

## 13th GLOBAL ANNUAL CONFERENCE

### Call for Expressions of Interest (EOI)

#### Overview

THE COMPETITIVENESS INSTITUTE is issuing this Call for EOI for the organization of its **13th Global Annual Conference** to be held in 2010 (ideally in the months of March-May). Since our conferences should be organized rotating via different regions and the 2009 conference will take place in Europe (Leipzig, Germany), proposals from within the **Asia Pacific** region will be particularly welcome although outstanding applications from other regions are invited.

This is an opportunity to host a prestigious global economic development conference that generally attracts around 400+ participants from all around the globe. It is an important opportunity to profile your economic development and to learn from the global delegates – many of who are world-class experts in the field. This conference requires high dedication and economical efforts to become a success, but the reward can be seen over years in visibility, new contacts and opportunities for the region.

Who would benefit from hosting the conference?

Any city/region/ country:

- With a strong programme of competitiveness initiatives.
- Considering developing competitiveness initiatives
- Looking for international partners for economic development
- Wanting to showcase its international clusters and innovation networks

This document is a guide to submitting an expression of interest in organizing the conference. All incoming expressions of interest will be examined thoroughly and be followed up with personal interviews. A short list of proposals will then be selected to submit an application for hosting the conference.

## Background information for the conference

The conference is to be held in 2010, ideally in the months of March-May. One year of extensive preparation in advance to the conference has to be calculated at least, logistic planning often requires a longer forerun (especially for the facilities).

- Delegates: Number varies between 300 and 500 from all continents. Usually more than 50% from the host continent. Mainly government officials and agencies, consultants and academics, although private business should also be targeted. Respondent should plan for about 400-500 delegates in 2010.
- Accommodation: At least 50% of the delegates prefer to stay at the conference venue (if held in a hotel). Nearby accommodation in different price ranges has to be available for price sensitive participants.
- Nature of the conference: Considering that the audience is all types of regional development agents (academics, local or central government, cluster manager or facilitators, independent consultants etc.), the conference is pitched at a 3 star audience not 5 star. University facilities or similar locations should be taken into consideration for the venue. The importance is flexibility in the use of space.
- Supervising committee: TCI will set up a Joint Supervising Committee composed of members of its Board of Directors and persons designated by the organization who will host the event. The Joint Supervisory Committee will oversee and support the Conference organization by providing support to the promotion of the event (such as mailing lists, newsletter, TCI logo and material, etc.) and by assessing the Conference program and contents. The hosting organization will be responsible for the organisation, financing, logistics and promotion of the Conference and for finding sponsors for the event. The program in detail will be developed jointly, assigning responsibilities during the process.
- Conference Structure Guidelines: The audience prefers a very interactive conference and therefore the conference needs to be structured in a way that allows many breakout and small group sessions with interactive discussions. Creative forms of dialogue should be taken into account.
- Content and Speakers Guidelines: Generally 70% of the content and speakers is aimed for a global audience. The local content should generally be around 30%.
- TCI membership: participants to the conference will automatically get membership of TCI from the moment they register (see details below).
- TCI will provide assistance in securing speakers, developing the programme/content and marketing (see details below).
- The hosting organization should take into account that during the conference period a number of other events will take place using the conference facilities, including:
  - 1 TCI general assembly (using the plenary session room)
  - 1 TCI Board of Director meeting (8-10 seats)
  - 1 TCI Board of Advisor meeting (20-25 seats)
- During the year a delegation of TCI will come and visit the host at one or two occasions minimum.
- The host should send a delegation to the annual conference in Cape Town and Leipzig and should include a budget position for travel to market the conference at other events.

- One or two symposia/workshops together with TCI have to be foreseen during the preparation for the conference for local interest groups (targeted participants number will be around 30). Conditions will be specified for the final call for proposal in consultation with TCI.

## **Project Description**

The successful candidate will lead and coordinate all aspects in preparing for the TCI conference. Such an endeavour requires a management team who has a wide range of experience working with various volunteer groups and coordinating the unique aspects involved in hosting an international conference including finding adequate sponsors. We are looking for a host with a record in ensuring best value and who demonstrates creative capabilities to bring forward unique and interesting proposals for our partner program.

Proponents are requested to contact THE COMPETITIVENESS INSTITUTE Secretariat to **express their interest** and to receive more information regarding the requirements, and for clarification concerning this call for expression of interest not later than April 4.

**The closing date for proposals to express their interest and apply for the shortlist of final applicants is April 30 of 2008.<sup>1</sup>**

## **Expression of Interest Content**

The proposal should contain the following items:

- Suggestions on the Conference's main theme and explain unique features: the general topic is competitiveness development with a focus on clusters. You should also include first program proposals. Check our website for details on previous conferences.
- A brief presentation describing the hosting organization(s), and information about the local organizing committee (resources available, the number of persons dedicated to the organization of the conference, the languages spoken by conference organizing staff, previous experiences in meeting and conference organization, experience with TCI, etc.)
- Information on possible conference venues and facilities. Depending on the suggested structure, standard requirements include:
  - A plenary session room with at least 400 seats
  - 8 seminar session rooms with about 60 seats each
  - 12 small workgroups session rooms with 15-30 seats each
- An estimated budget for the Conference and a suggested registration fee (indicative)

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<sup>1</sup> It is recommended to check the TCI web page ([www.competitiveness.org](http://www.competitiveness.org)) on a regular basis in case the deadline has been revised.

- Outline the structure of the conference with a special focus on dialogue possibilities.
- Indicate potential sponsors.
- Indicate the possibilities for collateral activities, including visits to local clusters and economic development organizations by the delegates.
- Accommodation (with indicative costs) and social activities available during the conference.
- Describe the targeted audiences and the rationale behind it, introducing the typology of participants and geographical focus.
- Describe the cluster and competitiveness initiatives on the city, region and country hosting the conference.
- Conference Record: Indicate how you suggest capturing the learning from the conference (i.e.: through a publication, an on line manual).

## **Role of TCI**

TCI's Global Annual Conference is our flagship event with an excellent reputation as the vanguard in the cluster field.

TCI will distribute marketing material to its members for the conference and market the conference throughout its network. In addition, we will make available the contact information of participants to previous congress to the conference organizers. The conference will be advertised on the TCI website and in the TCI newsletter.

TCI will make suggestions for speakers and supervise program and open the TCI network to the hosting organization. We will provide the host with documentation and technical assistance based on past conferences, to facilitate smooth implementation of the event.

TCI will provide the candidate with further guidelines on the organization of the conference after the EOI has been accepted for the final application.

## **Further Conditions**

Since the Annual Conference is one of the Institute's main sources of revenue, the hosting organization will be required to forward to TCI the part of the conference revenues corresponding to the membership fees (each participant has to be a member), right now fixed at 200€ per participant person. The organisation is free to provide group rates or special arrangements as long as it contributes 200€ to TCI for each registered participant.

- The full TCI membership fee must be indicated on the programme and should be an integral part of the conference registration. As soon as they register for the conference, participants will receive membership to TCI for 2010, and access to the web site.
- The lead agency in the host committee must include a specific legally binding commitment to pay the € 200 membership fee for each registered participant,

regardless of the financial outcome of the conference, i.e. the number of participants, payments by sponsors, etc.

- The Board of TCI will appoint a liaison person, to become a member of the conference organizer's Steering Committee, receiving full information and being considered an integral part of the planning process for setting the agenda, dates, recruitment of speakers, outreach to potential participants, choice of venue, and setting of fees. The host's contact person will report regularly on the conference preparations to the TCI Board.
- Proposals should include a commitment to send at least three designated representatives from the selected organizing committee to attend the TCI Annual conference in Leipzig in June 2009 and the intention to send at least one delegate to the Cape Town conference in 2008, in order to reinforce the links between and build "learning bridges" between the TCI's Global Annual Conferences as well as to learn from the conference structure and its outcomes.
- It is recommended that the Conference Host Organization hire and contract with an experienced Conference Organizer, which would be responsible for logistical details of the event. The TCI liaisons should be included in the selection process for this Conference Organizer.

### **Submission of Expression of Interest:**

If sending by mail, please provide 3 copies of your EOI, signed by an authorized official, in a sealed envelope, clearly identified as to contents and addressed to:

The Competitiveness Institute  
Masia Can Fatjó del Molí  
Vallés Technology Park  
08290 Cerdanyola del Vallès (Barcelona)  
SPAIN

Proposals **MUST** be received at this location not later than **April 30 – 5p.m. (GMT+1)**.

Please send also an electronic version of your EOI to Franziska Blunck ([fblunck@competitiveness.org](mailto:fblunck@competitiveness.org)) by the same date.

EOIs received after the above due date and time will not be considered, but will be returned unopened, to the Proponent.

The final Proposal will be due by July 31 and the decision will be communicated officially by end of September 2008 latest.

During the 12<sup>th</sup> Annual Global Conference in Leipzig the organisation chosen for hosting TCI's 13th Annual Conference will have the opportunity to present itself and the 2010 conference theme and venue.

For further information regarding the Expression of Interest, please contact:  
Franziska Blunck ([fblunck@competitiveness.org](mailto:fblunck@competitiveness.org))

THE COMPETITIVENESS INSTITUTE

**Note to Proponents:**

Any deviation from the stipulated conditions should be accompanied by an explanation as to why they are being proposed. TCI reserves the right to accept any proposal as submitted without prior negotiations. It is the responsibility of the Proponent to obtain clarification of the requirements contained herein, if necessary, prior to submitting a proposal.

Each proposal will be evaluated solely on its content. Assessment of the proposal commences immediately after closing date. TCI will accept proposals submitted by ordinary post, courier facsimile transfer machines or electronic mail.

The later published Request for Proposal does not commit TCI to award a contract or to pay any costs incurred in the preparation of a proposal, or attendance at a meeting with TCI staff. TCI reserves the right to accept or reject any or all proposals received, and to seek clarification from one or more Proponents on the contents of their proposal submission.

## Sample Estimated Conference Budget

### Income

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#### Registration Fees

- Conference Package Registration
- E.g. Student Registration (not obligatory)
- E.g. partial conference participation (not obligatory)

#### Other Income

- Sponsorship

### Expenses

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#### Administration

- Conference Management
- TCI Membership Fees

#### Conference Facilities

- Meeting Space
- Off-site Venue Rental
- Audio-Visual equipment
- Office equipment
- Signage

#### Food& Beverage, Entertainment

- Lunch/Breaks/Dinner
- Social Events

#### Pre-conference meetings

#### Hotel Expenses

#### Marketing and Promotion

#### Materials and Printing

- (e.g. Conference Kits, programs, signage)

#### Miscellaneous

- Bid expenses
- Travel for host staff
- Local Transportation
- Speakers Fees/Travel Reimbursement<sup>2</sup>

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<sup>2</sup> It is TCI policy that all speakers should pay their registration to the conference and cover their own costs. There have been made exception though for special situations.