



Federation of I-CHRIE

EuroCHRIE International Conference

Bid Procedure

For Organizers of EuroCHRIE Conferences

Working Document

Revised March 2013

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PART 1: INTRODUCTORY INFORMATION

EuroCHRIE: TERMS OF REFERENCE

International CHRIE (I-CHRIE) is a non-profit organization founded in 1946 to link educators, industry and associations for the shared purpose of enhancing professionalism at all levels of the hospitality and tourism industry through education and continued training.

EuroCHRIE was founded in 1991 in response to the demand for a European-based Federation to address concerns of professionals in Europe, the Middle East, Eastern Europe, Africa, Australia and New Zealand. I-CHRIE members number more than 1300, while EuroCHRIE boasts an ever-expanding roster in excess of 150 representing more than 20 countries.

As a membership-oriented organization, EuroCHRIE's international conferences are the most important 'products' and benefits it can offer its members. Conferences provide prime opportunities for membership and executives in the industry to evaluate our organization's progress as it works towards its goals. Their judgement generally includes the answer to the question: what has this organization done for education and industry – and what can it do for me?

As a professional organization, EuroCHRIE's international conferences should consistently provide members with opportunities to get closer to the attainment of their professional development objectives. In order to ensure that EuroCHRIE can live up to and exceed its expectations and aspirations, while remaining a relevant, powerful force for educational and industry professionals alike.

A procedure for EuroCHRIE international conference bidding (along the lines of those currently in place at ICHRIE) is a prerequisite for ensuring that EuroCHRIE conferences consistently conform to quality precepts. The Bylaws themselves are flexible regarding the *functional role* of conferences (Art XIV) although there seems to be general agreement that they are intended to provide relevant information and networking value for its members while generating some income for EuroCHRIE.

For the sake of consistency and quality, it would be desirable to provide EuroCHRIE international conference planners and hosts with some specifications, planning guidelines and suggestions. To ensure that conferences fulfil the role of revenue generator for EuroCHRIE as effectively as possible, financial control regulations and guidelines should be followed. EuroCHRIE will present a token of commemoration to the organizer-host at the end of each conference.

Host organizations must be either organizational or institutional members of International CHRIE. To assist in planning successful EuroCHRIE conferences, we would expect that representatives from future host organizations would attend, at least, the **three** EuroCHRIE or I-CHRIE conferences preceding their planned event. Through this they will be able to observe and experience the necessary requirements of hosting a EuroCHRIE conference.

THE EuroCHRIE CONFERENCES

The European Federation of the Council on Hotel, Restaurant and Institutional Education (EuroCHRIE) holds one conference per year during the autumn and which is in conjunction with the International CHRIE conference. An organizer-host is required for the conference coming from EuroCHRIE member educational institutes, hotels, associations, travel organizations and/or industry professionals. The conference presents a unique opportunity for organizer-hosts to further the cause of hospitality education and forge education-industry links while 'showcasing' their educational institution, association or company for a cross-section of professionals from all over the world.

The EuroCHRIE international conference normally spans two and a half days, although independent workshops organized by the EuroCHRIE Board, may precede or proceed the event. Organizers will be expected to provide venues for these events.

The EuroCHRIE conference includes paper presentations from hospitality, tourism, events and educational experts. Conference participants do not normally exceed 200 persons.

Because of the uniquely relevant composition of EuroCHRIE's membership, venues ideally provide complimentary meeting rooms and function space and special reduced rates for catering and accommodation. Many companies in catering, hospitality and education are interested to become involved with a conference that provides them exposure to the varied, interested, and often influential professionals that make up EuroCHRIE's typical conference participant profile. For these reasons too, regional or city tourist boards and convention promotion bureaus are often interested in supporting (or acting as sponsors for) the EuroCHRIE conference.

The EuroCHRIE international conference organizer-host is located in a country under EuroCHRIE's jurisdiction and is a member of I-CHRIE. He or she typically plans the conference around a timely and relevant theme, invites high profile speakers, calls for papers, oversees conference planning and destination management, designs and produces promotional materials according to a marketing plan, and executes administrative work associated with the conference.

Information regarding the bidder and his/her proposals is presented in the Conference Bid document (see page 24 Part 3, for a sample proposal) which is sent to the EuroCHRIE Board of Directors two years prior to the proposed date of the conference. The Board will review the Bid and inform the bidder of its recommendations in a timely manner. From then on, the bidder will work closely with EuroCHRIE's incoming President, the Director of Networking and the Conference Planning Committee. Further information about the entire procedure is attached. Please refer to the table of contents for specifics.

- Proposals should be directed to the EuroCHRIE Director of Networking
- Two Years prior to the conference proposal
- To enhance and support their bid, proposals can be accompanied by any support formal letters, e.g. letter from the University, local authority supporting the event, sponsor's letter etc
- The title of the conference should state :

International CHRIE Conference hosted by EuroCHRIE

Functions and Goals of the EuroCHRIE Conference

Of all the activities undertaken by EuroCHRIE, the most representative in the minds of members and education and industry executives is the yearly conference. Conferences have international repercussions in terms of public relations for both EuroCHRIE (and by extension to I-CHRIE itself) and the organizer-host institution or company. For this reason, there is a heightened incentive to assure the quality of the conferences for the sake of both EuroCHRIE and the organizer-host.

The primary goal of the conferences is to **provide information** for its members which 'keeps them at the forefront of trends' in the hospitality, tourism and events industry and its educational/training component. The secondary and complementary goal is to provide an atmosphere suitable for **networking** among members from different sectors of education and industry. The third and equally important one is to **generate revenue** for EuroCHRIE that will allow the organization to grow and to provide more for its members.

The overarching goal of EuroCHRIE conferences, however, is to provide its members with opportunities to advance the cause of **professional development**. The most clear and succinct expression of this is probably in the Neuchâtel Statement, according to which EuroCHRIE must:

'Show a vision and commitment to: promote, provide and support continuous and flexible personal and professional development. This will focus on the mutual needs of customers, owners, employers and students within the industry and education'.

At Neuchâtel it was agreed that key points regarding 'supporting development' include (among others): supporting relevant scholarly work, meeting the needs of students, individual professionals, the industry and education, implementing vertical and lateral development, and encouraging professionalism.

1. Provide information for members

Information is provided at the conference primarily by speakers and presenters according to a pre-set theme. Keynote Speakers should be influential members of the hospitality/tourism/events, agenda-setting of education communities. They should have a significant contribution to make to the professional and intellectual development of EuroCHRIE members who are often themselves accomplished educators, industry leaders, researchers and advocates of the industry. The **Director for Industry Relations** will assist in identifying and locating speakers.

A major component of the conference is to ensure the quality and quantity of the papers presented during the conference. The conference organisers need to put in place procedures to attract, review and schedule these academic and practiced based papers. Appendix 1 presents an overview of these activities and a suggested time scale for the activities involved. In addition the conference organisers need to ensure that procedures are in place that enable presenters to develop papers for publication. This will involve gaining presenters' permission prior to publishing papers and presentations either in a programme or on a website. The EuroCHRIE Director of Research is available to provide advice on any of these procedures (See also Call for Papers, p.17)

2. Provide a productive ground for networking

Apart from the plenary sessions themselves, it is necessary to provide participants with the opportunity to forge new relationships in the field and reinforce older ones. What are normally referred to as 'social' events fulfil the function quite well. Even better is to schedule working groups or breakout sessions where ideas new and old can be diluted -again, preferably according to the theme and with the benefit of a moderator or leader. Absolutely vital to the concept of networking is the calibre and variety of participants.

The organizer-host should include diverse target markets in his/her marketing plan for the conference: professionals from education and training (administration, instruction, research, consulting, etc.); from the various sectors of the industry (tourism, travel, hotels, restaurants, events, institutional, consulting, government and private agencies, etc.); supplier and food processing executives; professionals from a wide geographical area; students; retirees from education and industry; and so on. Where the theme permits (and thus a major consideration in selecting a theme) targeting should be effected to groups that are as diverse as possible –as above- to permit the most constructive and wide-ranging exchange of ideas among participants as possible.

3. Revenue generation for EuroCHRIE

As a non-profit organization attempting to respond to the growing needs of its members, EuroCHRIE relies partially on conferences to generate revenue. Careful preparation of the **Proposed Budget** (guidelines on page 30) will be of great assistance in ensuring the revenue-producing potential of the conference. The implementation of strict controls in the collection and disbursement of conference revenue is also vital to this function.

Conference revenue for EuroCHRIE equals:

The total fees + sponsorships + exhibitors payment (where applicable)
+ EuroCHRIE Fund Contribution (members and non-members)
less expenses
= Amount to be transferred to EuroCHRIE (in Euros)

Therefore, the conference organizer-host is very much acting as a businessperson attempting to maximize revenue and minimize expenses. Participants at the conferences pay the EuroCHRIE Fund Contribution in addition to the regular conference fee –amount that is separately accounted for and disbursed directly to EuroCHRIE. Please, refer to page 31 for more information on this vital topic.

Host institutions will be allowed up to a maximum of 10 delegates without having to pay the EuroCHRIE participation fee.

4. Accomplishing organizational business

Conferences provide ideal time for EuroCHRIE executives and administrators to touch base with members. The Annual General Meeting is held at the EuroCHRIE autumn conference.

At the Annual General Meeting, members are informed of Board decisions and members are invited to participate by voicing opinions, suggesting ideas and becoming part of the development of the organization at a higher level. On that occasion a short orientation meeting for new members is held which provides an overview to the organization and federation membership benefits. EuroCHRIE conference organisers should also allow for a space and time allocation in the conference programme for hosting the Annual General Meeting.

During the conference approximately 15 minutes should be allotted to the organizers of the next EuroCHRIE conference so that they may present their program. The preferable time for this presentation would be during a moment of high attendance, such as following a key note speaker or during a meal

5. To extend opportunities for institutions from developing countries

To help extend a EuroCHRIE international conference opportunity to potential delegates from institutions in **developing countries** which are operating under considerable financial constraints –**the EuroCHRIE International Conference host will offer 2 conference registration places without charge**- all other expenses, e.g. accommodation and transportation must be paid by the attendees' institution. In some cases sponsors may pay for accommodation and transportation. The developing country organisation will be asked to write an article for the newsletter that outlines their experiences and the benefits that they have gained from attending the conference.

6. Other considerations

Host organizations will be expected to budget for the cost of **publishing and mailing one EuroCHRIE newsletter** following the conference (normally the issue prior to the call for papers) and to make at least a 75 % contribution to the **EuroCHRIE booth** at the Annual Convention in North America in the preceding summer in order that potential delegates can register on site. Conference host is also responsible of transporting EuroCHRIE roll-ups from I-CHRIE summer conference to EuroCHRIE conference in question.

All delegates who are employed by Premium member institutions would pay the EuroCHRIE member rate for conference registration. The registration fee for I-CHRIE's CEO is waived if he/she decides to participate.

It should be noted that, where space for delegates is a premium, then priority must not be given to the host organization's faculty members. Paying delegates must always take precedent.

The EuroCHRIE President's, Nestlé Pro Gastronomica and The Laureate Hospitality Achievement award winner's conference fees will be paid by the sponsors of each award directly to the board who will settle the account with the organizing committee

CONFERENCE BID PROCEDURE

1. Self-appraisal

After reading the Bid Document and its attachments, evaluate whether your institution/company can dedicate the time, financial and manpower resources to undertake the planning, organizing and execution of an international conference. Examine the feasibility of the lodging and convention facilities in your area in accordance with the hotel room and function space requirements. Accessibility to international transport centres and logistics should be taken into account. Locations that have attracted the most interest have been those with gateway airports and ideally the airport should not be more than a 30 minutes taxi journey from the conference venue.

2. Preparation of the Bid Document

Ensure that the information included in the documents fully reflects your capabilities, while staying true to EuroCHRIE mission. A completed Bid Document would include:

- Expression of interest
- your proposal
 - conference theme
 - proposed budget
 - marketing plan
 - Paper review process and schedule (systems available)
 - tentative schedule
 - hotel/function room availability and costs
 - your brochure or company profile

Documents in part 3 will guide you through the process. Pay attention in particular to the preparation of the **budget proposal**. Once the Conference Committee has accepted your Bid and you have returned your confirmation of acceptance, the information that was given in your Bid Document will **normally become binding**.

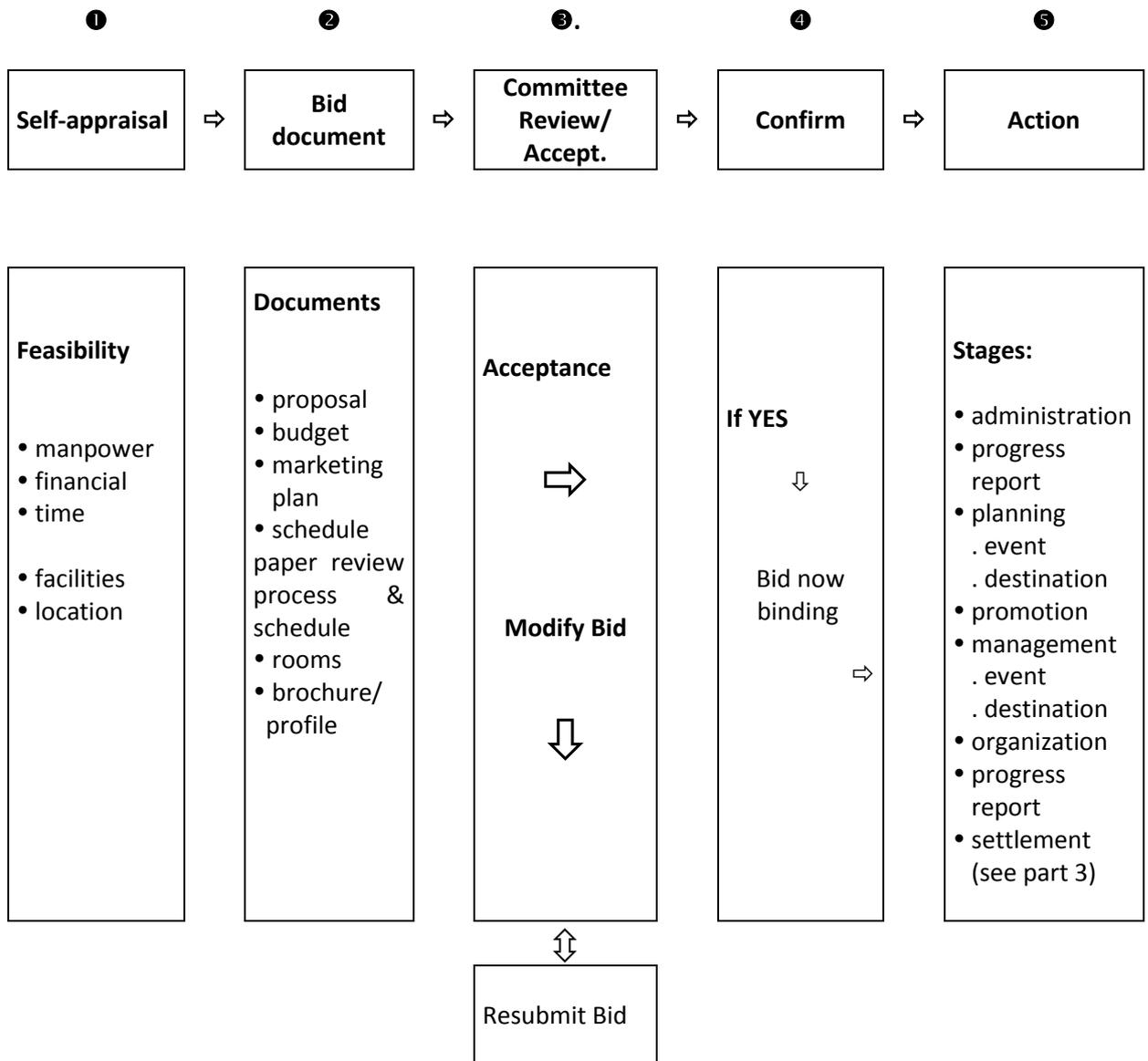
3. Review by the Committee for Conference Planning

A PDF document of your completed written Bid Document should be sent to the EuroCHRIE Board (director of Networking), before end of August, 24 months prior to your proposal conference date. The Committee will review it and recommendations (if any) will be forwarded to you for further discussion. You might also be asked to make a PowerPoint presentation to the Board of Directors on a given date (normally at the conference, 1 year prior to the proposed conference date)

4. Preparation of the Bid Document

A letter will then be sent on behalf of the EuroCHRIE Board accepting your proposal but may outline recommendations. Assuming you agree with the terms of acceptance, send your confirmation as soon as possible to the **Secretary**. From this point on, barring extenuating circumstances, the terms of your bid are binding and regular reports will be expected on your progress each time the Board meets (3 times a year).

◆ Conference Bid global Process ◆



EuroCHRIE Conference Organiser must be a member of I-CHRIE

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Introduction

There may be one organizer-host, or organizer and host 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 form one entity. This is due to the fact that, in order for the conference to be planned and managed successfully, organizer and host must work as one.

The individual/organization, which performs both roles shoulders more responsibility, however is spared the complexities of communication and co-ordination with another entity. Thus where organizer and host are separate, great care must be taken in communicating properly and dividing up responsibilities and roles from the beginning, particularly where revenue and expense controls are concerned.

The responsibilities of the organizer-host:

Stage 1 - Administration and Secretariat

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

- ✓ Set up website, registration system (CVENT) and paper submission systems (EasyChair) -> contact EC Administrative secretary
- ✓ promotional mailings
- ✓ Telephone system –e-mail and fax available for in-going/out-going communication
- ✓ Design and generate all conference materials, electronic and hard copy (forms, programs, fliers, advertisements, etc.)
- ✓ Event-related correspondence

Stage 2 – Planning

- ✓ Event
 - Establish event budget
 - Drawing-up master plan of event
 - Select and invite speakers and presenters/call for papers (where applicable)
 - Solicitation of sponsors, donors, advertisers, exhibitors
- ✓ Destination
 - Negotiate and contract function rooms and accommodation allotments
 - Negotiate rates with local carriers for delegates
 - Event management and catering: opening reception, gala dinner, closing ceremony
 - Arrange supporting and leisure programs: post-conference, cultural/spouse
 - Plan transfers: transportation/car rental

Stage 3 – Communications and promotion (using electronic and manual mediums)

- ✓ Design and printing of entire congress material
- ✓ Mailings
- ✓ Promotion of conference at preceding events
- ✓ Contact with the press and media/public relations
- ✓ Invitation and protocol procedure for VIPs, dignitaries

Liaise with Director of Marketing and Communications and Director of Industry Relations

Stage 4 – Program Management

- ✓ Event
 - Design and printing program
 - Name badge printing and handling
 - Handling of speakers and guests, dignitaries, press/media
- ✓ Destination
 - Transport from airport or arrival centre and between accommodation and function
 - Accommodations handling
 - Social/cultural/spouse/optional activities co-ordination

Stage 5 – On-site organization

- ✓ 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 entrance control
- ✓ Handle audiovisual requirements
- ✓ Tokens of appreciation for speakers
- ✓ Order plaques for award winners (specifications to be provided by the board)
- ✓ Exhibition management (if applicable); co-ordination with conference site and exhibitors

Stage 6 – Accounting, statements and settlement

- ✓ Full budget responsibility
- ✓ Accounting separately for conference income and expenses
- ✓ Control/adjustment of budget
- ✓ Reporting to Conference Committee
- ✓ Final settlement

The program should include the following elements

- ❑ Board Meeting before the conference commences (10-4 pm with lunch)
- ❑ Opening Reception Drink
- ❑ 1st time attendees reception (costs covered by Board)
- ❑ Opening Ceremony
 - EuroCHRIE President
 - I-CHRIE President
 - Institutional President
- ❑ Keynote Speakers
- ❑ Panel Sessions if demand dictates
- ❑ Paper Presentations (concurrent sessions)
- ❑ Poster Presentations if demand dictates
- ❑ Special Interest Groups (can be early morning) such as:
 - Information Technology
 - Gaming
 - Services Management
 - Teaching, Learning and Assessment (workshop) that can be before the conference commences
- ❑ Annual General Meeting, ideally before lunch on the second day (one hour)
- ❑ Conference Gala Dinner
- ❑ Awards Ceremony
 - EuroCHRIE President's Award
 - Nestle Pro Gastronomica Award
 - The Laureate Hospitality Achievement Award
 - Institute of Hospitality Education Research Award
 - EuroCHRIE Industry Award
- ❑ Best Paper Presentation
- ❑ Post Conference Tour (highly suggested)
- ❑ Conference proceedings should be published and one copy included in the price of the registration

N.B. EuroCHRIE conference is opened and closed by the EuroCHRIE President.

➔ **The importance of control**

Because one of the primary functions of EuroCHRIE conferences is to generate revenue for EuroCHRIE and its growing number of activities, financial control should be one of the top priorities of the organizer-host. The cycle of control necessarily includes the following principles.

① **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.

② **Continuous checking of actual payments with projections on the budget**

Using the finalized preliminary budget, the organizer-host should check on a regular basis to ensure that his/her conference is in line with projections. This allows room to manoeuvre should a problem arise. The Conference Committee is available to offer assistance at any point during the conference planning process.

③ **Careful 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.

④ **Preparation of statement and expenses based on the information in ③**

The following formula is generally accepted as the correct format for this statement:

EuroCHRIE conference revenue is:

$$\begin{aligned} & \text{Total revenue (primarily conference fees)} \\ & \quad + \text{sponsors payments} \\ & \quad + \text{exhibitors' payments (where applicable)} \\ & \quad + \text{EuroCHRIE Fund Contribution (members and non-members)} \\ & \quad - \text{expenses} \\ & \quad = \text{Amount to be transferred to EuroCHRIE in Euros} \end{aligned}$$

→ **Important concepts used by organizer-hosts include the following**

1. Conference Fees

Fee structures vary according to policies and strategy of organizer-hosts. Clearly define fees and charges in your conference literature, stating what is and what is not included in each:

- Full Conference Fee

This generally covers meetings, plenary sessions, working groups, paper presentations, all meals, and opening and closing receptions (where applicable). It is always wise 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. Organizer must offer per-day fee.

- Conference Only Fee

This generally covers meetings, plenary sessions, working groups, paper presentations, and lunch.

- Special fees

EuroCHRIE aims to attract as many students as possible to its conferences, although students tend to be put off by the cost of attending this type of event. For this reason, discounted fees may be offered to encourage attendance by this significant part of EuroCHRIE's membership. Special fees should be available for spouses (usually comprising meals and social events).

The conference organizer must have one full conference fee waived for EuroCHRIE federal administrator

2. Payments

There is a CVENT event management system available for conference registrations and payments. More information from administrative secretary.

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.

4. Accommodation

These charges are preferably covered by the participants themselves upon arrival (or departure as the case may be). This should be made clear to them in the literature, as well as the fact that they are responsible for their own telephone/fax, photocopying, bar and other charges

5. EuroCHRIE Fund Contribution

This is an important part of the revenue generation function at EuroCHRIE conferences. The contribution currently stands at 30 euros for members and 80 euros for non-members.

6. Sponsorships

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

- Purchase of space in the conference brochure or program
- 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 a slide projector, 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'.

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, staff present for registration or at the hospitality desk should have membership registration materials readily available on the spot and should be primed as to dues payment methods and recording of them. Special attendee membership fees may be used as incentives, when the Conference Committee has granted formal approval. The registration fee will be paid to the EuroCHRIE Treasurer after the event.

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 2-3 day conference a number of exhibitors would conceivably be interested in participating in a 'Marketplace' along the lines of the I-CHRIE Marketplace.

◆ Call for Papers ◆

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.

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.

A copy of the full Conference Proceedings, on electronic format for individual use only, will be given to each conference attendee. Also, it is expected that the Conference Proceedings will be published after the conference and it is suggested that an ISBN number is sought, as this could provide a potential income stream for the host organisation. The latter publication will include full papers only for those authors who have signed the copyright of their papers over to EuroCHRIE plus final abstracts for all of the remaining papers.

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 calls for papers and submission is included in Appendix 1

→ **Promoting your company**

- You must be a Member of I-CHRIE
- You must attend at least 3 conferences to promote your company; one can be the annual conference in America
- You must be attending both the EuroCHRIE and I-CHRIE conference prior to planned conference to promote you company
- The EuroCHRIE newsletter can also be used to promotion purposes

→ **28 months prior to event**

- Conduct self-appraisal
- Choose theme
- Research area function room/accommodation costs

→ **24 months prior to event**

- Submit Conference Bid Document to Director of Networking including:
 - Expression of interest
 - Your proposal
 - Conference theme
 - proposed budget
 - marketing plan
 - tentative schedule
 - hotel/function room availability and costs
 - your brochure/company profile

<p>Presentation of Bid Proposal and Discussion with Conference Committee, followed by receipt of final acceptance of bid. What follows flows from your finalized document</p>
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→ **12 months prior to event**

- Presentation of Conference theme and location to current EuroCHRIE attendees
- Website available with maximum information (contact administrative secretary)
- Paper submission system available (EasyChair system, contact admin.secretary)
- Set registration fee
- Order mailing labels
- Prepare mailing 1 (announce meeting, theme, location)
- Prepare registration forms electronic and hard copy ((CVENT system available, contact admin.secretary)
- Prepare invoicing and credit card (optional) payments systems (CVENT)
- Prepare promotional fliers – electronic and hard copy

✉ 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

✦ *Promotional fliers*

Probably the biggest consideration in the design of a promotional flier is budgetary. Creativity and resourcefulness are often required to design an eye-catching and attractive flier 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, venue, etc. It is necessary to do this preliminary publicity, however. The second and subsequent mailings should always be sent with an enclosed registration form.

➔ 10 months prior to event

- Commence negotiations with function room/foodservice providers/local carriers
- Send mailing 1
- 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)
- Print or reproduce and mail promotional fliers
- Group press release 1 (in agreement with Director of Public Relations)

✦ *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. Examples are provided in the appendix, but the list is by no means exhaustive. 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.

➔ 7 months prior to event

- Confirm speakers, their speech topics and duration
- Finalize program
- Host EuroCHRIE Board, visit venue and finalize details

✦ *EuroCHRIE Board meeting*

This meeting is generally held in spring. The organizer-host should take in charge a meeting room, 2 lunches and 2 dinners and accommodation for executive committee (6), Director of networking and federal Administrator.

→ 5 months prior to event

- Order mailing labels (CHRIE office)
- Prepare mailing 2 (announce finalized program and speakers)
- Group release 2 (announce finalized program and speakers)
- Finalize format of working groups/break-out sessions

→ 3 months prior to event

- Gather information for printed program (final schedule, speech titles, speakers CV's, etc)
- Order plaques for award winners
- Solicit advertisers for program 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

✧ *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 **program** with **participant list**, 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 should include at least 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 Greece the hosts used the Olympic spirit as an overlying theme for all events

- Prepare confirmation mailing for registered delegates

✧ *Registered delegates*

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

→ 1 month prior to event

- Photocopy CHRIE membership information and registration forms for non-members

- Finalize audiovisual materials
- Print or photocopy final program

✧ **Program**

The program can be a photocopied document containing the program of events, optional pre-and/or post-conference tours, and a list of sponsors with display advertising by sponsors where appropriate. It should contain a list of conference participants with the name of their company/institution, address and telephone numbers. The conference evaluation form may be included in the Program.

- Arrange for tokens of appreciation to be given to speakers/VIPs
- Request copies of speeches
- Prepare conference evaluation forms

➔ **2 weeks prior to event**

- Set up hospitality desk/registration desk
- Finalize decoration
- Organize photographer(s)
- Obtain copies of speeches
- Prepare speech copy order form
- Print nametags
- Print delegate lists
- prepare certificates of attendance

➔ **Last day of conference**

- Statement of attendees, members and non-members, with expected income from EuroCHRIE 30 Euros contribution plus 80 Euros for non members. The EuroCHRIE Treasurer will issue an invoice requesting the amount due.

➔ **Within 2 weeks after event**

- Rush press releases and photographs to CHRIE and EuroCHRIE Director of Marketing, newsletters plus all other publications referred to above
- Mail 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 not yet received back

➔ **Within 2 months after event**

- Publish and mail EuroCHRIE newsletter

- **The Host Committee must:**

- be institutional or organizational members
- be located under EuroCHRIE jurisdiction
- attend 3 conferences prior to the event
- work with Vice President and Director of Networking of EuroCHRIE
- host the Spring EuroCHRIE Board meeting
- make at least a 75 % contribution to the EuroCHRIE booth at the Annual Conference in North America
- publish and mail newsletter

- **The Conference must:**

- be at least 1.5 days backed on to a weekend
- offer a location with easy access of a major airport (max. 1/2 hour taxi journey)
- state the following title : International CHRIE Conference hosted by EuroCHRIE
- include the AGM (generally on second day, just before lunch)
- provide time during AGM for the next host-organizer to publicise their conference

- **Attendance and fees**

- two registrations are offered to developing countries
- a small discount (e.g. 10 %) is given for early registration
- all delegates from Premium member institutions shall pay member rate
- Offer per-day rate
- the conference revenue for EuroCHRIE equals fees + sponsorships + exhibitors payment + fund contribution (30 euros for members, 80 for non members - students are not concerned) less expenses
- The conference fee for Federal Administrator is waived
- it is allowed a maximum of 10 delegates without having to pay the EuroCHRIE participation

PART 3: BID DOCUMENT – CONFERENCE PROPOSAL

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◆ Expression of Interest ◆

Name of Organization _____

Address _____

Country _____
Web address _____

Phone _____
Fax _____

I-CHRIE membership
n° _____

How long has the institution been a member ? _____

Contact
person _____

Job
title _____

Email
address _____

Notional theme
of
conference _____

Fall _____ **Year** _____

Signed _____ **Printed** _____

Date _____

Please submit proposal to EuroCHRIE Director of Conferences
Visit www.eurochrie.org for details

◆ Conference Proposal ◆

Your official Bid must be sent as pdf.-file to Director of Networking before end of August, 24 Months prior to the planned conference. It should be as complete as possible, reflecting your findings during the self-appraisal period as well as your organization's aspirations for the conference.

The proposal should be an expression of your objective ideals, ideas, and convictions (moderated of course by practical considerations which surface in your self-study as well as external factors such as quotes) about the conference.

The information and format used in this Bid Document are intended as a guide only –it is not supposed to curb your creativity. When submitting your bid, which should take into account the EuroCHRIE required elements (see part 2), please attach as supporting documents the:

- 1) Organizer-host and conference presentation
- 2) Proposed budget
- 3) Marketing plan
- 4) Tentative schedule
- 5) Accommodation Availability

Points to be covered in your Bid Proposal in separate, labelled sections are printed inside a border (as below)

1/ Organizer-host and Conference Presentation

Section 1 – Theme / Concept

In this section, 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** for EuroCHRIE's diverse membership and target markets: student, teacher, administrator, trainer, consultant, industry executive, researcher, and decision maker alike (to mention a few). Please elaborate, if necessary, why you believe your theme is timely, original, relevant and attractive, demonstrating how your organization could follow up on the theme in terms of summoning the speakers, providing facilities, and giving the administrative and marketing support necessary. This section offers a prime opportunity to elaborate on your philosophy regarding the conference you propose, should you wish to do so. Examples of recent conference themes include:

- 2012 "Hospitality for a better World", EHL, Switzerland
- 2011 "Hospitality & Tourism, drivers of transition", R.I.T, Dubrovnik
- 2010 "Passion for Hospitality Excellence, Stenden & Saxion Uni., Amsterdam, The Netherlands
- 2009 From Services to Experiences in Tourism and the Hospitality Industry and Education, Haaga-Helia UAS, Helsinki, Finland
- 2008 "Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism", The Emirates Academy of Hospitality Management
- 2007 'Showcasing Innovation in Education, Training and Research through Tourism Hospitality and Events', Leeds Metropolitan University, Leeds, England
- 2006 'In Search of Excellence for Tomorrow's Tourism, Travel and Hospitality', University of the Aegean, Thessaloniki, Greece
- 2005 'Managing change in tourism and hospitality', Accor, Paris, France
- 2004 'Global Issues and Trends in the Hospitality and Tourism industry' Bilkent University Ankara, Turkey
- 2003 'The Internationalisation of Future Hospitality, Tourism and Aviation Management Education' International University of Applied Sciences Bad Honnef-Bonn, Germany

Section 2 – Suggested Speakers

In this section, 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 alternative. It is advisable to check on previous programs which speakers have been invited and where possible to avoid repetition.

You are welcome to have preliminary discussions regarding keynote speakers with the Director for Industry Relations or Secretary / Vice President, who may give valuable suggestions and advice. Keynote speakers should be experts in their respective fields, and preferably hold top positions in leading companies or other industry organizations. Each should be able to provide information that compliments that of the offer keynote speakers within the area of the theme without overlapping. For this reason it is ideal if each keynote speaker hails from a different part of the industry or academia. A balanced combination of experts is a prerequisite for EuroCHRIE conference success.

Section 3 – Why my institution/company's proposal should be chosen

This is the section where you argue the strengths of your proposal. 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. Be explicit about your perceived strengths or advantages: special skills, expertise, or experience of personnel and particular benefits of the function and accommodation sites. In addition, outline how you are especially equipped to meet the needs of the target markets. Please, attach to this proposal your organization's prospectus or brochures with a company profile, where applicable, and that of your joint organizer (if any).

NB. The EuroCHRIE Federation has been very fortunate to have the support of the Nestlé Pro Gastronomía Foundation. Conference hosts are requested not to approach the Federation sponsors for individual sponsorship.

2/ Proposed Budget

The exercise of filling out this proposed budget form 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.

Section 1 – Important points regarding budget structure

- Members are customarily charged 25-30 % less for conference fees than non-members
- You may give a small discount (e.g. 10 %) for early registration prior to a given date. 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. Differential between member and non-member registration fees will be paid to the EuroCHRIE Treasurer after the event.

Expenses to take into account

- 2 free registrations (for developing country delegates)
 - 30 Euro contribution to EuroCHRIE per member (to be paid to the treasurer after the event). No more than 10 delegates from the host organisation can register without paying this contribution
 - 80 Euro contribution to EuroCHRIE per non member (to be paid to the treasurer after the event).
 - Cost of one newsletter (publishing and mailing)
 - At least a 75 % contribution to the EuroCHRIE booth at the Summer Conference in North America
 - Conference Proceedings with ISBN
- In the spring, prior to the conference, the EuroCHRIE Board will visit the venue and hold their 2-day Spring Board meeting. The organisers will be expected to organize a boardroom, accommodation (executive committee, Director of Networking and federal administrator) and 2 lunches + dinners at their expense (dates to be negotiated).
- The Board will visit the conference venue and go through the final conference schedule. At least a 75 % contribution to EuroCHRIE booth at the International conference may be required if the Board decide to reserve a space. Conference organizers should put up to 500 Euros aside for this purpose.

Section 2 – Overall consideration: ATTENDANCE

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

● Faculty/organizational members

● Students

● Exhibitors' places

Total DELEGATES

Section 3 – Overall budgetary considerations: REVENUE

a) Conference fees

As with any price, these should reflect the reality of accommodation, foodservice and function room costs, as well as the level that target markets can **afford** to pay (especially taking into account airfares and other expenses they will encounter at your conference). Ensure that your fee is affordable for students and educators as well as professionals. Please, **estimate the EuroCHRIE attendee rate for:**

	1. member	2. Non-member	3. Student	4. Invitee/spouse
Full conference fee (including seminars, conference, meals, proceedings, transfers, etc)				
Day conference fee per day (including lunch and dinner)				
Extra conference events (e.g. opening reception, gala dinner)				
Number of estimated delegates (ref. section 2)	x	x	x	x
Total fees expected	=	=	=	=

Total conference fees REVENUE (1+2+3+4)

b) Other Revenue

Because one of the main functions of our conferences is to contribute revenue to EuroCHRIE's growth projects, attempts are made to maximize income at conferences through various means. From the information you have available to you at this moment, how much revenue do you estimate overall for the following:

- Sponsorship (all cashes sources combined. Do not include barter values)
- Exhibitors (if any)
- EuroCHRIE Fund Contribution (assume member's rate 30 Euros)
- Non-member contributions (80 euros) (students are not concerned)

Total Other REVENUE

Section 4 – Overall budgetary consideration – EXPENSES

Introduction

Expenses structure differ enormously from one country to another and even between regions in the same country. According to quotes you have received and the knowledge you have up to present, estimate the **total costs** involved in each of the following, assuming that you will have the number of delegates estimated in Section 2. Deduct from the totals those expense items which you have a reasonable chance of receiving free of charge (such as certain function rooms and meals from hotels).

Historically, organizer-hosts have taken it upon themselves to ‘sponsor’ various aspects of the conference in order to maximize revenue for EuroCHRIE. This varies according to their means and has taken many different forms in the past including payment of VIP charges, covering administrative costs, supplying own audiovisuals or facilities at no charge, providing free foodservice, or covering some transfer costs. This potential for ‘sponsorship’ by the organizer-host differs from one to the other and often has depended on what the organizer-host can offer within currently functioning facilities. A fully equipped hotel or culinary school, for example, is in the position to offer different types of no or low charges services than a travel and tourism organization, which may have yet other possibilities to offer. Because expenses tend to fall under generally predictable categories (as below) and this budget is purely an estimate: please, make liberal use of the ‘Other’ category to give the Committee a fair idea of what expenses you foresee.

a) Function rooms

- Main sessions and meetings + break-out sessions

- Dining and reception rooms

b) Foodservice

- Cocktails, Lunches + evening meals

- Coffee breaks + beverages (inc. gratuities)

c) Speakers

● Travel expenses	<input type="text"/>
● Invitee/spouse attendance	<input type="text"/>
● Accommodation	<input type="text"/>
● Lunches and dinners	<input type="text"/>
● Token of appreciation	<input type="text"/>
d) <u>Administrative</u>	
● Bank charges for credit card payments	<input type="text"/>
● Audio-visual rentals	<input type="text"/>
● Photocopying – conference proceedings	<input type="text"/>
● Name badges	<input type="text"/>
e) <u>Marketing</u>	
● Web page design	<input type="text"/>
● Advertising	<input type="text"/>
● Printing (brochures, fliers..)	<input type="text"/>
● Newsletter	<input type="text"/>
● EuroCHRIE booth at I-CHRIE	<input type="text"/>
● Conference bags and amenities	<input type="text"/>

● Other	<input type="text"/>
f) <u>Miscellaneous</u>	
● Dinner entertainment(s)	<input type="text"/>
● Bus transfers, car rental	<input type="text"/>
e) <u>Other</u>	
● 2 free registrations for developing countries	<input type="text"/>
● Spring EuroCHRIE Board meeting	
✓ meeting room	<input type="text"/>
✓ accommodation for board meeting	<input type="text"/>
✓ 2 lunches and 2 dinners	<input type="text"/>
● EuroCHRIE fund contribution	
✓ 30 euros per member registration	<input type="text"/>
✓ 80 euros per non-member registration	<input type="text"/>
Total Estimated EXPENSES	<input type="text"/>

3/ Marketing Plan

Section 1 – Marketing Concept

In this section, 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 markets have traditionally included individuals from a wide geographical area: professionals from education and training (administration, instruction, research, consulting, etc.); from the various sectors of the industry (tourism, travel, hotels, restaurants, institutional, management, operations, consulting, government and private agencies, etc); and students.

Section 2 – Target Markets

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.

Section 3 – Short proposal for disseminating information to all markets

In this section, describe step-by-step 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 type of letters/teasers/fliers you would design, how many will be necessary to reach enough members of the stated target groups, and how many times you intend to make mailings (and approximately when –how many months before the conference in each case).

Other methods of publicizing the conference should be mentioned here such as the use of press releases (to which publications and when), advertising (where, estimated cost, and when) along with any other methods you envisage. A preliminary list of publication is attached in the appendix for your reference.

You must develop a website for the conference that will be given a hyperlink from www.eurochrie.org and www.chrie.org.

In addition the EuroCHRIE electronic mailing service may be used through the Webmaster.

4/ 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.

Section 1 – Conference dates

The conference should start on:

and end on:

_____ at _____ at _____
date *time* *date* *time*

Section 2 – Schedule for first day

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

event 1 _____

event 2 _____

event 3 _____

event 4 _____

event 5 _____

event 6 _____

event 7 _____

event 8 _____

--

Section 3 – Schedule for second day

(All activities)

event 1 _____

event 2 _____

event 3 _____

event 4 _____

event 5 _____

event 6 _____

event 7 _____

event 8 _____

event 9 _____

event 10 _____

Section 4– Schedule for third day (if applicable)

(All activities)

event 1 _____

event 2 _____

event 3 _____

event 4 _____

event 5 _____

event 6 _____

event 7 _____

event 8 _____

event 9 _____

event 10 _____

Section 5 – Optional post-convention activities

Please briefly mention the type of post-convention activity or activities you may envisage, including cost information and brochures where applicable

5/ Accommodation Availability

It is a desirable goal to continue to aim for upward delegate growth with each new conference. Our history has shown that this is possible, and our continued membership growth will increase this likelihood. Recent conferences hosted between 70 to 200 delegates.

Section 1 – Venue

A function room with a capacity according to the number of delegates you expect (classroom style) will be needed for plenary sessions. Depending on the format of the conference, a number of breakout rooms will be required for the same total amount of delegates.

Please state where the main sessions of the conference will be held:

Name of hotel/company

city

The venue is _____ km away from the closest international transport centre, which is an:

Airport

Train station

Port

(tick one)

Name and location _____

Give connections to venue

Section 2 – Accommodation

Potential arrangements to accommodate delegates at hotels in your area would be:

- on-site within a _____km radius of the conference venue

How many hotels would be required to house all delegates, if more than one _____

In order to ensure that, as many EuroCHRIE members as possible are financially able to attend your conference, various price-categories of hotels are required. Please, state according to information given by the hotels you contacted, information about price categories (from lowest to highest in approximate Euros per night, for a single room including breakfast):

Inexpensive _____ Moderate _____ Luxury _____

APPENDICES

Sample copies of event-related documents for reference:

1. Procedural Guide for EuroCHRIE conference paper management
2. EuroCHRIE website & Internet sites of former conferences
3. Press releases mailing list
4. Preliminary press release
5. Post-conference press release
6. Conference program
7. Speakers' information
8. Conference evaluation form

1. Procedural Guide for EuroCHRIE conference paper management

Process	Activity	Timescale (starting 1 year prior to the Conference)
Generating conference papers	Call for papers	November
	<ul style="list-style-type: none"> Guidelines for authors 	
	<ul style="list-style-type: none"> Timescales for Review process on website 	
	<ul style="list-style-type: none"> 500 word Abstract submissions (if desired) Benefits- gives an indication of number and range of papers Drawbacks-adds another layer of work 	Mid Jan
	<ul style="list-style-type: none"> Review Abstracts by small number of reviewers drawn from conference host university 	
	<ul style="list-style-type: none"> Feedback to authors Detail of paper format required Compile list of reviewers 	Mid Feb
	<ul style="list-style-type: none"> Full paper submissions Obtain an ISBN number for conference proceedings 	End April
	<ul style="list-style-type: none"> Send to reviewers- double blind refereeing Provide reviewers with guidelines for process 	
	<ul style="list-style-type: none"> Reviewers comments received 	Early June
	<ul style="list-style-type: none"> Collate comments 	
	<ul style="list-style-type: none"> Feedback to authors, with details of amendments required 	End June /July
	<ul style="list-style-type: none"> Receive final papers Inform authors of final acceptance Decide on how these will be made available to conference attendees- USB, CD Inform authors of facilities and guidelines for presentations. Do they need to bring copies of their paper ? 	Late August / Early September
	<ul style="list-style-type: none"> Schedule presentations Abstracts in schedule? 	September
	<ul style="list-style-type: none"> Publish schedule on conference website 	Late September
Reviewing Process	Reviewing Panel members	

	<ul style="list-style-type: none"> • Drawn from Eurochrie members and host Univ. 	
	<ul style="list-style-type: none"> • Chair from host university 	
	<ul style="list-style-type: none"> • Guidelines for papers, reviewers and presenters 	
Communication	<ul style="list-style-type: none"> • Inform authors, reviewers and participants of schedule dates • Inform if any slippages in timescales 	
Publishing conference papers	<ul style="list-style-type: none"> • Written permission from authors is required to enable EuroCHRIE to upload papers and presentations on the Website 	
Journal support & publishing options	<ul style="list-style-type: none"> • Seek support from Journals- IJCHM and JHTE 	

2. Internet sites

Visit the Euro CHRIE website at

<http://www.eurochrie.org/conferences.html>

A press release announcing the upcoming conference with the detailed programme should be available for download from the website.

A second, post conference press release should be posted on line during the week following the conference providing details of attendee , speakers and award winners, with photos.

Of course these releases should also be sent to your local press and contact as well as to International trade publications and sites. A few suggestions are listed below.

3. PRESS RELEASES MAILING LIST

ENGLISH LANGUAGE PUBLICATIONS

IH+RA Editor Hazel Hamelin-Director of Communications
IH+RA
251 Rue de Faubourg St-Martin
Paris, 75010
France
Tel: 331 44 89 9416
Fax: 331 40 36 7330

ASTA Senior Editor Alice Burngarner
Asta
1101 King St
Alexandria, VA 22314
USA
Fax 1910 378 6828

Caterer & Hotelkeeper Editor Marc Lewis
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Surrey, 5m2 5AS
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Fax: + 44 (0) 20 8652 8973

CHRIE Communiqué CHRIE CEO Kathy McCarty
International CHRIE
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Richmond, Virginia 23294
USA
Tel : 01 (804) 346 4800
Fax : 01 (804) 346 5009

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UK
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Hospitality Net BV
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6221 JR Maastricht
The Netherlands

Phone: +31 43 362 6600
Fax: +31 43 201 0858

Chamber of Commerce Maastricht Number 14632972
VAT Number: NL 809315105B01

HOTELS Editor in Chief Jeff Weinstein
Reed Business Information
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Oak Brook, Illinois 60523
USA
Tel : 01 630 288 8000
Fax 01 630 288 8265

Hotel and Motel Management Editorial Director Jeff Higley
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USA
Tel: 01 (216) 708 3728
Fax 01 (216) 708 3711

Journal of the Institute of
Travel & Tourism Editor Roger Edwards
La Michele, Les Hubits
St. Martins, Guernsey GY4 6NB
Fax 0481 39492

Lodging Hospitality Editor Edward B. Watkins
1300 East 9th St
Cleveland OH 44114-1503

USA
Fax 1216 931 9706 Tel 1216 931 9278

Restaurants & Institutions

Editor in Chief Scott Hume
Reed Business Information
2000 Clearwater Drive
Oak Brook, Illinois 60523-8809
USA
Tel 01 (630) 288 8204
Fax 01 (630) 288 8225

Travel Weekly

Editor in chief Arnie Weissman
Northstar Travel Media
100 Lighting Way
Secaucus, NJ 07094 3626
Tel 1 201 902 1954
Fax 1201 319 1947

SAMPLE

PRESS RELEASE

From Sybil Hofmann, President, EuroCHRIE
Date June 4, 1996

EuroCHRIE Conference looks at the Industry in the Next Millennium.

The annual conference of EuroCHRIE, the European Federation of CHRI-Council on Hotel, Restaurant and Institutional Education, was held in Athens, Greece on 16-17 May. Attendees, who came from more than 20 countries, were hospitality and tourism industry professionals and educators. CHRIE has over 2,400 members and is the global advocate of hospitality and tourism education.

A unique welcome reception was in store for the 110 participants on the first evening, when the conference was opened by EuroCHRIE president Sybil Hofmann, managing director of alpine for Hotel and Tourism Management Studies in Athens, who organized the conference. In her welcoming speech, Mrs. Hofmann noted that the occasion had special significance since CHRIE itself was celebrating its 50th anniversary and the modern Olympic Games its 100th, making Greece an ideal location for the conference. To highlight the Olympic connection, Emilia Geroulanou, delegate of the Mayor of Athens, lit the "OlympicCHRIE Torch" in a moving neo-classical ceremony. She then symbolically passed the torch to David J. Christianson, president of CHRIE, who will "carry" it to CHRIE's conference to be held in Washington, DC in August.

The following day, the official conference got underway with a special message delivered by the Secretary General Adult Education at the Greek Ministry of National Education and Religion who welcomed CHRIE members and reinforced the message that their mission in education was commendable and a major contribution to a successful tourism industry.

The presenter and one of the speakers of the panel was Michael Olsen, Ph.D., chief investigator for the International Hotel Association's White Paper on the global hospitality industry. This paper, which was to be discussed later in the day, has won critical acclaim as a study with global ramifications, which employed innovative methodologies to shed light on the future of the industry. Professor Olsen founded the Department of Hospitality and Tourism at Virginia Polytechnic Institute and State University, where he is now based as professor

The next speaker was Geoffrey Lipman, president of the World Travel & Tourism Council (WTTC), a global coalition of industry chief executives, working to convince governments of the economic and strategic importance of travel and tourism. His speech focused on jobs for the future, stressing the importance of a healthy, labour-intensive global tourism industry. He gave some specific suggestions as to how to achieve greater mobility and a higher level of disposable income—both necessary for the success of the tourism industry. A vibrant tourism industry will result in the creation of 100 million jobs over the next decade.

Nikos Skoulas, former Minister of Tourism and now president of Royal Olympic Cruises, addressed the question of over-capacity in the world cruise industry. He noted that although 6 million passengers cruise each year, the ‘golden age’ of cruising may be coming to an end. Yet, based on these encouraging figures, many companies have ordered bigger ships, some with a capacity of 2,600 passengers and a crew of 5 or 6 hundred. “We must avoid gigantisms if we are to hold on to the magic of cruises,” he concluded.

PRESS RELEASE FOR SUBMISSION TO CHRIE COMMUNIQUE

SECTION: General features

FROM: Sybil Hofmann, President, EuroCHRIE

DATED: 23 October 1995

RE: EuroCHRIE's Spring Conference 1996: 'The Travel and Tourism Industry Beyond the Year 2000'

CHRIE CELEBRATES A HALF CENTURY AND LOOKS TO THE NEXT MILLENNIUM AT THE EUROCHRIE SPRING 1996 CONFERENCE

EuroCHRIE is proud to announce its 1996 Spring EuroCHRIE Conference, to be held at the Hotel Grande Bretagne in Athens, Greece on May 16-17, 1996. The theme of the Conference is 'The Travel & Tourism Industry Beyond the year 2000'. Four industry leaders will lead the discussion on this challenging and wide-ranging platform. The Conference will serve as a meeting point of past and future, as CHRIE celebrates its 50th year in 1996.

The celebration of CHRIE's fifty years at the Conference coincides with the celebrations commemorating 100 years of the modern Olympics, which Conference participants can enjoy in a range of unique and exciting activities. The Conference will be held at the historic "Grande Dame" of Greek Hôtellerie, the Hotel Grande Bretagne, situated across from the National Parliament in a palatial neo-classical building in the centre of Athens.

At the Conference, world-renowned speakers will share their visions of our industry's future by presenting vital issues including global developments and trends, international hotel group strategies, the cruise industry, the environment and human resources. The speakers will include **Robert Collier**, joint Managing Director, Inter-Continental Hotels & Resorts, **Geoffrey Lipman**, President of the World Travel and Tourism Council, **David Owen**, Group Human Resources Director, Forte plc, and **Nikos Skoulas**, President, Chief Executive Officer, Royal Olympic Cruises. With their combined wealth of experience and wisdom, they have much to offer to us as we prepare tomorrow's leaders in our classrooms and workplaces.

For more information about the conference contact Sybil Hofmann, President, EuroCHRIE, ALPINE for Hotel and Tourism Management, PO Box 70235, 16610 Athens, Greece.

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Spring Conference May 16-17, 1996
Hotel Grande Bretagne, Athens

THE SPEAKERS

Robert Collier will present the *Challenge of Change—Looking Beyond the Year 2000*. He is Joint Managing Director of Inter-Continental Hotels and Resorts, responsible for more than 170 hotels in 64 countries on six continents. Prior to this, he was president of Inter-Continental Hotel Group Services that provided strategic direction and support services to the three operating divisions based in London, Miami and Hong Kong. Educated at Cambridge, Collier's experience in the hospitality industry embraces 10 years with the Forte Group (formerly Trust house Forte) in London and 15 years with ITT Sheraton in Brussels and Boston. He is a founding member of the International Hotels Environmental Initiative.

Geoffrey Lipman will present *Jobs for the Millennium in the Travel and Tourism Industry*. He is the President of the *World Travel & Tourism Council* (WTTC). The WTTC is a global coalition of chief executives from all sectors of the Travel & Tourism industry working to convince governments of the economic and strategic importance of the industry, to promote environmentally compatible development and to eliminate barriers to growth. Prior to joining the WTTC, Lipman spent 25 years in the air transport industry, the majority with IATA where he served as Chief of Staff. He has co-authored books on "Air Transport in a Competitive European Market" and "Towards a Transactional Industry" published by the Economist Intelligence Unit.

Michael Olsen, Ph.D. will present the *IHA's White Paper on the global hospitality industry* for discussion during the Working Groups. The White Paper, of which Olsen was chief investigator, has won international acclaim as a study with global ramifications that employed innovative methods to shed light on that often dark subject – the future. He is associate editor of the *International Journal for Hospitality Research*, and has published countless research articles himself. Olsen founded the Department of Hospitality and Tourism at Virginia Polytechnic Institute and State University, where he is now based as professor. He served as President of CHRIE in 1981-82, and acted as chairman of the Accreditation Committee for 12 years.

Nikos Skoulas will present *is the Cruise Industry Sailing Into Troubled Waters? The Problem of Overcapacity in the World Cruise Industry*. He is President and Chief Executive Officer of Royal Olympic Cruises, a shipping mammoth with destinations in Europe, North Africa, the Middle East and the Black Sea, a result of the merger of the oldest and largest cruise lines in Greece: *Epirotiki Cruise Line and Sun Line Cruises*. Mr. Skoulas has served as Minister of Tourism, Alternate Minister of the National Economy, and Secretary General of the Greek National Tourism Organization. His career in the private sector has spanned two continents and various fields, including directorship of Greece's first private television station as well as international management consulting.

Wendy Tuxworth-Twist will present *Hotel Managers of the Future—the Environmental Dimension*. She is Director of the Prince of Wales Business Leaders Forum International Hotels Environment Initiative (IHEI). The Initiative is charged with the promotion of good corporate citizenship and the sustainable development of business by its backers in the global hotel industry. Hotels have a key role to play in raising awareness of the need for effective resource management, while themselves pushing for a more sustainable role between successfully run businesses and the environment.

**Spring Conference
Hotel Grande Bretagne, Athens, Greece**

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**Spring Conference May
Hotel Grande Bretagne, Athens, Greece
Participant's Evaluation**

Get more out of EuroCHRIE activities in the future by contributing your thoughts now!
Take advantage of this opportunity to express your thoughts, signal problems, and offer constructive criticism that will assist us to fulfil our members' needs more effectively at future events. Please hand your completed form to front office staff or mail/fax it back to our address at the end of the questionnaire.

How do you rate the following?

1 Conference Program	<u>Excellent</u>	<u>Good</u>	<u>Satisfactory</u>	<u>Poor</u>	<u>Unacceptable</u>
Overall impressions	<input type="checkbox"/>				
Opening session	<input type="checkbox"/>				
Plenary sessions:	<input type="checkbox"/>				
Geoffrey Lipman	<input type="checkbox"/>				
Nikos Skoulas	<input type="checkbox"/>				
Wendy Tuxworth-Twist	<input type="checkbox"/>				
Robert Collier	<input type="checkbox"/>				
Working groups/discussions	<input type="checkbox"/>				
General meeting	<input type="checkbox"/>				

2 Social Program	<u>Excellent</u>	<u>Good</u>	<u>Satisfactory</u>	<u>Poor</u>	<u>Unacceptable</u>
Overall	<input type="checkbox"/>				
Orientation	<input type="checkbox"/>				
Opening/Birthday reception	<input type="checkbox"/>				
Gala Dinner	<input type="checkbox"/>				
Refreshment breaks	<input type="checkbox"/>				
Optional cruise	<input type="checkbox"/>				
Handout materials	<input type="checkbox"/>				

3 Meeting site	<u>Excellent</u>	<u>Good</u>	<u>Satisfactory</u>	<u>Poor</u>	<u>Unacceptable</u>
Overall impressions	<input type="checkbox"/>				
Location	<input type="checkbox"/>				
Your hotel where applicable	<input type="checkbox"/>				
Guest rooms	<input type="checkbox"/>				
Hotel services	<input type="checkbox"/>				

Overall how do you rate the 1996 EuroCHRIE Conference? (tick one)

Most valuable Somewhat valuable Satisfactory Not relevant

Are the insights proffered during Plenary Sessions or Working Groups applicable to your work?

Yes No

How valuable were the Working Groups and Round Table Discussions?

Most valuable Somewhat valuable Satisfactory Not relevant

Do you plan to attend I-CHRIE's 1996 conference Going For the Gold in Washington DC?

Yes No

We welcome your additional comments