



EXPRESSION OF INTEREST

(PHASE 1)

2019

THANK YOU FOR SUPPORTING EUROCHRIE

Thank you for your interest in hosting the annual conference of the European Federation of the Council on Hotel, Restaurant and Institutional Education (EuroCHRIE). It is the most important event for the association. For its members, the annual conference provides an opportunity to advance hospitality, tourism and event research through meaningful networking and future collaboration.

The conference aims to be an attractive proposition to both the organizer/host and EuroCHRIE. In partnering with you, we feel the benefits are:

- To further the cause of hospitality and tourism education
- To forge unique and long-lasting education-industry links
- To showcase your institution, association or company on a global platform
- To raise revenue for your institution and for EuroCHRIE

The Expression of Interest (EOI) form is the foundation of the shortlisting process. Therefore, we recommend you provide supplementary evidence to support your EOI.

When all the EOI forms are in, the board members discuss each EOI. Each board member casts one vote to decide who hosts the next EuroCHRIE annual conference. A letter will then be sent on behalf of the EuroCHRIE Board to the winner, accepting the EOI. From this point on the conference host/organizer will work towards completing a more detailed conference Phase 2 (usually 15 – 18 months in advance of the conference).

Before you complete your EOI and supplementary evidence, please read the full 'Guidance Document for Conference Hosts' as it provides a detailed breakdown of the minimum expectations required to successfully host the EuroCHRIE annual conference.

We want to work with you and support you through this process and make it as easy as possible. So please contact us if you have any questions regarding the bidding process or general questions related to the conference.

Once again thank you for your interest in supporting EuroCHRIE and we look forward to working together.

Warm regards

Director of Networking

EuroCHRIE Chair of the Conference Committee

EXPRESSION OF INTEREST TO HOST A EUROCHRIE CONFERENCE

After reading the guidance document for conference hosts, evaluate whether your institution/company can dedicate the time, financial and human resources to undertake the planning, organizing and execution of an international conference. Examine the feasibility of the accommodation and convention facilities in your area in accordance with the hotel room and function space requirements. Accessibility to international transport hubs and logistics should be considered a priority.

Name of Organization, City & Country: (please detail type of institution & ownership structure)

Contact details: (Please include email, website, skype etc)

ICHRIE Membership N^o, level & years of membership:

Proposed location of the conference: (please detail conference venue, accommodation options & transportation links, distances between venues & other relevant logistics should not exceed an hour)

Notional Dates: (please consider the timing of other international conferences & national major events)

Notional financial expectations: (Refer to the guidance document for further details & attach supplementary evidence if needed)

Notional Theme of Conference: (The final theme will be decided in conjunction with Director of Research)

Notional conference program: (Refer to the guidance document for further details & attach supplementary evidence if needed)

Due diligence: (Please note any security considerations for delegates, visa restrictions, safety, accessibility and wellbeing, any possible conflict of interest)

We strongly recommend you attach supplementary evidence to this form such as but not limited to:

- Financial control – proposed income/expenditure, expected numbers of delegates, possible sponsorship packages
- Methods of promotion

- Details of organizing committee
- Institutional details such as reputation, ranking & research resources
- Destination information
- Key note speakers

Name

Date

Further guidance on your EOI can be found below. Please submit proposal to EuroCHRIE admin@eurochrie.org and visit www.eurochrie.org for full details

Please ensure that you go to www.eurochrie.org website to download the correct logo and also spell EuroCHRIE correctly.

THIS IS THE GUIDE TO YOUR EXPRESSION OF INTEREST SUBMISSION

Your official EOI must be sent as a PDF to admin@eurochrie.org who will forward it to the Director of Networking. This guidance provides you with further advice on what to detail in your EOI.

ORGANISER/ HOST AND COMPANY

THEME

Name your chosen theme and give explanation of it. Once it is decided upon, the theme/concept of a conference is the source from which all else flows: choice of keynote speakers, plenary sessions, choice of papers, working groups (if applicable), target market, theme for events, and so on. For this reason, it is vital to choose a theme which is **timely, original, relevant, and attractive**.

SUGGESTED SPEAKERS

Give a list of approximately 8 potential keynote speakers whom you believe would illuminate the theme you have chosen. Four keynote speakers are usually sufficient for the average duration of EuroCHRIE conferences, however complications have been known to arise in the past where a keynote speaker needs to be replaced so it is advisable to have alternatives. It is advisable to check on previous programs which speakers have been invited and where possible to avoid repetition.

WHY SHOULD YOUR INSTITUTION BE CHOSEN?

Celebrate your institution and argue the strengths of your proposal. Provide details on who is on your organizing committee. Probably the best approach is to demonstrate how you can best fulfil EuroCHRIE's main conference goals using the pool of expertise, resources, and facilities available to you.

PROPOSED BUDGET

The exercise of filling out this proposed budget is important in two ways: first, it is healthy for the organizer/host in that it provides a guide to follow as well as a tool for control (in its final form). Second, it gives the EuroCHRIE Conference Committee a clear idea of how the organizer-host visualizes his/her role as financial controller.

The proposed budget is not binding at this stage. All figures are to be stated in Euros.

BUDGET CONSIDERATIONS

- Members are customarily charged 25-30 % less for conference fees than non-members
- You must give discounts for early registration prior to a given date (Early Bird)
- There should be a reasonable deadline for early registration which must be agreed with the Board of EuroCHRIE

- The EuroCHRIE Fund Contribution is paid in Euros. There is no differential between member and non-member registration fees. 100 Euros per registration will be paid to the EuroCHRIE Treasurer after the event.
- Hosts will give a 150 Euros discount off registration for 5 first time attendee delegates from developing countries (one per institution) to be approved by EuroCHRIE VP
- Hosts will give a 150 Euros discount off registration for 5 five retired delegates, either former or existing EuroCHRIE members who have demonstrated longstanding support to the Federation. Applications to be approved by EuroCHRIE VP;
- 1 ½ day Board meeting in the Spring for the EuroCHRIE Board;
- 1 day Board meeting before Conference.

You can find full details in the 'How to Guide' of the accompanying documentation.

ATTENDANCE NUMBERS

According to your marketing and organization skills, estimate how many of the following you believe you will be able to attract to your conference (these figures should be a combination of your goals and your realistic expectations):

- International CHRIE members
- Non-members
- Developing countries
- Retired EuroCHRIE Members
- Faculty/organizational members
- Students
- Exhibitors' places
- Complimentary (Speakers etc)
- Others
- Total number of delegates

MARKETING

MARKETING CONCEPT

Elaborate on what you believe is attractive about your conference for the traditional EuroCHRIE conference target markets, and include any specialized non-traditional groups which you believe will also be attracted. It is highly compatible with EuroCHRIE goals to bring together different, non-traditional sectors of the industry and education.

TARGET MARKET

Please, describe the potential delegates you intend to reach regarding the conference, being as specific as possible regarding non-traditional target groups (see above) in particular. Target individuals and professional groups (such as 'supplier and food processing executives; tour operator' for example) that you intend to specifically target should be mentioned where appropriate. Geographical target areas should also be outlined here.

BROADCASTING YOUR MESSAGES

Describe how you intend to reach potential in your target markets –and how you believe you can transform potential delegates into registered delegates. Give an outline of the communication strategy that you will use including the use of a variety of social media messages. You will need to develop a website for the conference with a hyperlink to and from www.eurochrie.org. In addition, the ICHRIE electronic mailing service may be used through the central office. In any messages please make sure that you use the correct EuroCHRIE logo that can be found at www.eurochrie.org. All forms of communication can be discussed with EuroCHRIE conference committee.

TENTATIVE SCHEDULE

This is intended to be indicative of the type of conference you are envisaging as host. It is intended as a guide for the Conference Committee and is not binding on you. In contrast the *Final schedule*, which may be submitted to the Committee upon request later, will be binding.

INCLUSIVE DATES INCLUDING WORKSHOPS PRIOR TO THE CONFERENCE DATES

WORKSHOP - DATE

Date from – Date to

DAY 1 - DATE

All activities and their times, including registration, speakers, meetings, breakout sessions, specialized discussions, paper presentations, meals, break. Social events include **First time attendees reception** and main **Welcome reception**.

DAY 2 - DATE

All activities and their times, including registration, opening ceremony speakers, meetings, breakout sessions, specialized discussions, paper presentations, meals, break, social activities, etc

DAY 3 - DATE

All activities and their times, including registration, speakers, meetings, breakout sessions, specialized discussions, paper presentations, meals, break, **Gala Dinner and Awards**

SPOUSE PROGRAMME OR POST CONFERENCE EVENT

Please briefly mention the type of post-convention activity or activities you may envisage, including cost information.

Further details can be found in the 'How to Guide'

ACCOMMODATION

YOUR DESTINATION, THE CONFERENCE AND FUNCTION ROOMS

Provide information on your destination. Consider the health and wellbeing of the delegates in your EOI, visa restrictions and any other relevant security detail. *Accessibility to international transport hubs and logistics should be considered a priority.*

You will need to roughly estimate the number of delegates attending and then look at conference and meeting room space to see if this is adequate. Remember that conference paper presentations will run concurrently with possibly seating in each room for approximately 20 people.

BEDROOMS

A conference hotel is always helpful but if not possible as you are using institutional facilities then try and indicate which may be the most popular hotel to book a room. You will need to try and negotiate time limited special rates at some of the most popular hotels. It is advisable to use a range of hotels so that prices are varied. Remember that delegates have to get the conference from their chosen accommodation. Therefore, transportation and location is an important consideration.

CONCLUDING REMARKS

This document serves to offer guidelines to potential EuroCHRIE Conference hosts and indicates the required elements that must be included in your income and expenses accounts. Remember that if there is more than one submission for the same year then institutions will be in a competitive situation.

If you have any concerns or questions, then please contact the Federation Administrator or other members of the EuroCHRIE Executive Committee. Details can be found at <http://www.eurochrie.org/management/>

NEXT STAGE

If your Expression of Interest is successful, then you will be invited to attend a EuroCHRIE Board Meeting to make a presentation and finalise your Conference proposal. Selection criteria details can be found overleaf and in the 'How to guide' document plus being a separate document at www.eurochrie.org/conferences

When all the EOI forms are in, the board members discuss each EOI. Each board member casts one vote to decide who hosts the next EuroCHRIE annual conference.

SELECTION CRITERIA FOR EUROCHRIE HOST PRESENTATION

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

Suggested improvements to be made.			
Signed:		Final Mark	/100
			Dated

Please use extra sheet if required