



CONFERENCE PROPOSAL
(PHASE 2)

2019

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EUROCHRIE CONFERENCE CONTEXT

EUROCHRIE - THE BACKGROUND

As a membership-oriented organization, the European Federation of the Council on Hotel, Restaurant and Institutional Education's (EuroCHRIE) international conferences are the most important 'products' and benefits it can offer its members. 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.

The EuroCHRIE board will support all members who express an interest in hosting the annual conference and ensure that EuroCHRIE conferences consistently conform to quality precepts and Bylaws <http://www.eurochrie.org/downloads/> whilst embracing the host countries culture.

The first stage of the bidding process is to complete an 'Expression of interest form' (EOI) and can be found at www.eurochrie.org/conferences This should be sent to the Federation Administrator admin@eurochrie.org who will forward it to the Director of Networking, for initial consideration. We strongly recommend you attach supplementary evidence to support your submission.

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.

Once successful, the organizer/host will work closely with EuroCHRIE's incoming President, the Director of Networking, Director of Research, the Director of Industry Relations and Federation Administrator that compose the Conference Planning Committee and complete a detailed Conference Manual.

This document must be completed 18 months in advance and constantly evaluated for accuracy during the planning stages.

This document will provide the EuroCHRIE committee and organizers/hosts with detailed conference specifications, event logistics and financial data. To ensure that conferences fulfil the role of income generation for the organizer/host and EuroCHRIE as effectively as possible, financial control regulations and guidelines **MUST** be followed.

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 annual conference. Conferences have international repercussions in terms of public relations for both EuroCHRIE (and by extension for I-CHRIE) 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 academic opportunities and information for its members which 'keeps them at the forefront of trends' in the hospitality, tourism and events industry and its educational/training. The secondary goal is to provide an atmosphere suitable for networking

among members from different sectors of education and industry. The third 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 CONFERENCE PROPOSAL

1. PREPARATION OF THE DOCUMENT – MINIMUM REQUIREMENTS

Ensure that the information included in your proposal fully reflects your capabilities, while staying true to EuroCHRIE mission. The conference proposal should include:

- Expression of interest (already submitted previously) to be included again;
- Institution or company to be the host:
 - Profile of host;
 - Status of ICHRIE membership – Institutional or Premium at the time of submission;
 - Years of membership (EuroCHRIE would normally expect membership of at least 3 years) and continued membership after the conference;
- Country/City where conference is to take place;
- Tentative Dates:
 - Check carefully that there are no clashes between similar association conferences;
 - Including pre-conference or post- conference workshops;
- Conference theme and title;
- Estimated number of people attending:
 - Members;
 - Non-members;
 - Special rates;
- Proposed budget plus sponsorship packages (where appropriate);
- Marketing plan and use of online marketing and social media;
- Paper review process and schedule using EasyChair with the International CHRIE Office;
- Possible Keynote Speakers;
- Conference Hotel or Campus or both;
- Function room availability;
- Accommodation availability and costs;
- Tentative schedule;
- Website proposals and links with www.eurochrie.org;
- Spouse programme if any;
- Your Conference Team and Project Leader;
- Any special considerations or USP's.

PROVIDE INFORMATION FOR MEMBERS

The overarching goal of EuroCHRIE conferences, is to provide its members with opportunities to advance the cause of professional development and academic and professional development 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 and industrial 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 and Director of Research will assist in identifying speakers.

The conference organizer/host need to put in place procedures to attract, review and schedule these academic and practiced based papers. Appendix A presents an overview of these activities and a suggested time scale for the activities involved in the paper management process. In addition, the conference organiser/host 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 or just abstracts and possibly 'stand up' presentations either in a programme or on a website.

The EuroCHRIE Director of Research is available to provide advice on any of these procedures.

PROVIDE A PRODUCTIVE GROUND FOR NETWORKING

It is necessary to provide delegates with the opportunity to forge new relationships and reinforce older ones. What are normally referred to as 'social' events fulfil the function quite well. Even better is to schedule academic working groups or breakout sessions where research new and old can be discussed. This can be according to the theme of the conference or just in support of the delegates own research but with the added benefit of a moderator, experts and other participants for guidance and advice.

The Director of Networking will assist and provide guidance approaches to networking.

REVENUE GENERATION FOR EUROCHRIE AND CONFERENCE HOST

As a non-profit organization attempting to respond to the growing needs of its members, EuroCHRIE relies on its annual conference to generate revenue. The conference organizer-host is very much acting as a businessperson attempting to maximize revenue and minimize expenses. Therefore, EuroCHRIE have introduced a simple approach to conference revenue:

- a. Conference rates are set by Conference Organizer/Host but agreed by EuroCHRIE Board
- b. For all registrations a flat fee of € 100 per registration will be transferred to EuroCHRIE up to a maximum of €15000 except:
 - i. 5 Developing nations delegates;
 - ii. 5 retired EuroCHRIE delegates
 - iii. Students;
 - iv. One day registrations;
 - v. Complimentary registrations for speakers;
 - vi. 10 delegates from the Institution;
 - vii. Spouses who are not participating in the conference;
- c. Complimentary registrations for Federation Administrator and CEO
- d. All remaining income from registration is retained by the conference host/organizer to cover costs and expenses

- e. All surplus income from sponsorship registration is retained by the conference host/organizer (a flat fee may be applicable here if any registrations included)
- f. The conference host/organizer is liable for any losses related to the conference

Careful preparation of the Proposed Budget will be of great assistance in ensuring the conference organizer/host and EuroCHRIE remain financial responsible. The implementation of strict controls in the collection and disbursement of conference revenue is also vital to this function.

Draft accounts must be submitted to the EuroCHRIE Treasurer , no later than 3 months after the conference, with full accounts and payment made to the EuroCHRIE treasurer no later than 6 months after the conference. The treasurer will reconcile the financial position with the conference organizer/host. See pages 7-10 of 'the how to' for full details.

Finally, the organizer/host will keep all surplus income generated from the conference to help grow and diversify their provision.

The Treasurer and Director of Networking will assist and provide any clarification.

ACCOMPLISHING EUROCHRIE BUSINESS AT THE CONFERENCE

The Annual General Meeting (AGM) is held at the EuroCHRIE autumn conference. At the AGM, 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.

EuroCHRIE conference organizer/host must allow a one-hour allocation in the conference programme for the AGM.

During the conference approximately 15 minutes should be allotted to the organizers of the next EuroCHRIE conference so that they may present their programme. 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.

The EuroCHRIE Board will formally meet the day before the conference and at this meeting there will be the opportunity for the conference organizer/host to update the Board on the current conference details.

The Treasurer and EuroCHRIE Secretary will assist and provide any clarification.

EXTEND OPPORTUNITIES FOR INSTITUTIONS FROM DEVELOPING COUNTRIES AND RETIREES

To help extend the EuroCHRIE conference opportunity to potential delegates from institutions in developing countries and retired EuroCHRIE members who are operating under considerable financial constraints the conference Host/organizer will reduce early bird registration rates:

- a. 150 Euros off registration fees for 5 first time attendees from [Developing Nations](#) (only one person from each institution in the first instance). These are allocated based on a successful application by the individual to the VP.

- b. 150 Euros off registration fees for 5 retired former and existing EuroCHRIE members who have demonstrated longstanding support to the federation These are allocated based on a successful application by the individual to the VP.

Pay attention in particular to the preparation of the budget. You will be asked to attend a Board meeting to present your conference plan

2. REVIEW BY THE COMMITTEE FOR CONFERENCE PLANNING

A PDF document of your conference proposal should be sent to the EuroCHRIE Board via the Federation Administrator. The Committee will review it and recommendations (if any) will be forwarded to you for further discussion. You will be asked to make a presentation to the Board of Directors on a given date and normally at the Spring Board Meeting, 18 months prior to the proposed conference date.

3. A SUCCESSFUL OUTCOME

A letter will then be sent on behalf of the EuroCHRIE Board accepting your Conference proposal but may outline recommendations. Assuming you agree with the terms of acceptance, send your confirmation as soon as possible to the EuroCHRIE Director of Networking. From this point on, barring extenuating circumstances, the terms of your **conference proposal** are binding, and regular reports will be expected on your progress each time the Board meets formally (2 times a year) and at any EuroCHRIE AGM within the period.