



INTERNATIONAL CLASSIFIED MEDIA ASSOCIATION
Making classified media work better!

ICMA GENERAL MEETING

INFORMATION PACK FOR HOST

As the host of an ICMA General Meeting, we kindly ask you to be involved in providing as much local information/knowledge as possible when setting up initial contacts with suitable hotels. ICMA will obtain detailed proposals from the hotels and negotiate with the hotels on packages/prices since they are responsible for the budget and sign the final contract. Full local know-how and information support from the host is sought.

The host and the ICMA Communications & Events Manager (Petra Loos) will have to decide between 3 or 4 suitable hotels (4 or 5 star) and Petra will come for a site inspection before the actual decision is made. The final decision will be made in full consultation with the host to ensure both parties are satisfied (ICMA and host).

The final contract will be between the chosen hotel and ICMA.

Hotel & meeting room requirements

General Meeting

The Spring meeting should be held late April or early May and the Autumn meeting should be held in early November. The conference programme is held over a period of 3 days, starting on a Thursday and ending on a Saturday.

Type of hotel

The following is a guideline for the type of hotel to approach for a proposal (ICMA will do that).

- 4-5 Star hotel, with sufficient bedrooms available to house all participants (110-130 delegates)
- Alternative lower-class hotel close to the main hotel vicinity
- Professional conference facilities which can facilitate the following requirements:
 - ✓ 1 representative ICMA Office (with storage space)
 - ✓ 1 boardroom (about 10 pax)
 - ✓ 1 ICMA Lounge (about 110 pax)
 - ✓ 1 plenary room (about 110 in classroom style)
 - ✓ 1 break-out room (50-60 in classroom style)
 - ✓ 1 break-out room (20 pax in Hollow Square)
 - ✓ 1 foyer for table top displays
- Attractive location (in the city centre if possible)

ICMA & HOST RESPONSIBILITIES REGARDING PROMOTIONAL MATERIAL

The following is a breakdown of the promotional material produced for each ICMA General Meeting. Under each item is a list of material required producing this material, and also who will be responsible for each component – i.e. ICMA Head Office or the host paper. The party listed responsible for each component is therefore responsible for the costs incurred for that task.

Before work on the promotional material begins, a theme or logo needs to be designed which should incorporate the culture or a familiar icon of the city in which the meeting will take place. This is usually designed by the host paper but used by both parties so that it can appear in the same format on all promotional material.

Please note, to ensure a consistent level of quality, all material should be approved by ICMA Head Office prior to print.

PROMOTIONAL BROCHURE (600)

Sent to all ICMA members 2.5 months prior to the General Meeting

- | | |
|---|-----------|
| ▪ Layout & design of brochure (used for all promo material) | Host |
| ▪ Programme text | ICMA |
| ▪ Registration form details | ICMA |
| ▪ Colour photographs/pictures | Host/ICMA |
| ▪ Promotional content about destination
<i>i.e. weather, local costs, travel information</i> | Host/ICMA |
| ▪ Host logo for print | Host |
| ▪ Production and print | Host * |
| ▪ Mail out to members | ICMA |

* costs for promotional brochure are shared 50/50 with host and ICMA excluding mailing costs which is ICMA's responsibility.

WEBSITE

Put online at same time promotional brochure is posted out

- | | |
|----------------------------|------|
| ▪ Content | ICMA |
| ▪ Maintaining and updating | ICMA |

CONFERENCE FOLDER (130)

Distributed to each participant at the event

Outside of Folder

- | | |
|---|------|
| ▪ Supply of 2-ring binders (spine max. 3.2 cm) | Host |
| ▪ Cover sheet and Spine (use promo material) | Host |
| ▪ Print and production of Cover sheet and Spine | Host |
| ▪ Insertion of Cover sheet and Spine into plastic sleeve of folders | Host |
| ▪ Delivery of folders to copyshop/printer | Host |

Inside of Folder

- | | |
|--|------|
| ▪ Promotional content about programme | ICMA |
| ▪ Layout and design | ICMA |
| ▪ Collating additional inserts (i.e. speakers, exhibitor material) | ICMA |
| ▪ Delivery of electronic version to copy shop in ready-to-print format | Host |
| ▪ Co-ordinate collation and printing with copy shop | Host |
| ▪ Delivery of completed folders to hotel | Host |

POCKET GUIDE (130)

Included with the Conference Folder and distributed at the event

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|--|-------|
| ▪ Programme contents | ICMA |
| ▪ Design and layout (same as promo material) | Host |
| ▪ Production and Print | Host* |
| ▪ Collation – fold to gatefold finish | Host |
| ▪ Delivery to hotel | Host |

*** costs for printing of pocket guide are shared 50/50 with host and ICMA**

NAME BADGES (130)

One per participant and distributed at the event

- | | |
|---|------|
| ▪ Content (name, paper, country) supplied | ICMA |
| ▪ Design and layout (same as promo brochure) | Host |
| ▪ Print and production | Host |
| ▪ Supply of plastic badge holders with clip & pin | ICMA |
| ▪ Insertion of name cards into plastic holders | Host |
| ▪ Delivery to hotel | Host |

WELCOME PACK (130)

Included with the Conference Folder and distributed at the event

- | | |
|--|---------------------|
| ▪ Covering letter from host welcoming members to their city | Host |
| ▪ Tourism brochures (city map, guides, general information, tours) | Host/tourist office |
| ▪ Small gifts | Host |
| ▪ Welcome Pack bags | Host/tourist office |
| ▪ delivery to hotel prior to event | Host |

OTHER RESPONSIBILITIES OF THE HOST

- Pre-conference information to be given at the previous General Meeting
 - ✓ During cocktail hour, your country and the coming location will be introduced to all delegates.
 - ✓ Your local drink will be served to all delegates (provided by host)
- Providing as much information as possible with regards to possible site visit locations
- Organising a gala dinner party
 - ✓ Venue
 - ✓ Transport to and from hotel
 - ✓ 3 or 4 course dinner (seated or buffet)
 - ✓ Any entertainment
 - ✓ Drinks during dinner and at least beer and wine for the party afterwards
 - ✓ The host will receive all monies collected from party entry fees. This fee should not be set higher than € 100.

If you have any queries with regards to Head Office/Host responsibilities, or require samples of this material to be sent to you, please contact Petra Loos at ICMA Head Office:

Tel: +31-20-638 2336

Fax: +31-20-638 2371

Email: p.loos@icmaonline.org