

Guideline: ICCA Asia Pacific Chapter Business Workshop 2019

What is the ICCA APC BW?

The ICCA Asia Pacific Chapter Business Workshop is a 'Business to Business' event organized by the ICCA Asia Pacific Chapter annually, which allows member to meet a minimum of 10 and maximum of 15 high quality clients for one-on-one discussions about the possibility of hosting one of their future events.

1. What is the objective of the workshop?

- To provide a cost-effective opportunity for ICCA members from Asia Pacific to meet and do business with key decision-makers.
- To introduce clients to ICCA and to explain the benefits of working with ICCA members.

The workshop is NOT an opportunity to reward a client with a free trip overseas.

2. How does the workshop work?

A minimum of 10 and maximum of 15 ICCA members each invite a client to the workshop to discuss their specific meeting requirements.

- **Monday, 16 September 2019**
The Workshop commences with the Introduction Session followed by a Networking evening.
- **Tuesday, 17 September 2019**
The Business Workshop starts on the second day. All members are to be seated with their respective clients, both provided with an individual appointment card for the Business Meeting Sessions.
- **Wednesday, 18 September 2019**
Technical tour of Melbourne Biomedical Precinct and panel discussions.

There will be 3 Business Meeting sessions:

Business Meeting	Time	Remarks
Session I	10:00 – 11:15	5 meetings between clients and members at each session. Each meeting will be around 15 minutes.
Coffee / Tea break	11:15 – 11:30	--
Session II	11:30 – 12:45	5 meetings between clients and members at each session. Each meeting will be around 15 minutes.
Lunch break	12:45 – 14:00	--
Session III	14:00 – 15:15	5 meetings between clients and members at each session. Each meeting will be around 15 minutes.
Coffee / Tea break	15:15 – 15:30	--
Closing Session	15:30 – 17:00	All participants

3. Who can participate?

In order to ensure a balanced geographical representation, the number of registrations per geographical area will be equally divided, as below:

- 5 for Australasia members (Australia & New Zealand)
- 5 for Central Asia members (India, Indonesia, Malaysia, Sri Lanka, Singapore & Thailand)
- 5 for North Asia members (China P.R., Chinese Taipei, Hong Kong-China-P.R., Japan, Macao-China-P.R. & Republic of Korea)

ICCA Asia Pacific chapter reserves the right to accept more than 5 registrations per geographical area in case of insufficient participation from other areas to fill in the 15 allocated slots.

Participation in each workshop is restricted to a maximum of 15 ICCA members, each of whose representatives attends with a client meeting the criteria set out below.

For a client to be accepted for the workshop, he/she must meet the following criteria:

- a) He/she must be a key decision-maker or decision-influencer with regards to where the conference or event takes place in the future. The organization should not be in the Client Exclusion List.
- b) The conference must historically meet the size criterion for the workshop (more than 400 delegates).
- c) If the conference has no track record the projected number of attendees must meet the size criterion for the workshop.
- d) The conference must be at least 3 days duration and must take place on a regular basis (annual, biennial or triennial) and must rotate throughout Asia Pacific or World/International rotation.
- e) Association management companies are eligible, provided they submit a document in which the client association agrees to be represented and states that the association management company is involved in the decision influencing process concerning future locations of their event.

However no more than 2 association management companies will be allowed to participate in the Workshop and the first-come-first-served rule applies.

- f) It is not necessary for an ICCA member to have a business relationship with the client they bring to the workshop, only that the client meets the criteria specified above.

4. How to participate?

- a) Once a client who fits the criteria has agreed to attend, please submit 2 official completed forms - *Registration form & Client Profile* to Kavitha at kavitha.p@iccaworld.org and Naimah at naimah.n@iccaworld.org
- b) Once verification is done, ICCA Asia Pacific Office will inform the registered member immediately to minimize the period of uncertainty for themselves and their client. The *Supplier Profile*, which will be sent to qualifying ICCA AP members, must be completed and sent to ICCA AP office. (Please note registration is only accepted/complete upon receipt of all 3 forms: *Registration Form, Client Profile & Supplier Profile*.)
- c) Priority will be given to those who have not taken part in the past workshops. Nonetheless, ICCA Asia Pacific members who have participated in the previous editions of the Business Workshop will be given due consideration.
- d) It is not possible to reserve a place at the workshop by informing ICCA AP Office by email, fax, phone or otherwise. Only the official fully completed *Registration Form* together with the official fully completed *Client Profile* and *Supplier Profile* forms will be accepted.
- e) A waiting list operating on a first come first served basis will be set up if over 15 applications are received or if more than 5 members from the same geographical area register.
- f) If a member's client has been accepted for the workshop, but subsequently drops out, the participant may put forward a replacement client, but this will be treated as a new application to be dealt with under the first come first served rule.
- g) If a member's client is rejected for the workshop because it does not meet with the criteria set out in the guidelines, the member may put forward a replacement client, but this will be treated as a new application to be dealt with under the first-come- first-served rule.
- h) Participating members are obliged to fully brief their client about ICCA in general and about the objectives of the workshop. Members must ensure that their clients bring with them any information/printed material relating to their conference and organisation which could be of use to participating members. In particular, information relating to the decision-making process for where the event will be held in future years.
- i) The official language of the workshop is English, so clients should have at least a basic command of this language.
- j) If at any time a client is not participating in the workshop (e.g. arrives late, leaves early) (as it has happened in the past) the ICCA member/s who invited him/her is suspended from participating for the time of absence of their client.
- k) Accompanying person (spouse to ICCA Member or Client) cannot attend any part of the Workshop, business or social.
- l) Members must be in good financial standing with ICCA if they want to participate in the Workshop.

- m) If a client cancels their participation in the Workshop for whatever reason, the cancellation policy is upheld and the member who invited the client cannot attend any part of the programme, business or networking/social events.
- n) Participants are expected to participate in all parts of the programme starting with the Introduction Session to the farewell lunch on Day 3 and should arrive on time for all sessions.
- o) All participants are requested to bring business cards to the Workshop with them.

5. Registration Fee

- **Delegate** : **AUD 1550**
- **Co-Delegate** : **AUD 950**

**Maximum 1 accompanying person from either same or different member organization*

- a) Registration fee includes 2 nights' accommodation at the either Crown Metropol or Novotel South Wharf, transfers, all meals and networking events from arrival to departure at the end of the workshop.
- b) Registration fee is NOT inclusive of flights and incidentals occurred during the Workshop.

6. Client (organisation) Profile

Each client is requested to complete the *Client Profile*. This profile must be sent to ICCA Asia Pacific Office together with the *Registration Form* and *Supplier Profile*. If 3 forms are not received then it is not accepted as an official application for the Workshop.

The *Client Profile* form will be included in the Workbook handed out to the participants during the Workshop and will be distributed at least two weeks prior to the Workshop.

Additionally the client is requested to supply all other relevant information, which is important for a venue and an event/congress destination and which is not given in the profile, such as: list of local counterparts; outline and structure of the organisation; selection criteria for future events venues; decision making process for future congresses/events/conventions etc.

7. ICCA Member Profile/Supplier Profile

Each ICCA member is requested to complete the *Supplier Profile* form which will be sent to participating ICCA members once their clients have been approved by ICCA Asia Pacific office. If 3 forms are not received then it is not accepted as an official application for the Workshop.

The *Supplier Profile* form will be included in the Workbook handed out to the participants during the Workshop and will be distributed at least two weeks prior to the Workshop.