



**'HOSTING A EUROCHRIE CONFERENCE:
THE HOW TO GUIDE'**

2019

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THE HOW TO GUIDE: EUROCHRIE CONFERENCE

ROLES AND RESPONSIBILITIES - INTRODUCTION

There may be one organizer-host, or one organizer and one host, which may be two separate entities. Up until this point and as of this point, however, they are referred to as 'Organizer-host' as if they formed one entity.

The following areas need to be considered but at all times the conference host/organizer will keep in contact with the EuroCHRIE Conference Committee:

STAGE 1 - ADMINISTRATION AND SECRETARIAT

Organizer-host to be the official address and contact centre for enquiries

- Finalise conference committee including Chair, Scientific Chair, and Treasurer etc.
- Establish arrangements for website (in conjunction with EuroCHRIE Webmaster www.eurochrie.org), registration system and paper submission systems (EasyChair) with links to social media strategy;
- Design conference logo and establish corporate identity for promotional materials etc;
- Electronic communication system for in-going/out-going communication;
- Event-related correspondence with Federation Administrator. admin@eurochrie.org
- Establish credit card payments system and invoicing;
- Special regard to online security, copyright issues and confidentiality of data.

STAGE 2 - PLANNING

A. Event

- Update on the event budget from EOI and/or conference proposal;
- Drawing-up master plan of event;
- Select and invite speakers and presenters/call for papers (where applicable);
- Paper reviewers (EuroCHRIE has a partial list that can act as a starting point);
- Establish sponsorship packages (don't be too ambitious or let it get complicated) with Director of Industry Relations. Solicitation of sponsors, donors, advertisers, exhibitors;

B. Destination

- Negotiate and contract function rooms, accommodation etc;
- Event management and catering: opening reception, gala dinner, closing ceremony;
- Arrange supporting and leisure programs: post-conference, cultural/spouse;
- Communicate transportation options where necessary;
- Audio visual equipment and internet access for delegates.

STAGE 3 – COMMUNICATION AND PROMOTION

- Design of conference material plus on- line and social media considerations;
- Initial Call for Papers – carefully consider conference title and themes. Make as inclusive and as creative as possible but with a clear focus;
- Plan your sequencing for the Call for Papers. Usually first call goes out immediately after preceding conference – criteria for extending submission dates. Normally late submissions are not considered for the best paper category;

- Research papers, posters, round table discussions, work in progress, workshops etc.
- Promotion of conference at preceding events (national and international) and work with ICHRIE and EuroCHRIE;
- Contact with the press and media/public relations;
- Invitation and protocol procedure for VIPs, dignitaries;
- Promote sponsorship packages - remember to look at previous sponsors – sometimes small exhibitions/ table tops can be more saleable.

NB APPS have not proved to be very successful in the past

STAGE 4 – PROGRAMME MANAGEMENT

- A. Event
 - Design of programme and name badges (careful consideration of printing and handling);
 - Online conference application – pre, live and post event considerations;
 - Handling of speakers and guests, dignitaries, press/media;
 - Nominate recipient of the EuroCHRIE Regional Award;
- B. Destination
 - Information about transport from airport or arrival centre and between accommodation and function;
 - Accommodations handling;
 - Social/cultural/spouse/optional activities co-ordination.

STAGE 5 – ON SITE ORGANISATION

- Co-ordinate timetable and activities;
- Staff scheduling;
- Decoration (in particular EuroCHRIE banners);
- Hospitality services (hospitality desk, guides, interpreters where applicable);
- Registration procedure, payment settlement (system available), and reception control;
- Handle audio-visual requirements, promoting and acknowledging sponsors;
- Tokens of appreciation for speakers;
- Exhibition management co-ordination with conference site and exhibitors;
- Liaising with EuroCHRIE regarding awards ceremony and seating plan arrangements.

STAGE 6 – ACCOUNTING, STATEMENTS AND RECONCILIATION

- Full budget responsibility;
- Accounting separately for conference income and expenses;
- Control/adjustment of budget;
- Working with EuroCHRIE Treasurer;
- Reporting to Conference Committee;
- Final settlement of account before the end of the calendar year of the conference with EuroCHRIE Treasurer.

SUMMARY OF THE MINIMUM EUROCHRIE CONFERENCE REQUIREMENTS

- A 3 day conference to be included in the price of registration but excluding sleeping accommodation – minimum requirements are;
 - All conference rooms associated with hosting the conference;
 - Day 1
 - AM and afternoon - Industry and academic workshops etc – separate registrations but no cost;
 - First time attendees evening reception;
 - Welcome Evening Reception;
 - Day 2 - Refreshments on arrival, morning and afternoon;
 - Lunch;
 - Cultural evening or if not could be a free evening for delegates but with a drinks reception after the day's proceedings;
 - Day 3 - Refreshments on arrival, morning and afternoon;
 - Buffet Lunch;
 - Evening Reception;
 - Gala Dinner.
- Other Rooms to be provided:
 - PhD Workshop prior to conference commencing;
 - Industry workshops as requested (industry could be invoiced if there is a charge);
 - Other requests may have to be considered in relation to room space;
 - Well-lit display areas for poster presentations;
 - Exhibitors space with good circulation area.
- Annual General Meeting, ideally before lunch on last day (one hour;)
- Keynote Speakers – try and choose locally based speakers to reduce costs;
- Transportation for any social events if distances are prohibitive – ideally to be discussed;
- Nominate a recipient of the Regional Award.

Conference proceedings or abstracts should be published on a USB stick with permission of the authors

Discussion with EuroCHRIE Director of Research and Chair of Scientific Committee is helpful.

IMPORTANCE OF CONTROL

One of the primary functions of EuroCHRIE conferences is for the conference hosts to break even but to generate revenue for EuroCHRIE and its growing number of activities therefore financial control should be one of the top priorities of the organizer-host. The cycle of control necessarily includes the following principles.

A. AN ACCURATE PRELIMINARY BUDGET, APPROVED BY THE CONFERENCE COMMITTEE

Along the lines of the Proposed Budget that may be used for this purpose, the preliminary budget is calculated according to the most accurate information available at the moment. Accuracy is important, as this budget (with minor corrections as new information becomes available) will be used as a guideline throughout the planning process and until the post-conference period. It should be submitted to the Conference Committee for approval.

Hosts will be responsible for providing:

- **Spring Board meeting**
 - A conference room for a one-day EuroCHRIE Board meeting preferably at Institution to reduce cost;
 - Light lunch and refreshments;
 - Transportation to visit any facilities at the Spring Board Meeting;
 - Competitive overnight room rates to be negotiated for attendees;
 - Board Dinner – please note board members will pay for this from their own expenses
- **Board Meeting on day before the EuroCHRIE conference commences**
 - A conference room for a one-day EuroCHRIE Board meeting preferably at Institution to reduce cost;
 - Light lunch and refreshments

Registration information

- 150 Euros off registration fees for 5 first time attendees from [Developing Nations](#) (only one person from each institution in the first instance). These are allocated based on a successful application by the individual to the VP.
- 150 Euros off registration fees for 5 retired former and existing EuroCHRIE members who have demonstrated longstanding support to the federation These are allocated based on a successful application by the individual to the VP.
- A free registration for the EuroCHRIE Administrator and ICHRIE CEO
- Payment of the EuroCHRIE participation fee of 100 euros for **every delegate and exhibitor** except registrations from:
 - Maximum of 5 Developing nations delegates;
 - Maximum of 5 retired EuroCHRIE delegates
 - Students;
 - One day registrations;
 - Complimentary registrations for speakers;
 - 10 delegates from the Institution;
 - Spouses who are not participating in the conference;
 - Complimentary registrations for Federation Administrator and CEO;

- Existing Award to be engraved by current host and presented to the next conference host at the Awards dinner;
- Gala dinner seat for Regional Award winner

EuroCHRIE will be responsible for providing:

- 750 Euros for the cost price of 2 registrations for award winners;
- The cost of any awards presented (except the award that is given to the following years hosts);
- Pages on the EuroCHRIE website for the conference;
- E-Zines with conference details via EuroCHRIE and ICHRIE listings;
- The cost of the EuroCHRIE booth at the ICHRIE Conference in the USA;
- Some photographs of the various events for the EuroCHRIE website.

B. CONTINUOUS CHECKING OF ACTUAL WITH PROJECTIONS ON THE BUDGET

The organizer-host should check on their budget on a regular basis to ensure that their conference is in line with projections. This allows room to manoeuvre should a problem arise. The Conference Committee is available to help at any point during the conference planning process.

C. RECORDING OF REVENUES AND EXPENSES AND FILING SUPPORTING DOCUMENTS

Amounts paid out with their receipts, and amounts paid in with their receipts should be recorded and filed throughout the conference planning and management processes until the end. At that point, they are drawn up into an 'income statement' for submission (with receipts available as supporting documents) to the EuroCHRIE Conference Committee.

D. PREPARATION OF STATEMENT AND EXPENSES BASED ON THE INFORMATION

The following points are generally accepted for inclusions in this statement. If you are not sure of what you are responsible for as the host then please check with the Conference Committee.

IMPORTANT CONCEPTS USED BY ORGANIZER-HOSTS INCLUDE THE FOLLOWING

1. CONFERENCE FEES

Fee structures vary according to the policies and strategy of organizer-hosts. Clearly define fees and charges in your conference literature, stating what is and what is not included. It is normal to have an early bird registration fee for some category's to get a feel for the numbers attending and this will give you a working budget. Please discuss these dates with the EuroCHRIE Director of Networking.

FULL CONFERENCE FEE

This generally covers workshops, meetings, plenary sessions, working groups, paper presentations, all meals, and opening and closing receptions (where applicable). It is advisable to clearly state on the forms what is included in each category.

DAY CONFERENCE FEE

This is generally a per-day fee, which covers meetings, plenary sessions, working groups, paper presentations, meals and other scheduled events **during the day only**. Organizer must offer per-day fee.

CONFERENCE ONLY FEE

This generally covers all meetings, plenary sessions, working groups, paper presentations, and lunch during the day only. (This could apply to student registrations to keep the fee down)

SPECIAL FEES

EuroCHRIE aims to attract as many students as possible although students tend to be put off by the cost of attending this type of event. For this reason, discounted fees may be offered or negotiated perhaps without social evening events included to keep cost down. Special fees should be available for spouses (usually comprising meals and social events such as the Gala Dinner).

2. PAYMENTS

It is advisable to have an event management system available for conference registrations and credit card payments.

3. RECEIPTS FOR CONFERENCE FEES

A receipt should be issued upon payment of conference fees, stating the date, amount and for which type of fee it was issued. One copy of each should be kept with the accounts to be submitted to the Conference Committee after the conference.

There also needs to be a point on issuing invitation letters – very important for international visitors to obtain visas – get organiser to specify who will do those (PCO or otherwise).

4. ACCOMMODATION

These charges are normally covered by the attendees themselves upon arrival (or departure as the case may be). This should be made clear in the conference literature. Different rates and standards of accommodation should be negotiated with the hotels and codes issued through the hosts website. Bookings will be via a range of hotel website.

5. EUROCHRIE FUND CONTRIBUTION

This is an important part of the revenue generation function at EuroCHRIE conferences. Payment of the EuroCHRIE participation fee of **100 euros for every delegate and exhibitor** except registrations from:

- 5 Developing nations delegates
- 5 retired former and existing EuroCHRIE members
- Students
- Complimentary registrations for speakers
- One day registrations
- 10 delegates from the Institution
- Spouses who are not participating in the conference
- Complimentary registrations for Federation Administrator and CEO

6. SPONSORSHIPS

Sponsors are important to the success of EuroCHRIE conferences. Sponsors can enable you to produce a high quality conference with a variety of social, working, and meal functions, while keeping attendees' and hosts costs as low as possible. Sponsors may support the conference in many ways, such as:

- Purchase of space in the conference brochure or program (online)
- Payment for a particular event during the conference (such as a meal)
- Sponsorship of a desired speaker's expenses
- Use of facilities (such as a hotel offering function space or accommodation)
- Donations in kind (such as wine for meals, name tags, gifts for speakers)
- Others: the sky's the limit

Sponsors should receive high-profile recognition or complimentary display advertising in preliminary publications, the conference brochure and/or program, as well as a formal thank-you letter soon after the conference. Potential conference sponsors are often interested in the international exposure they will receive prior to and throughout the conference, to EuroCHRIE's influential 'captive audience'.

All sponsors should be recognised on PowerPoint 'slides' between sessions and in food and beverage eating areas.

7. NEW / NON MEMBERS

Conferences are perfect opportunities of converting delegates into EuroCHRIE members and subsequently raising revenue for EuroCHRIE through membership dues. For this reason, first time attendee and non-members should be discretely identified on the delegates badge. First time attendees will be invited to the first time attendees reception and this should be in a room where attendees can mingle as well as listen to the director of membership about joining ICHRIE

8. EXHIBITORS

This method of raising revenue (on condition of playing an informative role for participants) is more feasible during conferences of longer duration. However, showcasing a local supplier, hospitality provider, or carrier on a small scale with a rented information desk or booth is possible even at a short conference. At a 3 day conference a number of exhibitors would conceivably be interested in participating in a 'Marketplace' along the lines of the I-CHRIE Marketplace. The marketplace should be incorporated in the main circulation areas of the conference.

OPERATIONAL ISSUES

CALL FOR PAPERS

Initial discussions will take place between the Director of Research and the Scientific Chair to plan a way forward using EasyChair or similar software and working on deadlines.

Papers should provide a fresh look at the industry and/or education and represent an original contribution to members' knowledge. Where possible, papers should be compatible with the conference theme, but discretion is needed as successful academic papers/ posters allows delegates to attend.

There are normally three categories of papers presented at the conference;

- A. full research papers
- B. working/best practice papers
- C. posters.

Full research papers can be either conceptual or based on empirical data and expected to be of a publishable standard for hospitality and tourism journals. Working/best practice papers are generally research that is at an early stage of development or best practice case studies within the hospitality and tourism industry or education. Posters are generally work in progress of smaller projects within hospitality and tourism.

It is a condition of paper and poster acceptance that at least one author should register for the full EuroCHRIE conference.

It is important that the conference organisers have a team of subject specialist reviewers in place by the time the first paper abstracts are submitted. Reviewers must be willing and able to meet the published deadlines to respond to authors. They will be expected to review the papers according to the appropriate guidelines for each type of paper as indicated. The ideal schedule for the calls for papers and submission is included in Appendix A.

Best paper awards will be recognised, and the scientific conference chair will select 3 papers for each award to go to the Director of Research who will pass on to the award panel by the 1st August. These papers will be recognised in the conference proceedings. Care must be taken that papers selected do not involve board members or anybody from the host conference committee as authors.

The winning authors of these awards will be presented during the conference. A best poster award will be selected during the conference by a small team of staff from the scientific committee. The winning authors will again be recognised during the conference.

A copy of the Conference Proceedings, on electronic format for individual use only, will be given to each conference attendee. Also, it may be that the Conference Proceedings will be published after the conference and it is suggested that a special conference edition of a journal is sought, as this could raise the profile for the host organisation.

Reviewers will also be recognised in the conference proceedings and will ideally be International CHRIE members.

SUGGESTED TIMELINES

PROMOTING YOUR INSTITUTION

- Your Institution must be a Member of I-CHRIE
- You should ideally attend at least 2 EuroCHRIE conferences to promote your institution and where possible the annual conference in USA
- You must attend the EuroCHRIE and ideally the I-CHRIE conference prior to your planned conference

24 MONTHS PRIOR TO THE EVENT

- Conduct self-appraisal
- Choose theme
- Research and secure function room/accommodation and identify costs associated with these
- You must use the correct EuroCHRIE logo. Please ask for the high resolution JPG
- Submit Expression of Interest to Federation Administrator admin@eurochrie.org

18-20 MONTHS PRIOR TO EVENT

- Submit and Present Conference Proposal to Conference Committee/EuroCHRIE Board – normally at the Spring Board meeting that corresponds to the following years conference.
 - You will be selected using the criteria identified in Appendix B
- Follow up any recommendations and final acceptance of conference proposal

13 - 15 MONTHS PRIOR TO EVENT

- You can use the EuroCHRIE website for promotion until your pages are up and running
- Develop Call for Papers that includes Conference theme and location
- Website available with maximum information and links back to EuroCHRIE website
- Paper submission system available (EasyChair system, contact ICHRIE Administrator)
- Set registration fee
- Sort out mailing lists
- Prepare first electronic mailing (announce meeting, theme, location)
- Prepare registration electronic systems
- Prepare invoicing and credit card payments systems
- Prepare promotional fliers – electronic and hard copy
- Consider registration and cancellation schedule, early bird rates etc.

You cannot start any of the visible promotion until after the current conference, but you can be ready to go immediately.

MAILINGS

This should, where feasible, be as personalized as possible. I-CHRIE's mailing list is a start. Where possible, try to also use participant lists from past (CHRIE and non-CHRIE) conferences, regional hospitality and travel association membership rosters, member lists from other related organizations, and so on. This is becoming more difficult with confidentiality clauses. The creative use of social media is essential. Please note that if the organisers maintain their own mailing lists these fall under European GDPR data privacy legislation.

PROMOTIONAL FLYERS

Probably the biggest consideration in the design of an electronic promotional flyer is creativity and resourcefulness to design an eye-catching and attractive document with the power to entice potential participants to commit themselves to register. Several mailings are usually required in order to reach the right people, and then to subsequently remind them in a timely manner of an approaching registration deadline. The first mailing may not include all relevant information regarding speakers and venue etc. but preliminary and early publicity is required. Second and subsequent mailings should have a link to the registration form on the website with more detailed information.

10 MONTHS PRIOR TO EVENT

- Commence negotiations with function room/foodservice providers/local carriers
- Send second mailing
- Identify potential sponsors
- Develop sponsorship-solicitation letter
- Mail to potential sponsors
- Identify potential exhibitors
- Develop exhibitor-solicitation letter, mail
- Invite speakers (in conjunction with the Director for Industry Relations)
- Electronically send promotional flyers
- Group press release 1 (in agreement with Director of Marketing) through social media
- Journal partnerships with varied publications/special edition
- A career market place to attract employers and students.

PRESS RELEASES

These should be sent to a variety of publications that reach your conference target markets. The CHRIE Communiqué should probably be first on the list. Non-traditional target markets in particular benefit from this type of exposure. Publications aimed at non-traditional markets (provided of course they are compatible with your theme) such as food and beverage suppliers, in-flight caterers, hospitality management information systems managers, and hotel security providers could be the key to attracting low profile but interesting markets. The use of social media and the sharing of that between Board members and the use of the www.eurochrie.org Facebook (FB) page will attract attention. Trying to get inserts into other Federation newsletters is a useful means of spreading the message.

7 MONTHS PRIOR TO EVENT

- Confirm speakers, their speech topics and duration
- Finalize program
- Host EuroCHRIE Board, visit venue and finalize details
- Keep website updated at all times

EUROCHRIE BOARD MEETING

This meeting is generally held in spring.

5 MONTHS PRIOR TO EVENT

- Prepare mailing 3 (announce finalized programme and speakers)
- Finalize format of working groups/break-out sessions
- Set date for early bird registration to close?
- Final paper reviewed, and authors notified.
- 3 papers to be selected and sent to judging panel for selection of the best paper award via the Director of Research

3 MONTHS PRIOR TO EVENT

- Gather information for printed programme (final schedule, speech titles, speakers CV's, etc)
- Solicit advertisers for programme and those who want to pay for promotional materials
- Work on invitation list for local press/media
- Start working on the conference package
- Send Interim Report to Director of Networking
- Get hand over trophy for next conference host engraved

CONFERENCE PACKAGE

This package has three main purposes: to give information regarding the conference, to disseminate promotional materials, and to provide a participant list. For this reason, it should contain the **programme** with **participant list** (not email addresses), general information regarding the conference location, membership information regarding CHRIE for non-CHRIE members and optional promotional materials included at a charge (or free of charge if they are CHRIE member organizations) as a form of sponsorship. E.g. note pad, pen, maps of area, cultural information, local information and tips.

2 MONTHS PRIOR TO EVENT

- Finalize food and beverage order (if applicable)
- Arrange transfers between accommodation and function centres
- Prepare final mailing (inform regarding registration deadline: last chance to register)
- Arrange social events, spouse programs, and post-conference activities (where applicable)

CULTURAL/SOCIAL EVENT(S)

In line with EuroCHRIE educational philosophy, the host may include one event during the conference, which reflects the culture of the country. In the past, for example, Swiss hosts offered a trip to a wine museum, while in Dublin the hosts used the '[Hooley](#)' as the theme for an evening event.

REGISTERED DELEGATES

It is time to provide those who have registered with information regarding procedures, how to get from airport to conference centre, maps, post-conference activity registration and costs, climate, etc.

1 MONTH PRIOR TO EVENT

- Finalise audio-visual materials
- Print final programme
- Take receipt of awards from EuroCHRIE
- Final mailout to registered conference delegates to provide an update

CONFERENCE PROCEEDINGS

The programme contains the sequence of events, optional pre-and/or post-conference tours, and a list of sponsors with display advertising by sponsors where appropriate. A privacy and copyright disclaimer notice about photographs and videos being taken during the conference should be sent to attendees and also displayed each day in the conference rooms prior to presentations. Remember it is.....

The 2025 EuroCHRIE Conference hosted by XYZ University

- Message from the EuroCHRIE President;
- Message from the Host organisation;
- List of award winners and nominees for best papers
- Keynote speakers bio
- Sponsors
- Workshops
- Special items

Remember

- PowerPoint presentations
- Arrange for tokens of appreciation to be given to speakers/VIPs
- Organize photographer and upload photos to the EuroCHRIE Flickr account ready for the media wall
- Encourage attendees to take photos and to post these on social media (Instagram, etc.) with an appropriate conference hashtag, e.g. #EuroCHRIE2020
- Request copies of speeches and presentations in advance
- Prepare conference evaluation forms or consider focus groups at time of conference

1 WEEK PRIOR TO EVENT AND DURING THE EVENT

- Consider how the hospitality desk/registration desk will be set up
- Finalize decoration
- Print nametags
- Print name of delegates in a list without email addresses
- Prepare certificates of attendance
- Keep up to date with social media and Instagram to relay conference updates to delegates attending the conference.

WITHIN 2 WEEKS AFTER EVENT

- Rush press releases and photographs to ICHRIE and EuroCHRIE Director of Marketing, newsletters plus all other publications referred to above
- Email thank-you notes to all speakers and volunteers
- Ensure that copies of speeches ordered were sent out
- Complete financial report and send to EuroCHRIE Treasurer
- Follow up on conference evaluations if circulated. Any analysis should be shared with the Director of Networking
- Ensure that any photos are uploaded to the EuroCHRIE Flickr account.

WITHIN 2 MONTHS AFTER EVENT

- Negotiate materials and reports to go up on the EuroCHRIE website
- Reconcile income and expenditure with EuroCHRIE Treasurer

- A. PAPER MANAGEMENT.
- B. PRESENTATION SELECTION CRITERIA

Appendix A – PAPER MANAGEMENT

Timeline	Activity	Comments
June	Compile a Scientific Committee	
July	Set up EasyChair	Contact ICHRIE for details
August	Prepare Call for Papers and suggested timelines	<ul style="list-style-type: none"> • Indicate theme • Suggested subjects • Dates
November	Post 1 st Call for Papers	As soon after previous conference <ul style="list-style-type: none"> • Websites • Through previous conference delegates database • Through ICHRIE to all members
November/ December	Contact reviewers and request assistance for this year's conference.	Previous conference hosts will give you this information
January	Post 2 nd Call for Papers	As before
Mid-February	Post Final Call for Papers	Determine if an extension will be offered to a-per submission based on the number received
Early March	All papers submitted through EasyChair	Set up systems for papers and posters
End of March	Send out to reviewers. You should ask them if there is any conflict of interest between themselves and the author.	This check can be completed via Easychair. 2 reviews per paper or poster
	Make a note of reviewers suggestions for Best Papers	Discuss with Director of Research
Mid-April	Collect in paper reviews	
	Determine what you are going to do if there are any late submissions	
End of April	Send back to authors if amendments are required	
	Determine if full papers or now posters based on reviewers comments	
Early June	Notify authors	At least one author must register for the conference
July/August	Put completed papers back into themes	Best Papers go to Director of Research
September	Schedule concurrent sessions	Maybe some requests from authors for particular slots
November	Thank reviewers for their expertise and say about passing their details onto next year's conference committee	Mention names on website and in proceedings

Appendix B – PRESENTATION SELECTION CRITERIA

Host Institution	
Date of Conference	

Areas to be considered	Criteria	Comments	Mark
Expression of interest form completed accurately	Feasibility of proposed location for the conference with details of conference venue, accommodation options, transportation links, distances between venues and other relevant logistics		/10
Innovative thinking linked to the conference theme	Clear evidence of strategic and innovative thinking. Good awareness of key ideas and current issues involved in the theme of the conference.		/10
Promoting the Institution and EuroCHRIE	Identifies and presents a critical analysis of the target market, the competition and the promotional strategies to be used to make contact.		/10
Operational Issues at this stage	Presents a detailed and coherent plan of the operational aspects. Shows excellent planning skills that demonstrates a clear understanding of the different requirements to host the EuroCHRIE Conference		/20
Financing the Conference	Includes the main financial statement which correspond to the proposed conference. Have estimated the breakdown and have understood the revenue streams including registrations, sponsorship and associated costs		/20
Due Diligence	Any security considerations for delegates, visa restrictions, safety, accessibility and wellbeing, any possible conflict of interest have been considered		/10
Overall structure and feasibility	Good structure and appropriate verbal presentation of conference elements with excellent supporting evidence that is appropriate to the 'How to Guide' The proposal is entirely feasible and well advanced.		/20
Total 100 marks			/100

Suggested improvements to be made.			
Signed:	Final Mark	Dated	

Please use extra sheet if required

