



7 January 2019

FINAL VERSION - This Invitation to Bid is open to all ICCA Asia Pacific Chapter Members in good standing.

ICCA Asia Pacific Chapter Inaugural Summit 2019

Background

The ICCA Asia Pacific Chapter has 269 members. It is the largest Chapter in ICCA with members from 16 Asia Pacific countries and territories in all membership sectors. The aim of the Chapter is to represent its members in this region and to provide them with a variety of educational, networking and partnership opportunities. Up to now, the Chapter meets at least twice a year during scheduled meetings during IMEX Frankfurt and ICCA Congress. During this 1-1.5 hour activity members get to briefly meet and exchange business cards, and then proceed with the meeting agenda. The short time frame does not allow much interaction and as a co-located event within these two busy and important trade events means that everyone is busy.

The proposed Asia Pacific Chapter (APC) Summit will provide the opportunity for the members to optimise the platform that ICCA has provided – an Asia Pacific community of like-minded organisations and individuals - but which has been under-utilised. During the Summit, the members will get together, not only for knowledge and networking, but to also discover the latent possibilities for partnership and business opportunities within themselves. This 'Journey of Discovery' will result in greater connections, firmer friendships, more active members, and a stronger ICCA voice in the Asia Pacific region.

It is to be noted that the Summit does NOT intend to dilute, compete against or replace ICCA official events like the annual Congress, ICCA client supplier business workshop, Association Marketing Programme (AMP) and any other member activities organised by ICCA for its membership. On the contrary, at the Summit, there will be "ICCA Labs" dedicated to further promoting membership benefits and participation at these official ICCA events. By working together within the Chapter to organise and run this event, the APC Executive Committee (EXCO) is confident that the end result is a stronger ICCA brand and a more dynamic membership in the region. A Steering Committee (SC) for this Summit has been formed to guide the development and implementation of the Summit.

The APC welcomes proposals from potential hosts for this inaugural Summit. As there is no track record of such a member-organised or grassroots activity in the past, the APC's expectations are modest but nonetheless optimistic.

Request for Proposal from Potential Hosts

This RFP is open to all ICCA Asia Pacific members who are in good financial standing (i.e. no outstanding dues to ICCA).

Why do it?

Attendees represent some of the major players in the meetings industry in this region. As the host destination, you will be provided with the perfect opportunity for your own meetings industry community to network with, and learn from their counterparts. This is also the perfect opportunity to showcase your destination and capabilities to fellow ICCA members. The presence of ICCA members to the Summit represent the experts and captains of the meeting industry which the host destination could potentially leverage their presence in advocacy work with your local government or political circle. The host city could also possibly use the opportunity to link your legacy or CSR initiatives.

The audience

ICCA APC members in both senior and middle management level. This is also a great opportunity for junior-level managers to meet with their peers and learn from the experts within the region. ICCA Asia Pacific Regional Office team members will also be present.

The APC Summit

Dates: The host can suggest the best dates, avoiding known global industry and ICCA events. Thursday and Friday format is preferred with the event comprising a Networking Reception on Day 1 and ending with a Farewell Reception on Day 2.

A standalone or independent Summit is preferred, however if the Host can strongly demonstrate the benefits to participants for a co-located event, the EXCO is prepared to consider this.

We suggest a date beyond June 2019 to give the Host City more lead time and also for further promotion of the event during our Chapter meeting at IMEX Frankfurt 2019 (May 2019)

Dates that we should avoid (unless the Summit is co-located):

- June 13 – 15, ICCA Destination Marketing International Client/Supplier Business Workshop, Montreal (ICCA event)
- June 18 – 20, ICCA AM, Durban (ICCA event)
- September 9 – 12, IMEX America, Las Vegas (ICCA endorsed show)
- September 16 – 18, ICCA Asia Pacific Chapter Client/Supplier Business Workshop, Melbourne (ICCA event)
- September 24 – 26, IT&CMA, Bangkok (ICCA supported show)
- October 27 – 30, 58th ICCA Congress (ICCA event)
- November 19 – 21, ibtmWorld, Barcelona (ICCA endorsed show)

Numbers anticipated: 50 delegates (as this is our first event, we are keeping our target low, however we hope to be able to pick up more registrations as the event promotion progresses)

Format: Wed PM/Thurs AM
Arrival of delegates
Thurs PM (after lunch on own arrangements)
ICCA Labs
Networking Reception (hosted)
Friday all day
Summit all day

AM and PM Coffee Break – Asia Pacific Market Place (for ICCA Meetings Support members)

Lunch (hosted)

5.30 to 6.30 pm – “Asia Pacific Meetings Destination Market Place” (corporate incentive outbound agencies who attend as “Influencers.”)

Farewell Reception (hosted)

Saturday

Departure

Registration fee: A minimum registration fee, amount not more than USD350 per pax, will be collected from participants. The Host City will prepare a budget as part of the RFP. This fee will be collected by the local PCO as appointed by Host City.

A cancellation policy will be developed by EXCO and Host City

Delegates cost of participation:

Attendees will be responsible for all travelling costs including flights, accommodation, transfers and meals (not included in the registration fee). As such, the Summit registration fee will be kept low to encourage participation.

Accompanying Persons policy:

There is no formal Accompanying Persons programme and therefore Accompanying Persons (if any) are NOT invited to join the Summit programme (both official and social) unless with expressed permission by the Host City.

Liability/Insurance: The Host is liable and must have insurance coverage for the Summit.

Indemnity: ICCA is not responsible for any aspect of this Event and not liable to any claims that may arise from it.

Expectations from Host City:

- Recommendation and securing appropriate venue for the Summit with all necessary technical and AV requirements. This is provided complimentary.
- Hosted functions – Networking Reception on Day 1; Lunch and Farewell Reception on Day 2. Transportation to be included if required. Two coffee breaks (morning and afternoon) on Day 2.
- Recommendations and reasonable costs for accommodation at the venue or within the city limits (delegates to book directly and pay for own accommodation)
- Invite outbound corporate travel agents based in the host city to participate in the “Asia Pacific Meetings Destination Market Place” as potential “Influencers.”. (1-hour commitment as Influencers). These Influencers have corporate clients who bring their event/meeting/corporate group offshore. At this Market Place, ICCA delegates will have city table tops to promote their cities as meetings destination. All delegates can participate and represent a city.

- Provide table top set-ups for the **Meetings Support Market Place** and **Asia Pacific Meetings Destination Market Place**.
- Offer the services of a local event organiser (EO) who will implement the organisation of the Summit and work closely with the ICCA Organising Committee. The local EO will also process registrations and payments from delegates.
- Provide one member of staff as key point of contact for enquiries and discussions regarding the organisation of the Summit.

Please see APP 1 – Preliminary Summit Programme (sample only. We are open to all ideas for the programme and a Task Force will be set up for content development).

Value-add from Host City: We encourage Value-Adds from the Host City.

The Host City is at liberty to offer relevant Value-Adds to further enhance the success of the Summit, and thus increase their chances of a successful bid. Some examples of Value-Adds can be:-

- Inviting host city-based association executives/conference ambassadors who have hosted international/regional congresses to the Welcome Reception/Farewell Reception
- Inviting and funding local speakers for the Summit programme
- Include site visit to a related Centre of Excellence where appropriate
- Invite/host city's meetings industry (non-ICCA members) to participate in the Summit
- CSR element in conjunction with the Summit, etc.

SC and EXCO responsibilities are:

- programme development
- securing speakers within membership
- all marketing and promotion of the Summit to APC members
- Liaison with EO and Host City contact to ensure all information is passed on in a timely manner

Proposal deadline:

We would like to request your proposal outlining your recommendations on the above and include any relevant additional materials to assist the EXCO in finalising the destination. The deadline for proposals is **15 Feb 2019**. Your proposal should include the following information:

- Proposed Dates (you can propose a few dates for more options)
- Summit venue
- Information on accessibility of destination
- Accommodation recommendations and associated costs
- Written commitment for all the points as listed under "Expectation from Host City"
- How you can Value-Add to this event
- Proposed budget (with registration fee)
- Point of contact (name and contact details) for all further communications

Please send your proposal to Margaret Lu of ICCA Asia Pacific Office @ Margaret.L@iccardworld.org who will compile on behalf of EXCO.

Next steps:

Once we have received the proposals from interested members, the EXCO will evaluate, discuss and decide on the venue of the Summit. If we require additional information, a member of the EXCO will connect to verify aspects of your proposal. We will then contact all applications and advise the decision.

Please be informed that ICCA Asia Pacific Regional Office, as APC Secretariat, will support this event with technical advice and communications to the membership. The owner of this event is ICCA Asia Pacific members themselves (Chapter) and therefore we call for the earnest and enthusiastic support and volunteerism of all ICCA Asia Pacific Chapter members to assist with the organisation of this first-ever Chapter Summit via Working Groups which will be set up later.

We look forward to receiving your proposal.

Thank you and best wishes for 2019 from:

ICCA Asia Pacific Chapter Executive Committee (EXCO):

- Chair, Jason Yeh, GIS Group
- Deputy Chair/Treasurer, Keiko Nishimoto, Kyoto University Graduate School of Management
- Deputy Chair, Anna Case, Destination Gold Coast Business Events

APC Summit Steering Committee

- Jason Yeh, GIS Group (EXCO)
- Anna Case, Destination Gold Coast Business Events (EXCO)
- Keiko Nishimoto, Kyoto University Graduate School of Management (EXCO)
- Mausam Bhattacharjee, Grand Hyatt Kochi Bolgatty
- Bruno Simoes, CMP, DOC DMC Macau
- Eric Abramson, GL events Venues
- Kwon, Myung-Hee, Daegu Convention & Visitors Bureau
- Darren Ng, TTG Asia Media
- Sutichai Bunditvorapoom (Matt), Thailand Convention & Exhibition Bureau
- Anitha Krishnan, Evenesis
- Peter Lee, Goyang Convention & Visitors Bureau
- Chander Mansharamani, Alpcord Network
- Eri Kubota, MediProduce, Inc
- Elly Hong, Millennium Hotels & Resorts
- Jane Vong Holmes, GainingEdge
- FACILITATOR: Noor Ahmad Hamid, ICCA Asia Pacific Regional Office