

## Business Events Leaders of Tomorrow

### Students Competition

## Tourist Information Centres Expert Meeting 2024



### COMPETITION RULES

Each university may enter one team of four students in the competition. But of course, all students from the university can be involved in preparing the presentation.

Teams will play the role of representatives of the Amsterdam Convention Bureau (<https://www.iamsterdam.com/en/conventions>). Each team will prepare a PowerPoint presentation as a bid for the city of **Amsterdam** to win the right to be the location for the **Tourist Information Centres Expert Meeting** in 2024. Each presentation will last for no more than 10 minutes, and any video material included in the presentation

will be limited to a maximum of 2 minutes. Each presentation will be followed by 5 minutes of questions from the competition judges.

Each presentation should describe the advantages of Amsterdam as a location for this meeting of around 80 participants and should provide as much detail as possible on each of the elements included in the following information. This has been published by the organisers of the Tourist Information Centres Expert Meeting, City Destinations Alliance, for destinations that wish to bid to host this event. The judges will not expect exact prices for the meeting room, dinner, lunches, etc, but please note that the budget for this meeting is quite small.

## **1. INTRODUCTION**

City Destinations Alliance (CityDNA - <https://citydestinationsalliance.eu/>) is a non-profit organisation improving the competitiveness and performance of leading cities of Europe by providing a platform for conference, leisure and city marketing professionals to exchange knowledge, best practice and widen their network to build new business. Members of City Destinations Alliance represent more than 115 European destinations.

Every year, City Destinations Alliance organises an Expert Meeting for Tourist Information Centres managers and staff. The one-day-and-a-half-event offers participants a unique opportunity to meet and network with colleagues working in Tourist Information Centres all across Europe, to share knowledge and best practice with other destinations and to stay ahead of the latest market trends.

## **2. DATES**

a. The TIC Expert Meeting is usually held in Autumn (November-December) 2024. Exact dates are to be fixed with the hosting city and must not conflict with any other existing trade shows or industry events at that time, such as the World Travel Market or any CityDNA events.

b. It is a one-and-a-half-day meeting: the meeting usually starts on Thursday morning and ends on Friday after lunch.

## **3. PARTICIPANTS**

a. The participants must be working in Tourist Information Centres, for example TIC managers, or front office staff.

b. To encourage diversity, CityDNA welcomes participants coming from small and large cities and working for either public or private tourist information organisations – whether they are CityDNA members or not.

#### **4. EXPERT MEETING DELEGATES' FEES**

a. Each participant must pay an individual delegate fee.

→ For CityDNA members, the fee is 270 € and attendance is limited to 2 delegates per city.

→ For non- CityDNA members, the fee is 450 € and attendance is limited to 2 delegates per city.

b. Additionally, transport to the meeting and overnight stays are at each participant's own expense.

#### **5. BID REQUIREMENTS**

The bid shall include a full description of the facilities for the TIC expert meeting (meeting room, equipment, food, beverage), accommodation, as well as the dinner venue.

#### **6. ACCESSIBILITY**

a. The bid should provide details of flights connections from major European cities to the hosting city, valid at the time of the meeting. Easy access to the host city is an important factor in the choice of location for an Expert Meeting.

b. Information about transfer from the airport to the hotel is also welcome (taxis, bus, train- including prices and times).

#### **7. MEETING REQUIREMENTS**

The costs for all following requirements are to be covered by CityDNA up to a fixed rate of **140€** per delegate attending the Expert Meeting. If the proposed rates are above the CityDNA fixed contribution, the hosting city shall pay the difference.

##### a. Meeting Room

Number of meeting room(s) required 1

Seating capacity **80**

Days 1 full day + 1 half day

Room setting - Room set-up to be defined, depending on the programme content and format: round tables, with 6 people maximum on each table, to maximize interaction between participants / or classroom set up / big tables could be requested for a workshop as well.

We would also appreciate if the meeting room could benefit from natural daylight.

##### b. Coffee breaks

- 1 per half-day, as well as beverage (water) inside the meeting room.

#### c. Lunches

- 1 buffet lunch per working day with hot and cold dishes, including beverages.

#### d. Dinner

- One dinner on Thursday evening, covered by the hosting city.
- The hosting city should include a visit to its local TIC on Thursday, after the meeting ends for the day and before dinner.
- It is highly recommended that the hosting city includes and organises some sightseeing activity for the delegates before dinner (bus tour, boat trip, visit to a local landmark...) – but it remains the hosting city's decision.
- It is suggested to propose a venue with a pre-negotiated menu and a moderate price on Wednesday evening, for networking purposes. This dinner would be at each participant's own expense.

### **8. HOTEL AND ACCOMMODATION REQUIREMENTS**

- a. Up to 70 rooms to be provided at a discounted rate per night per room, single or double use including buffet breakfast, including VAT, at around 130 € maximum per night. A list of different hotels and different price categories should be provided to suit smaller budget requests.
- b. The meeting venue can be at the Tourist Office, at the hotel, or anywhere not too far from the hotel.
- c. Duration of the delegates' stays: minimum of 2 nights, mainly single occupancy (nights of Wednesday and Thursday)
- d. There should be a possibility for extra nights for pre- and post-meeting use (especially nights of Friday and Saturday), if possible at the same hotel rates.