

Questions and Answers Regarding the ICA 2020 Conference IPQ

General

Does the ICA award the organisation of 1 conference in 2020, or multiple conferences to the successful bidder?

Answer

The decision will be made when the contract is negotiated with the successful bidder. We favour however the award of multiple conferences if the first event meets our key performance indicators.

Conference Venue

Who will choose the conference venue: ICA or the PCO (latter presumably according to guidelines established by the ICA) ? This information helps us to gauge the approx time and effort needed for the evaluation and selection of the venue.

Answer

The final decision will be made by the ICA but we expect the PCO to issue recommendations for the location and venue (including a rough cost overview for the venue hire).

Conference Agenda, Content

Who will be responsible for the content of the conference, i.e. who defines the agenda? Will this be the responsibility of the ICA, or the PCO entrusted with the organisation of the conference?

Answer

We expect the PCO to work closely with the ICA Conference committee to develop a high-quality programme, based on the overall expectations and requirements as outlined by the ICA.

What percentage of the presentation slots is foreseen for presentations of ICA members' vs non-members?

Answer

Membership of the association will not be a discriminating factor for the attribution of speaking slots. The key factor will be the content of the presentations.

Conference Infrastructure:

You mention « 'fringe meetings' taking place »: we understand that for such purpose, separate meeting rooms would have to be made available. Would the provision of meeting rooms suffice, or would additional services (i.e. organization of breakout sessions, panel discussions, etc.) be required?

Answer

Yes additional services such as the ones mentioned are required.

Evaluation and qualification process:

Could you please provide some guidance as of how the submitted documents will be evaluated? In particular, how will the items 1 – 6 on page 6 of the invitation document be graded?

Answer

The proposals will be evaluated by applying the following weighted average:

Company presentation	20%
Financial statements	25%
Examples of events with a similar profile	20%
References	25%
Management of conflicts of interest	10%

Would you also be so kind to inform us about the number of candidates on the short-list?

Answer

We expect to short-list between 5 and 7 candidates. This number may vary depending on the quality of the responses.

Financials

We are a privately traded company and don't provide full audited reports. We are happy to provide turnover and gross profit statements for the last three years.

Answer

It is not compulsory to provide audited reports. We expect tenderers to demonstrate a healthy financial situation.

Could you provide a budget indication for the requested services?

Answer

No, we do not intend to provide a budget indication.

Proven track record

We are not a PCO but a full service agency (design, strategy, creative, production, registration, venue finding / negotiation and contracting, event services and sponsorship sales). We are managing events from 200-12,000 people. The key to this definition is that we are not making money from the audience acquisition and fees handling or taking the risk for the success of the event. We have built a reputation for partnering and actively helping our clients be successful over a range of brand experiences. We would look to build a model where we could generate revenue for the association and significantly enhance the sponsor and attendee journey through the strategy, design and production values of the event experience. We work on a time based fee model and would work alongside you and the stakeholders to craft a process where fees were collected, deposited directly into an association account and reported on and reconciled by the agency.

Answer

Ensuring the quality of content and delivery will be a key success factor. We are open to different business models and processes and do not require the PCO to bear the financial risk. At the same time, we do not aim for the event to generate revenue beyond the actuals costs of the event.