congress registration fees).

- 7.4. Transport.** The PCO ensures that the necessary transport arrangements are made, including:
- 7.4.1. Transfers at arrival and departure.** This includes transfers from and to main airports and stations to meet arriving planes, trains, buses, leaving no more than an agreed lapse of time after scheduled arrival times (max 1 hour) for main arrival and departure times, ensuring delegates a satisfactory welcome. Transfers for arrivals and departures shall be further provided at "off times" during the course of the Congress, on a less frequent basis, to be fixed and communicated to all delegates at least 2 week prior to the Congress. Welcome booths with good visibility should be set up at all main arrival locations to guide delegates to the transfer service and provide other local useful information.
- 7.4.2. Daily shuttles.** Transfers to and from Congress hotels and venues will be provided on a regular basis, or limited to key times subject to prior agreement with CEMR. The shuttle schedule is to be fixed and communicated to all delegates at least 2 weeks prior to the Congress, and indicated in at least English and French in all Congress hotels as well as at the venue.
- 7.4.3. VIP cars.** A sufficient pool of no fewer than 10 chauffeur-driven cars for use by VIPs, ensuring transport for special guests throughout the Congress. Once CEMR and the host authorities have agreed on the list of VIPs, the PCO will entirely manage the VIP transfers, including providing all necessary information to the VIPs, acting as sole point of contact.
- 7.5. Delegate packs.** The PCO ensures the preparation and distribution of good quality delegate packs for all Congress participants to receive upon registration (delegates as well as accompanying persons and special guests. The content shall be agreed with CEMR in sufficient time in advance. The packs shall be prepared in a number of languages, to be agreed with CEMR, no less than the number of all interpreted languages. Further, delegate packs for members of the CEMR Policy Committee will include the meeting dossier printed in English and French by the PCO. All delegate packs should include at least the following:
- Final programme of the Congress (to be approved by CEMR before printing);
  - List of participants (the final corrected proof for printing shall be approved by CEMR, and printed at the latest date possible, to be communicated to CEMR in good time);
  - Background notes for all sessions;
  - Overview of speakers including CV's and photos;
  - Draft final declaration and procedure for tabling of amendments;
  - Congress evaluation form;
  - Information on study visits cultural excursions and social programme;
  - Information on airport/station transfers and on daily shuttles;
  - Local welcome pack (e.g. city information, map, practical guide, agenda of events, information on local public transport, sights etc.);
  - A souvenir gift from the host authority and/or sponsors given as a tradition;
  - Pen and paper or notepad.

**8. Other services.** The PCO shall ensure a number of other services before, during and after the event. These shall include, in particular:

**8.1. Printing service.** A day and night printing service in charge of the preparation of all printed material, badges, speakers' nameplates, and production of documents as necessary. The night service pertains in particular to the preparation of the updated draft final declaration, which will need to be printed during the final night of the Congress, and delivered in sufficient numbers (in the different languages, to be determined according to delegation sizes and translation possibilities availability), in the morning of the final day of the Congress, before 10:00 h.

**8.2. Displays and information.** The PCO has the responsibility of providing and updating a sufficient number of digital display screens (e.g. touch screens for signage, practical information, programme and daily video) in different locations at the Congress venue.

## Sponsors

**9. Sponsors.** The PCO is in charge, possibly together with the host authority, of securing sponsorship for the Congress. The involvement of such sponsors shall be subject to agreement between all organising parties, on the basis that agreement shall not be withheld unless some important interest of these is affected by the sponsorship proposal. In this context, a commercial exhibition may be organised in order to maximise resources. The conditions are to be discussed and agreed beforehand with CEMR.

## Follow-up

**10. Follow-up.** After the Congress, the PCO ensures all follow-up activities in close cooperation with CEMR. These shall include the following:

**10.1. Material packing and despatch.** The PCO ensures packing up and despatch after the event of remaining publications, the CEMR stand and other materials belonging to CEMR or key partners, to up to four addresses to be determined with the CEMR.

**10.2. Audio-visual material.** A collection of all videos, photographs and recordings will be made available to CEMR within three days after the Congress.

**10.3. Press review.** A national and European press review will be transmitted to CEMR within three weeks after the Congress.

**10.4. Final publication.** The PCO shall prepare and send to all participants a final publication (12-pages with photographs) recalling highlights of the event with short summaries of all sessions (in three languages). Additional 500 copies will be made available to CEMR.

## Responsibilities of the national section

The CEMR national section (association) of the host country in which the Congress is to be held is the co-organiser and forms part of the organisational committee. It is mainly involved in:

- Preliminary negotiations and follow-up with the host authority in liaison with the CEMR Secretariat General;
- Active participation in the elaboration of the Congress programme in close liaison with the Secretariat General;
- Ensuring that CEMR's members are kept continually informed of the state of preparation, particularly by guaranteeing the association's presence at all CEMR statutory meetings;
- Intensive promotion of the Congress, targeting local/regional authorities and the local, regional and national press. The host country and city/region should endeavour to guarantee that at least 20% of those taking part at the event are from the host country;
- The organisation of press conferences prior to the Congress to be organised in the host city in order to maximise media coverage nation-wide. It will be organised by the national association together with the host city and the PCO.
- Ensuring national media coverage.

## Responsibilities of the CEMR

CEMR acts as organiser of the Congress and it shall maintain the right of decision on the political programme's content, and, generally of oversight of the Congress preparations. In particular, it is in charge of the following:

**11. Programme and promotion.** The themes and the programme of the Congress are defined by CEMR's governing bodies in close co-operation with the host authority and national section in the host country. CEMR will work with its national sections and associations to ensure a very wide promotion of the Congress through its network. The hosting authority, programme, registration fee levels are to be approved by CEMR's governing body.

**12. Preparation of the Congress.** CEMR is particularly responsible for:

- Follow-up of the preparation of the topics and agenda of the working sessions and maintaining contact with the session leaders, speakers and rapporteurs.
- Defining with the organisers all aspects related to press and communication.
- Approving the final list of participants.
- Preparing and following-up the work carried out by the declaration committee.

**13. Invitations:** CEMR is responsible for inviting:

- Speakers, chairs and moderators.
- Special guests and keynote speakers.
- European affairs journalists (minimum of 2 of whom shall participate free of charge).

**14. During the Congress.** In addition to the general supervision of the state of preparation and proceedings throughout the Congress, CEMR shall in particular take on responsibility for:

- Amendments and finalisation of documents;
- Where necessary, checking of translations assured by the PCO;
- Supervising the production of the daily video;
- Protocol, in accordance with the etiquette of the host country,
- Liaison with the specialised European affairs press.

**15. Follow-up.** After the Congress, CEMR takes on responsibility for:

- Letters of thanks to the guests;
- International press releases;
- Distribution of the final declaration.

**16. Exemptions from registration fees:** Granting fee exemptions shall be decided upon by CEMR.

**17. Financial contribution to CEMR:** In order to cover the costs of the various tasks taken on by the Secretariat General, CEMR will receive a financial contribution from the PCO on the basis set out in Annex to this document.

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## **Contact**

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## **About CEMR**

The Council of European Municipalities and Regions (CEMR) is the broadest organisation of local and regional authorities in Europe. Its members are over 50 national associations of municipalities and regions from 41 European countries. Together these associations represent some 150 000 local and regional authorities.

CEMR's objectives are twofold: to influence European legislation on behalf of local and regional authorities and to provide a platform for exchange between its member associations and their elected officials and experts.

CEMR is the European section of United Cities and Local Governments (UCLG), the worldwide organisation of local government.

[www.ccre.org](http://www.ccre.org)