



## **Application to host the 27<sup>th</sup> ICOM General Conference in 2025 DIGITAL FORMAT**

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### **INDIVIDUAL CANDIDATURE**

**Name of the National  
Committee:**

**Candidate City and  
Country:**

**Proposed dates:**

**General conference  
theme:**

**Application date:**

**General conference  
logo:**

### **JOINT CANDIDATURE**

**Name of the National  
Committee(s):**

**Candidate City and  
Country:**

**Designated National  
Committee for the  
organisation of the in-  
person event**

**Designated National  
Committee for the  
organisation of the  
digital event**

**Proposed dates:**

**General conference  
theme:**

**Application date:**

**General conference logo:**

### LEGAL UNDERTAKING

1. The National Committee(s) of \_\_\_\_\_ (legal name of the ICOM National Committee(s)), hereinafter referred to as “The National Committee(s)”, acknowledges and declares that it is aware of the agreement that will be signed with the International Council of Museums (“ICOM”) if the National Committee is chosen to host the 27<sup>th</sup> ICOM General Conference in a digital format, (the said agreement being referred to hereinafter as the “Agreement” and said General Conference as “General Conference”) and is prepared to sign the Agreement without reservation or amendment.
2. In consequence thereof, the National Committee(s) declares/declare that, during the application process, it will refrain from becoming a party to, approving or consenting to any act, contract, commitment or any other action contrary to or likely to affect any of the obligations stipulated in the Agreement.
3. If the National Committee(s) has/have already entered into or approved or consented to a commitment which would be in conflict with, jeopardise, prevent or render impossible the fulfilment of any provision of the Agreement, it shall bring to the attention of ICOM all such commitments no later than January 2022. The National Committee(s) declares/declare that all such commitments shall be neither enforced nor enforceable against ICOM and that such commitments shall be deemed, as far as ICOM and any party with which ICOM may enter into an agreement with regard to the ICOM General Conference, to be null and void, unless specifically requested and/or approved in writing by ICOM. In addition, the National Committee(s) shall take all necessary measures to terminate or cause to be terminated any such commitments which would be contrary to the obligations stipulated in the Agreement.
4. The National Committee(s) undertakes/undertake to abide by the ICOM Statutes and the ICOM Internal Rules and Regulations and comply with the ICOM Code of Ethics.
5. The National Committee(s) has/have ensured or will ensure that the ICOM logo and trademark are protected in the name of ICOM and/or that it has obtained or will obtain from its/their government(s) and/or its/their competent national authorities adequate and continuous legal protection to the satisfaction of ICOM and in the name of ICOM. The National Committee(s) has/have brought this provision to the attention of its/their government(s) and its/their competent national authorities and confirms that its/their government(s) and its/their relevant national authorities have approved its content.
6. The National Committee(s) declares/declare that any dispute arising in the course of the application process, in relation to this Undertaking, will be first subject to conciliation and mediation before being referred to and settled by the relevant French Courts of Paris, France. French laws shall be exclusively applicable to this Undertaking.
7. This Undertaking shall remain in full force and effect until the Agreement on the organisation and hosting of the ICOM 27<sup>th</sup> General Conference is signed.

The ICOM National Committee(s) of \_\_\_\_\_

Per: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Per: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## CHAPTER 1: HOST(S)

**1.1** Once selected as the host(s), the ICOM National Committee(s), shall set up an Organising Committee, as a separate legal entity from the National Committee. In the case of a joint application, the candidates should specify the national law of reference which will be observed for the constitution of the Organising Committee, between one of the two national laws of the candidates. The Organising Committee should approach the relevant authorities to legally create an Organising Committee. The Organising Committee will then be responsible for the logistical and technical preparation, and management of the digital ICOM General Conference. The National Committee(s) and the Organising Committee will then launch an international call for tender for a Professional Congress Organiser (PCO) or another professional digital event organisation company.

**1.2** ICOM will then draft an agreement for the 27<sup>th</sup> ICOM General Conference (digital format) for all parties involved. No contract should be signed with a PCO or event organisation company until the official agreement between ICOM, the National Committee(s) and other relevant parties is in place.

The application will be evaluated based on applicants' motivation and professionalism as well as the application's feasibility.

***Please refer to Q 1.1.1 – Q 1.1.5.***

**1.3** The candidate(s) must offer a favourable academic and professional environment for the Digital ICOM General Conference. It is expected that the organiser(s) will benefit from the organisation of digital ICOM General Conference, through the global exposure that the Digital ICOM General Conference will provide to organiser(s) and for its/their National Committee(s). The National Committee(s) must also explain how it/they expects/expect to link the General Conference to the implementation of topics of current interest to the museum professional community.

The application will be evaluated based on the candidate(s) motivation and enthusiasm to organise the digital ICOM General Conference. The National Committee(s) previous involvement with ICOM will be taken into account; indication of future involvement with ICOM will be favoured.

***Please refer to Q 1.2.1. – Q 1.2.6.***

**1.4** The regional and project collaboration between ICOM Committees is an important element of a successful digital ICOM General Conference. Proof of this type of collaboration must be demonstrated.

The application will be evaluated on the National Committees' experience in regional and project collaboration.

***Please refer to Q 1.3.1. - Q 1.3.3***

**1.5** Experience of organising national, regional and international conferences or events will be valued.

The application will be evaluated based on the candidate(s) experience of organising physical events, of similar size or with a similar participant profile and digital events.

***Please refer to Q 1.4.1. – Q 1.5.1***

**Q 1.1.1**  
**[LIST]**

Please indicate whether you intend to apply individually or with a partner committee and include a list of the members of the application committee (including their titles and institutions) and the details of the persons responsible for the application.

<b><u>INDIVIDUAL CANDIDATURE</u></b>		<b><u>JOINT CANDIDATURE</u></b>	
<b>Name of the National Committee:</b>		<b>Name of the National Committee(s):</b>	
<b>Candidate City and Country:</b>		<b>Candidate City and Country:</b>	
		<b>Designated National Committee for the organisation of the in-person event</b>	
		<b>Designated National Committee for the organisation of the digital event</b>	

- **List of members of the application committee**

<b>Role within the application committee</b>	<b>Name of the person</b>	<b>Title of the person</b>	<b>Institution of the person</b>

- **Contact details of the persons responsible for the application**

**Person 1**

Name \_\_\_\_\_

Title \_\_\_\_\_

Institution \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

**Person 2**

Name \_\_\_\_\_

Title \_\_\_\_\_

Institution \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

**Q 1.1.2**  
**[EXPLANATORY]**

Please state the legal structure that your Organising Committee will have according to your national law. The minimum requirements for ICOM are that the Organising Committee is a separate legal entity, with legal capacity, an agreed structure (Chair, Vice-Chair, Treasurer and Project Manager) and the potential to have a dedicated bank account.

In case of a joint candidature, please specify which national law, between the legislative systems of the two implicated candidates, you intend to adopt for the establishment of the Organising Committee.

**Q 1.1.3****[EXPLANATORY  
+ LIST]**

Please provide details of the Professional Congress Organiser (PCO), , or any other professional entity that will support you in the preparation of the event.

**PCO/other professional entity that a contractual relationship will be established with.**

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Website \_\_\_\_\_  
 Office locations \_\_\_\_\_  
 Expertise \_\_\_\_\_  
 Industry membership / accreditation \_\_\_\_\_

- List of past digital projects/clients**

<b>Project name</b>	<b>Type (conference, webinar, etc.)</b>	<b>Date</b>	<b>Organiser / Co-organiser</b>	<b>Type of digital platform used</b>	<b>Industry</b>	<b>Scale / Range</b>	<b>Number of participants</b>

**Q 1.1.4**  
**[EXPLANATORY]**

Please list the other services that you intend to contract suppliers for. If you do not intend to contract any other supplier, please explain why.

Type of Service	Supplier	Details of the supplier (Address, Website, Office locations, etc.)

**Q 1.1.5**  
**[SCHEDULE]**

Please attach a document containing a month-by-month schedule for the organisation of the digital ICOM General Conference from January 2022 to the conference date in 2025.

In case of joint candidature, please specify the operational role of each committee.

Please use a separate sheet if necessary. The deadlines can be adapted in accordance with the proposed dates.



**Q 1.2.1  
[LIST]**

Please attach a list of museums in your city/cities and/or country/countries which might be involved in organising the digital conference, and in particular the digital off-site meetings of the International Committees .

- **List of museums in your city/cities and/or country/countries**

<b>Name of museum</b>	<b>Type of museum (e.g. fine arts, contemporary art, natural history, zoo, science centre, etc.)</b>	<b>Location</b>	<b>ICOM membership</b>
<b><i>Total number by type</i></b>			
Natural History:	Science centre:	Fine arts:	...
Zoo:	Historic house:	Contemporary art:	...
...	...	...	...
...	...	...	...

**Q 1.2.2**  
**[EXPLANATORY]**

Please state your main reasons for applying to host a digital ICOM General Conference including the following: what benefits do you expect from the organisation of the digital event? What benefits participants will gain from the ICOM General Conference?

**Q 1.2.3**  
**[EXPLANATORY]**

Please explain how you intend to link the General Conference with topical issues for the international community of museum professionals.

**Q 1.2.4**  
**[EXPLANATORY**  
**+ CHART]**

Please provide an analysis of ICOM membership development since your National Committee(s) was/were founded.

**Q 1.2.5**  
**[EXPLANATORY**  
**+ CHART]**

Please provide an analysis of your members' affiliation to International Committees.

**Q 1.2.6**  
**[EXPLANATORY]**

Please provide information on the potential both individual and institutional, in the host country that the organisation of the digital event may have for the development of ICOM membership in your country(ies) and globally.

**Q 1.3.1**  
**[EXPLANATORY]**

Please provide examples of regional and/or project collaboration with ICOM or on cultural heritage-related issues: e.g., hosting meetings of Regional Alliances; organisation of seminars or conferences which specifically targeted museum professionals in the region; training programmes; or inter-governmental bilateral or multilateral programmes, etc.

<b>Name of the event / programme</b>	<b>Type of event (physical or digital)</b>	<b>Date of the event / programme</b>	<b>(Co-)Organiser of the event / programme</b>	<b>Scope of the event / programme</b>	<b>Other regional stakeholders involved</b>

**Q 1.3.2**  
**[EXPLANATORY]**  
**ONLY FOR**  
**JOINT**  
**CANDIDATURES**

Please explain the reasons for applying jointly for the organisation of the digital ICOM General Conference, your previous experience of cooperation between your two National Committees and the expertise that each of the two candidates will bring to the conference.



**Q 1.3.3**  
**[EXPLANATORY]**  
**ONLY FOR**  
**JOINT**  
**CANDIDATURES**

Please explain how your two National Committees intend to work together to organise the digital conference.

**Q 1.4.1  
[LIST]**

Please list your recent experience of organising national, regional and international conferences and events. Please provide as much information as possible by including type of event, the organiser/co-organiser, the number of participants, the length and the venue.

<b>Name of the event</b>	<b>Type of event</b>	<b>Date and venue of the event</b>	<b>Organiser / Co-Organiser of the event</b>	<b>Scope of the event / programme</b>	<b>Number of participants</b>

**Q 1.5.1****[EXPLANATORY]**

Please list the National Committee(s)' recent experiences of organising digital events, such as on-line conference, webinars, training programmes. Please provide as much information as possible by including type of event, the organiser/co-organiser, the number of participants, the duration and the venue.

<b>Name of the event</b>	<b>Type of event</b>	<b>Date and platform of the event</b>	<b>Organiser / Co-Organiser of the event</b>	<b>Scope of the event / programme</b>	<b>Number of participants</b>

## CHAPTER 2: SUPPORT

- 2.1** It is important to secure government support for the ICOM General Conference, both at local and national level. The organisation of such an event also requires a significant budget provided by the Organising Committee, which cannot be entirely covered by the registration fees. Government subsidies are among the potential sources of funding for the ICOM General Conference. An approved designated guarantor must agree to pay any deficits and perform the Organising Committee's duties in case it is not able to perform its duties.

The application will be evaluated based on the commitment and support from the relevant government authorities.

***Please refer to Q 2.1.1 – Q 2.1.3.***

- 2.2** Funding from the private sector may also be considered as long as it respects ICOM's fundraising policies, the ICOM Statutes and the *ICOM Code of Ethics for Museums*.

The application will be evaluated on potential private funding for the ICOM General Conference budget.

***Please refer to Q 2.2.1.***

- 2.3** In-kind technical partnership from the private sector may also be considered as long as it respects ICOM's values, the ICOM Statutes and the *ICOM Code of Ethics for Museums*.

The application will be evaluated on potential in-kind technical partnerships that the Organising Committee will be able to establish.

***Please refer to Q 2.3.1***

**Q 2.1.1**

**[EXPLANATORY  
+ LETTER]**

Please provide letters of support from relevant government authorities and bodies (original + translation in English, French or Spanish).

Please use a separate sheet if necessary.

**Q 2.1.2**  
**[LETTER]**

Please provide a financial guarantee from the relevant authorities which will cover any potential economic deficit on the part of the Organising Committee and indicate the name and position of your guarantor (original + translation in English or French).

Please use a separate sheet if necessary.

**Q 2.1.3**  
**[EXPLANATORY]**

Please state the potential for any grants or bursaries from relevant authorities to host the digital ICOM General Conference, to facilitate the attendance in the event.

**Q 2.2.1**  
**[EXPLANATORY]**

Please describe how you intend to financial sponsorship and with private entities and any fiscal incentives that may be used to finance the digital ICOM General Conference.



**Q 2.3.1**

**[EXPLANATORY]**

Please describe the in-kind technical partnerships you intend to establish with corporates (if any) to organise the digital ICOM General Conference and the benefits you envisage for partners.

### CHAPTER 3: THEME AND PROGRAMME

- 3.1** The proposed theme should be general to allow International Committees to include sub-themes for their own meetings. It should be noted that the theme will also be used for International Museum Day in the same year as the General Conference. The theme should therefore be accessible to museums around the world. Preference will be given to themes that are innovative, adaptable and relate to topical issues for the international museum community. The themes of previous ICOM General Conferences and International Museum Days should be taken into consideration to avoid duplication (see Appendices 1). ICOM reserves the right to amend/modify the proposed theme.

The proposed theme should meet ICOM's requirements and strategic objectives. It must be accessible for all International Committees and appropriate for the world museum community for International Museum Day.

***Please refer to Q 3.1.1.***

- 3.2** When proposing a theme, the applicant(s) should also include a list of three to six high-profile suggested speakers. The list of suggested speakers should include at least one speaker from the host country and should be based on their regional and gender balance, language diversity, and professional backgrounds. The keynote sessions will be organised jointly by ICOM and the Organising Committee. The programme may be reviewed by ICOM in accordance with its priorities and adapted gradually until it is finally approved by ICOM.

The proposed speakers should meet ICOM's requirements (including at least one local speaker) and should be selected in a way that ensures linguistic diversity, a variety of professional backgrounds, regional and gender balance and the inclusion of young professionals.

***Please refer to Q 3.1.1 – Q 3.1.2.***

- 3.3** The applicant(s) should present a programme for the ICOM General Conference using the digital format provided, as a basis. The programme should include the opening and closing ceremonies, optional virtual opening and closing parties, plenary and panel sessions on the theme of the ICOM General Conference and relevant topics for museum and heritage professionals, workshops and roundtables, meetings and activities of the ICOM Committees and Working Groups and other ICOM bodies and partners, virtual off-site museum events and professional exchanges, a digital museum trade fair, cultural activities, networking events and other meetings and activities organised by ICOM and its community. The meetings and activities of the International Committees, Regional Alliances offer important professional debates and discussions during the General Conference. A digital off-site programme in local museums and institutions is encouraged, as it allows for exchanges between museums and museum professionals.

The proposed programme should meet ICOM's requirements by accommodating all sessions and respecting the necessary balance of intellectual, cultural and administrative programmes to cater for participants from different backgrounds.

***Please refer to Q 3.3.1 – Q 3.3.2.***

- 3.4** Innovative ideas, unique characteristics and creative concepts for an engaging digital cultural experience that can benefit the General Conference programme and the participants' experience are highly valued.

The creativity and originality of the proposed programme will be taken into account.

***Please refer to Q 3.4.1.***

**Q 3.1.1**  
**[EXPLANATORY]**

Please attach a statement on the proposed theme for the General Conference. Please include any information that will highlight how your proposal can support the achievement of one or more of the 17 Sustainable Development Goals.

Use a separate sheet if necessary.

**Q 3.2.1**  
**[EXPLANATORY]**

Please attach a brief biography of potential keynote speakers and explain how they might contribute, to enrich the debate on topical issues for the international community of museum professionals.

**Q 3.1.1**  
**[EXPLANATORY]**

A digital General Conference welcomes participant at all latitudes and creates a continuous stream of activities for 24 hours. Please identify as neutral a 6 hours' time slot as possible, in which the daily programme will take place, able to allow a smooth running of the live sessions for as many time zones as possible.

So please specify in which time zone you intend to organise the following activities: statutory meetings, scientific programme, committee meetings, lunch break, social events and identify four macro time zones (+9h, +6h, -6h, -9h with respect to local time) and indicate the respective times of each activity according to each local time. Please note that it is a priority to ensure participation in the statutory meetings of ICOM members for a democratic and representative participation in the association's discussion.

Please consult Appendix 6 to find a proposal of daily timetable (digital tab).

**Q 3.3.2**  
**[EXPLANATORY]**

The attendee engagement experiences of an in-person and virtual event are different. What adjustments do you suggest to the digital conference programme illustrated in the Application Manual and in Appendix 6, (e.g., duration, number, type of sessions) in order to identify a format able to offer a digital cultural experience of quality? If you would like to propose changes to the programme format, please add a note to explain this decision.

Please use a separate sheet if necessary.

<b>Q 3.3.3</b> <b>[EXPLANATORY + LIST + PHOTOS]</b>	Please attach the proposal for cultural activities for the digital social programme (evening social events and opening and closing parties).
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Please use a separate sheet if necessary.

Site/Venue (if applicable)	Category (evening social events, opening party, closing party)	Live or recorded activity	Type of activity (virtual tour, documentary, virtual cocktail etc.)

**Q 3.4.1**  
**[EXPLANATORY]**

Please include any information that will highlight the creativity and originality of your proposal to enrich the digital conference.



## CHAPTER 4: DIGITAL PLATFORM(S) AND IT INFRASTRUCTURE

- 4.1** In order to host a digital ICOM General Conference it is essential to meet the IT and internet connectivity requirements necessary for this kind of event (see Appendix 2). The organiser(s) is/are responsible for providing adequate digital platform(s) for carrying out the activities detailed in the programme description of the digital ICOM General Conference, including a virtual Museum Fair, voting functions and other facilities.

The conference platform will have to provide several rooms with different capacities where to host the statutory meetings and the scientific programme.

The application will be evaluated on the features of the digital platform(s) proposed, as well as the IT infrastructure and type of internet connectivity which will be made available.

***Please refer to Q 4.1.1 – Q 4.1.5.***

- 4.2** The candidate(s) can propose the way in which the programme's scientific and social activities will be carried out: i.e., bringing speakers together in one or more recording studios from which the event will be broadcast or allowing speakers to attend sessions from their office/home.

The application will be evaluated on the on the proposed ways of implementing sessions per type of activity (statutory meetings, scientific sessions and cultural activities).

***Please refer to Q 4.2.1***

- 4.3** It is important to offer different features of the conference platform and different media to engage the audience (live sessions, podcasts, video interviews, video reportage, virtual tours, etc.) in order to ensure attendees a good cultural experience in terms of participation, learning and engagement.

The application will be evaluated by the proposed variety of media.

***Please refer to Q 4.3.1***

- 4.4** Although the event will be digital for attendees, there may be a need for members of the ICOM Executive Board and Secretariat to work together with the Organising Committee from the broadcasting venue for the event. Office space at the ICOM General Conference broadcasting venue should include separate offices for the Organising Committee, the ICOM Secretariat (up to 20 staff from the ICOM Secretariat and assistants to be assigned by the Organising Committee), ICOM President, the Director General, the Chair of the Advisory Council and a shared office for members of the Executive Board. Specifications related to each office are outlined in Appendix 2.

The application will be evaluated on the on the working spaces made available for the ICOM Executive Board and Secretariat.

***Please refer to Q 4.4.1 -Q 4.4.3.***

- 4.5** The virtual Museum Fair shall provide for an exhibitor directory, networking spaces and product demo areas that will be integrated in the conference platform.

The application will be evaluated on the features of the virtual Museum Fair.

***Please refer to Q 4.5.1 – Q 4.5.2.***

- 4.6** Other facilities in the conference platform must include a personal attendee area in which the participants can download invoice, attendance certificate, answer the satisfaction survey, a media storage where to find the conference documents, a customizable calendar, a chat service and an IT support service to solve technical problems in accessing and using the platform.

The application will be evaluated on the availability of the facilities above mentioned.

***Please refer to Q 4.6.1***

**4.7** The Organising Committee shall provide digital conference materials, such as programme booklet, working documents etc.

The application will be evaluated on the ability to provide the required conference materials.

***Please refer to Q 4.7.1 – Q 4.7.2.***

**4.8** Languages are one of ICOM's tools to bring museum professionals together to exchange experiences and to discuss the major issues concerning their profession. For many participants, simultaneous interpretation is the only means by which they can understand each other. Therefore, simultaneous translation into English, French, Spanish and, if necessary, into the official language(s) of the host country, as well as automatic transcription in English is required for the following sessions: keynote speeches, plenary and panel sessions, opening and closing ceremonies, General Assembly, Advisory Council, Extraordinary General Assembly, Open Forum for Resolutions). All of the scientific programme sessions and the statutory meetings will be video and audio recorded in HD along with the simultaneous English interpretation. The Organising Committee must ask the ICOM Committees and Working Groups in advance if they need simultaneous translation for part or all of their meetings, in any or all three official languages of ICOM and in the official language(s) of the host country. If interpretation can be provided for the meetings of ICOM Committees and Working Groups, the options (especially the costs) should be specified in advance. The application will be evaluated on the options suggested by the applicant for simultaneous interpretation and other interpretation assistance.

The application will be evaluated on the ability to ensure the event's course in the three ICOM statutory languages.

***Please refer to Q 4.8.1 – Q 4.8.3.***

**4.9** Creating rewarding networking opportunities that serve all participants is one of the trickiest aspects of executing events online. Networking events can be organised during the digital ICOM General Conference, by ICOM, by the Organising Committee or by Committees. The Organising Committee may be requested to provide venues and/or digital rooms and other services for these events.

The application will be evaluated according to the creativity of the proposals for digital networking events.

***Please refer to Q 4.9.1***

**4.10** During the ICOM General Conference, the elections for the ICOM Executive Board and the Chairperson and Vice-Chairperson of the Advisory Council for the term 2025-2028 will be held in accordance with the ICOM Statutes and the ICOM Internal Rules. On two consecutive days, ICOM voting members entitled to vote will be able to access the online election platform for at least two (2) days, subject to authentication and registration. The online election platform should provide the information in the three statutory languages of ICOM and return the voting results instantly. In addition, ICOM voting members will vote at the General Assembly, Extraordinary General Assembly and Advisory Council. Votes will be cast electronically, using a voting system which has been specially adapted for ICOM statutory meetings. The ICOM Legal Coordinator must be involved in all the key steps, including the Request for Proposal (RFP), the selection of service provider and the set-up of the election system at the venue.

The application will be evaluated on the proposal for the electronic voting system, in accordance with ICOM's requirements.

***Please refer to Q 4.10.1.***

**4.11** Although held digitally, the International Committees are invited to organise one-day, off-site conferences in cooperation with local or regional museums to ensure also in the digital version of the ICOM General Conference the possibility of discovering museums and cultural institutions in the country(ies) of the Organising Committee.

The application will be evaluated on the innovative partnership proposed by the candidate(s) to ensure the realisation of the digital off-site meetings, the venues available and the IT equipment and internet connectivity made available.

***Please refer to Q 4.11.1 – Q 4.11.2.***

**Q 4.1.1  
[LIST]**

Please indicate up to three possible video conferencing platforms that could be used to host the digital ICOM General Conference and list the previous events of a similar size and profile that have been held on those platforms.

Please use a separate sheet if necessary.

- List of previous events that have been held at the venue**

<b>Event name</b>	<b>Type</b>	<b>Date</b>	<b>Organiser / Co-organiser</b>	<b>Industry</b>	<b>Scale / Range</b>	<b>Number of participants</b>

**Q 4.1.2**  
**[EXPLANATORY]**

Please describe the architecture and features of the on-line conference platform you would like to propose to host the digital conference (i.e. customisation, automation, integration of other platforms like on-line ticketing, voting and registration platforms, variety of space types, number of interactive and passive attendees admitted, live broadcast, pre-recorded content, content on demand, simultaneous interpretation, recorded captured content, communication and engagement features, social media integration, analytics and reporting, etc.). The requirements are indicated in Appendix 2.

Please use a separate sheet if necessary.

**Q 4.1.3**  
**[EXPLANATORY]**

Please indicate the type of internet connection you will use to go online and broadcast worldwide the event (Fiber-optic Internet, etc.), as well as its upload and download speed.

**Q 4.1.4**  
**[EXPLANATORY]**

Please indicate any other IT infrastructure you intend to use for the broadcast of the event.

**Q 4.1.5**  
**[EXPLANATORY]**

Please indicate the detailed information on the number of sessions, which can be organised in parallel on the video conference platform, according to the different types of sessions foreseen in the conference programme detailed in the Application Manual, including the maximum number of remote attendees admitted (i.e. 1 room for plenary sessions with up to 3000 remote attendees, 40 rooms for committees sessions with up to 150 remote attendees each, etc.)

Please consult Appendix 2, Rooms capacity for more details.

Please use a separate sheet if necessary.

<b>Type of activity</b>	<b>Number of room available</b>	<b>Room capacity</b>
Statutory meetings		
Keynote/ Panel/Plenary session		
Roundtable/Workshop		
Committees Meetings		
Social events		
Opening and Closing ceremony		
...		



**Q 4.2.1**  
**[EXPLANATORY]**

Please indicate the ways in which you propose to implement the conference programme per type of activity (statutory meetings, scientific sessions and cultural activities). Among the different possibilities: bringing speakers together in one or more recording studios from which the event will be broadcast or allowing speakers to attend sessions from their office/home, broadcasting from a particular location, etc.

Please use a separate sheet if necessary.

Type of activity	Implementation
Statutory meetings	
Keynote speech	
Panel/Plenary session	
Roundtable/Workshop	
Social events	
Opening and Closing ceremony	
...	

**Q 4.3.1**  
**[EXPLANATORY]**

Please list the different media (live sessions, podcasts, video interviews, video reportage, virtual tours, etc.) you propose to convey the contents of the scientific conference programme to remote attendees in order to maintain a high level of engagement.

**Q 4.4.1**  
**[EXPLANATORY]**

Please indicate whether you can make office space available to the ICOM Executive Board and Secretariat during and prior the event. In case of a positive answer, please also indicate where they will be located.

**Q 4.4.2****[EXPLANATORY  
+ LIST]**

Please provide detailed information on the number of offices, listed according to size. Please suggest alternatives if you cannot meet all of the requirements indicated in Appendix 2.

	<b>Capacity</b>	<b>Equipment as per Appendix 2</b>
ICOM Secretariat Main Office		
Membership office		
Elections office		
Office for ICOM President		
Office for Director General		
Office for the Chair of the Advisory Council		
Executive Board Office		
Meeting rooms		
Storage		

**Q 4.4.3**  
**[EXPLANATORY]**

Please indicate any complimentary services that you could offer in addition to the requirements indicated in Appendix 2.

**Q 4.5.1**

**[EXPLANATORY]**

Please indicate the indicative number of virtual booths that you intend to make available in the virtual Museum Fair and Expo Forum.

<b>Q 4.5.2</b> <b>[EXPLANATORY</b> <b>+ MAP]</b>	Please indicate at least three different types of virtual booths, with increasing benefits and sponsorship rates that you propose for the virtual Museum Fair and Expo Forum
--	--

**Q 4.6.1**  
**[EXPLANATORY]**

Please indicate the facilities you envisage in the conference platform to ensure a user-friendly experience (i.e., personal media storage, customizable calendar, IT support, etc.)



<b>Q 4.7.1</b> <b>[EXPLANATORY]</b>	Please describe the digital conference materials you expect. If the physical production of certain products is envisaged, please specify their development and production and how they will align with sustainable development principles.
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**Q 4.7.2**  
**[EXPLANATORY]**

Please describe the development and production of the following items, if any, and how they will align with sustainable development principles. Please also specify if only a dematerialised (digital) version of some of these articles is foreseen.

**List of equipment**

<b>Equipment</b>	<b>Availability</b>
Virtual Goodie Bags	
Digital Name badge	
Programme Booklet	
E-Gift Cards	
...	

**Q 4.8.1**  
**[EXPLANATORY]**

Please list the number of interpreters, devices and/or software you will provide to guarantee the simultaneous interpretation and automatic transcription of the statutory meetings and some sessions of the scientific programme (English, French, Spanish).

**Q 4.8.2**  
**[EXPLANATORY]**

Please indicate which languages, other than the three official languages of ICOM, you can provide simultaneous interpretation for these sessions in.

**Q 4.8.3**  
**[EXPLANATORY]**

Please provide details of any other interpretation assistance that you propose for the ICOM Committee and Working Group meetings.

**Q 4.9.1**  
**[EXPLANATORY]**

A particular challenge of virtual events is recreating the networking experience of a real event. How do you intend to use the virtual platform to facilitate networking? Please define the format(s) for virtual receptions and social gatherings that you propose.

**Q 4.10.1**  
**[EXPLANATORY**  
**+ LIST]**

Please suggest electronic voting systems that could be used integrated in the video-conference platform, including a list of potential suppliers and examples of their previous clients.

- **List of potential suppliers for the electronic voting service**

<b>Supplier</b>	<b>Details of the supplier (Address, Website, Office locations, etc.)</b>	<b>Past projects (Name, Number of participants, Vote type)</b>

**Q 4.11.1  
[LIST]**

Please list museums and institutions that would be available as venues for the on-line off-site meetings of the International Committees and specify the IT equipment and internet available from the proposed venues, to broadcast the meetings on the conference platform.

- **Available venues for ICOM meetings and activities**

<b>Venue name</b>	<b>Venue Type (e.g. museum, university, etc.)</b>	<b>Suggested activity</b>	<b>Capacity (seating or reception)</b>	<b>IT and internet for live broadcasting</b>



**Q 4.11.2**  
**[EXPLANATORY]**

Please illustrate the innovative partnerships models you propose for the International Committees and contact persons in the host country(ies) to ensure the realisation of the digital off-site meetings

## CHAPTER 5: TRAVEL, ACCOMMODATION AND ON-SITE RECEPTION

**5.1** If it proves necessary for the good realisation of the event, the candidate(s) should provide free invitations (air flight ticket in economy class, hotel with breakfast included, daily allowance and registration fees waived except for optional events) for up to thirty nine (39) ICOM representatives (including the ICOM President and Director General (2), Executive Board members and Vice-Chair of the Advisory Committee (15), ICOM's Statutory Auditor (1), ICOM's Lawyer (1) and twenty (20) ICOM Secretariat staff members; and up to fifteen (15) speakers (three (3) keynote speakers and twelve (12) speakers for the scientific programme sessions). Specifications on the travel and accommodation for the above-mentioned categories of persons are indicated in Appendix 3. While at the recording studio, the lunch expenses for these groups should be covered by the Organising Committee.

The application will be evaluated on whether the candidate(s) can offer the all-inclusive invitations requested by ICOM.

***Please refer to Q 5.4.1 – Q 5.4.2.***

**Q 5.1.1**

**[EXPLANATORY]**

Please indicate whether you can provide transport, accommodation, free admission and catering for ICOM representatives and conference speakers, for the duration of the ICOM General Conference.

**Q 5.1.2**

**[EXPLANATORY  
+ MAP]**

Please list the hotel proposed for the ICOM representatives and conference speakers. Please mark it on the map and indicate the distance from the recording studio. Please suggest another hotel if the ICOM Secretariat staff are to be accommodated separately. Please mark this hotel on the map presented and indicate its distance from the conference venue and from the hotel for the Executive Board and speakers.

Please use a separate sheet if necessary.

## CHAPTER 6: BUDGETARY AND FINANCIAL ASPECTS

**6.1** Applicants should be aware of the financial commitments required to host the digital ICOM General Conference. Previous experience has shown that National Committees are not always well prepared for the financial implications of hosting the ICOM General Conference. The registration fees collected from participating members are often not sufficient to cover all the expenses of the ICOM General Conference. Candidates must demonstrate that they can secure substantial funding, usually from national or local governmental and/or international agencies other than ICOM. A budget template of the General Conference can be found on p.65 for reference. ICOM will not be liable for any budget deficit resulting from the ICOM General Conference. A financial guarantee must therefore be included with the application (Cf. Requirement 2.1).

The application will be evaluated on the robustness of the budget, the feasibility of the revenue generation proposal, and any risks related to the country's stability.

***Please refer to Q 6.1.1 – Q 6.1.2.***

**6.2** Events are subject to the application of a value-added tax (VAT) or other local taxes, in force in the country where they are organised, to the price of everything is put up for sale (tickets, rental booth, etc.). In the case of virtual events with no specific location, according to the different worldwide legislations, broadcasting services can be taxed in the country where the customer belongs (i.e., where the remote attendee is), as it is in Europe<sup>1</sup>, rather than where the event takes place or be applied to the event format (e.g., online training, software, electronic download of videos), like it is in the U.S.A<sup>2</sup>. The application must clearly set out all Value Added Tax or other local taxes that will be apply to the ICOM General Conference revenues. It shall recommend the most tax-efficient manner to manage the event, including whether a tax exemption can be applied for.

The application will be evaluated on whether the candidate(s) is/are well prepared for dealing with tax issues.

***Please refer to Q 6.2.1 – Q 6.2.2.***

**6.3** The Organising Committee and the PCO will have the following insurance:

- (1) Insurance against all risks in respect of its property and the equipment used for the ICOM General Conference;
- (2) Workers' compensation insurance, or its equivalent, or employer's liability insurance, or its equivalent, with respect to the Party's personnel which is sufficient to cover all claims for injury, death and disability, or other benefits required to be paid by law, in connection with the performance of the Agreement;
- (3) Liability insurance in an adequate amount to cover all claims, including claims for death and bodily injury, products and completed operations liability, loss of or damage to property, and personal injury, arising from or in connection with the Party's performance, including liability arising out of or in connection with the acts or omissions of the Party's personnel, agents, invitees, subcontractors, or the use of transportation vehicles.

The Organising Committee and/or the PCO shall provide upon request a copy of the insurance policy and/or the relevant insurance certificates to ICOM. ICOM will not be held liable for claims of any damage, loss, theft of objects and/or equipment used by the Organising Committee or the PCO without limitation, which might occur during the ICOM General Conference.

<sup>1</sup> [https://ec.europa.eu/taxation\\_customs/sites/taxation/files/information\\_microbusinesses\\_euvat\\_2015\\_en.pdf](https://ec.europa.eu/taxation_customs/sites/taxation/files/information_microbusinesses_euvat_2015_en.pdf)

<sup>2</sup> <https://www.cpapracticeadvisor.com/sales-tax-compliance/news/21137325/b2b-virtual-events-are-here-to-stay-know-the-tax-implications>

The application will be evaluated on the candidate(s)' ability to obtain adequate insurance cover.

***Please refer to Q 6.3.1.***

### **Additional information on the budget**

Throughout the planning of the event, it is expected that a regular budget updates with an explanation of any variances will be provided.

Due to the international nature of the event, the final financial statements should be prepared in accordance with International Financial Reporting Standards (IFRS) and audited in accordance with International Auditing Standards.

### **A. Revenues**

#### **A.1. Registration fees**

Different categories of registration fees must be proposed depending on the registration period, the participant's professional situation and affiliation to ICOM. The in-person registration fees of the previous ICOM General Conferences should be taken as a reference price to determine the ticket prices. The registration fees to attend the digital event should be lower than those to take part in the physical event.

The registration fee for non-members should be higher than for members of the association. The price difference between the fees for members and non-members should exceed the ICOM annual membership fee to encourage non-members to join ICOM. A basic conference pass, a 3-day pass, a daily pass and a student's pass are attractive proposals for first timers who wish to discover the event. Registration fees are waived for different types of grantees, invited speakers, ICOM representatives and Secretariat staff and some invitees from partner organisations.

The application will be evaluated on the cost and pricing structure for registration.

***Please refer to Q 6.4.1 – Q 6.4.3.***

#### **A.2. Exhibition Booth Rental**

The virtual Museum Fair and Expo Forum shall offer digital booths for corporates, networking spaces and product demo areas. ICOM will be provided a virtual showroom in the virtual exhibitor directory of the on-line fair.

The application will be evaluated on the revenue likely to be generated by the Museum Fair.

***Please refer to Q 6.5.1.***

#### **A.3. Subsidies**

Government subsidies are an important part of the conference income. All levels and different types of subsidies should be applied for.

#### **A.4. Sponsorships and partnerships**

If income generated by subsidies, booth rental fees at the Museum Trade Fair and registration fees are not sufficient to fund the entire ICOM General Conference, the Organising Committee should also develop financial sponsorship or in-kind partnerships, in line with ICOM's image and the global strategy.

The application will be evaluated on the feasibility of the revenue expected from the sponsorship and partnership.

***Please refer to Q 6.6.1 – Q 6.6.2.***

#### **A.5.a Advertising**

Advertising in the conference programme, on the conference website or on other platforms can be sold as part of a sponsorship package or separately.

## **B. Expenditures**

### **B.1. Direct operational costs**

In some cases, cost items listed under B.1. can be combined, especially when the conference venue holds exclusivity for certain services. Otherwise, please specify each cost item in detail.

#### **B.1.a Rental of properties**

This budget line comprises the estimated costs for the rental of recording studios and/or locations necessary for the implementation of the virtual event. It is expected that the Organising Committee will be in the position to leverage on existing properties, to negotiate competitive rental rates and if possible, properties offered in-kind.

#### **B.1.b. On-line registration and badges**

This budget line comprises the estimated costs for the registration and on-line ticking platforms to manage the digital event needs. The platform must be able to communicate with ICOM's database through an interface in order to recognise members of the association through identification and guarantee them access to the registration rates exclusive to ICOM members.

#### **B.1.c On-line voting system**

Under this item are the costs for the on-line voting system allowing ICOM members who will attend the statutory meetings to vote. The platform shall also guarantee the elections of the ICOM Governance and of the Boards of International Committees.

#### **B.1.d Other IT expenses**

Please include here the other IT expenses not belonging to the other items of expenditure.

#### **B.1.e Translation services, including simultaneous interpreting**

All conference-related documents should be produced in at least the three official languages of ICOM (English, French and Spanish) and the official language(s) of the host country; simultaneous interpreting in these languages and automatic transcription should be provided as per Requirement 4.8).

#### **B.1.f Development costs for the digital release of the conference**

Here the costs are grouped for the development and management of the digital conference platform and eventual production costs for sessions.

### **B.2. Personnel expenses**

Please provide estimates of the number of staff for the Organising Committee and the subcontracted services to be employed for the organisation of the digital conference, before, during and after the event.

The Organising Committee will ensure that local regulations are complied with, including the payment of appropriate social benefits. It shall also include any costs relating to training, allowance and accommodation fees when applicable.

### **B.3. Public relation, promotion & communication**

Costs will include advertising and promotion through international and domestic media, publication of brochures and reports (including the conference booklet).

### **B.4 Programmes**

This item includes costs related to the implementation of the scientific and social programme of the conference.

### **B.5. Transportation, Accommodation & Grants**

This budget line comprises all the transport and accommodation costs that the Organising Committee shall incur: operation of the Organising Committee, visits of ICOM representatives, ICOM Executive Board and ICOM Secretariat.

Concerning the grants, the Organising Committee must provide at least eighty (80) grants to attend the virtual event (exemption of registration fee) to ICOM members from developing countries so that they may attend the ICOM General Conference and guarantee a broad representation of the ICOM community. ICOM will provide the criteria for the grants and the selection of the grantees, while the host country is responsible for making the travel arrangements for the selected grantees. Registration fees must also be waived for recipients of the Grace Morley Travel Grant and Getty Foundation Travel Grants, grantees funded or negotiated by ICOM (up to 40) and scholarships from International Committees (based on individual cases).

The application will be evaluated on the candidates(s)' commitment to funding transportation and accommodation expenditures as well as grants to attend the digital event.

***Please refer to Q 6.7.1 – Q 6.7.4.***

## **B.6 Administration**

This item collects the expenditures foreseen for the office equipment of the Organising Committee, the printing of the working documents of the statutory meetings, the legal and audit fees, the insurance, as well as the commission of the organising firm and the ICOM licence fees.

### **B.6.e ICOM licence fees**

Since the General Conference is a major event that will benefit the organiser(s), it is expected that the Organising Committee will remit royalties based on the registration rate to ICOM.

ICOM will deduct a certain percentage from the total amount of registrations at the end of the ICOM General Conference for all registered participants of all registration categories.

## **B7. Miscellaneous**

Please include here the other expenses not belonging to the other items of expenditure.



**Q 6.1.1**  
**[BUDGET]**

Please complete the following template (except for costs related to the physical event) for the estimated budget for the organisation of the digital ICOM General Conference, specifying revenues and expenditures, with a detailed breakdown in EUR. Please specify whether taxes are included or not.

A REVENUES	EURO €	B EXPENDITURE	EURO €
A.1. Registration fees		B.1. Direct operations costs	
A.2. Rental of exhibition booths		B.1.a Rental of properties / maintenance & running costs	
A.3. Subsidies		B.1.b Online registration & badges	
A.3.a National government		B.1.c Electronic voting	
A.3.b Regional government		B.1.d Other IT expenses	
A.3.c Local government		B.1.e Translation services, including simultaneous interpreting	
A.3.d Other agencies		B.1.f Security	
A.4. Sponsorship		B.1.g Digital release of the conference	
A.5. Other revenues		B.2. Personnel expenses	
A.5.a Ticketed events		B.3. Public relations, promotion & communications	
A.5.b Advertising		B.3.a Advertising & promotional material	
		B.3.b Media relationships	
		B.3.c Events, ceremonies & receptions	
		B.3.d Museum Fair	
		B.4. Programmes	
		B.4.a Official programme	
		B.4.b Ticketed events	
		B.4.c Cultural programme	
		B.4.d Publishing of conference proceedings	
		B.5. Transportation & Accommodation	
		B.5.a Organisation of pre-conference meetings and seminars	
		B.5.b Operation of the organising committee	
		B.5.c Visits of ICOM representatives	
		B.5.d Executive Council & Secretariat	
		B.5.e Invitations (VIP and key note speakers)	
		B.5.f Travel grants	
		B.5.g Catering	
		B.6. Administration	
		B.6.a Office furniture and equipment	
		B.6.b Telephone, fax, postage and courier costs	
		B.6.c Working Documents	
		B.6.d Legal & audit fees	
		B.6.e Insurance	
		B.6.f Commission for the organising firm	
		B.6.g ICOM licence fees	
		B.7. Others / Miscellaneous	
<b>Sub-total</b>		<b>Sub-total</b>	
<b>SURPLUS / (DEFICIT)</b>			
EURO€ / Local currency exchange rate used in preparing budget			
Date of finalisation of budget			

**Q 6.1.2**  
**[BUDGET]**

The ICOM General Conference is a non-profit event, whose economic objective is to cover production costs. The traditional conference includes the sale of tickets, the museum fair, sponsorships and public subsidies among its revenues to cover the expenditures. Please, suggest opportunities to generate income from online activities, in order to cover the production costs of the digital event.

**Q 6.2.1**  
**[EXPLANATORY]**

Please provide any available information regarding VAT and other local taxes which will apply to the digital ICOM General Conference revenues, for each revenue item listed in the budget template (Q 6.1.1).

**Q 6.2.2**  
**[EXPLANATORY]**

Please indicate what tax status you expect the committee to be subject to.

**Q 6.3.1**

**[EXPLANATORY]**

Please indicate whether you expect expert advice to ensure that optimal insurance coverage has been put in place.

**Q 6.4.1**  
**[EXPLANATORY]**

Please indicate the registration rates in EUR (VAT included), according to the ICOM Policy Fee for the General Conference for digital event, the registration period, the participant's professional situation and affiliation to ICOM, and the conditions that apply to the type of pass or ticket. Please also estimate the target number of participants.

**Proposed registration rates**

EUR/local currency exchange rate that applies:

Date of the exchange rate in reference

	<b>Early bird</b> <b>(from [date] to</b> <b>[date])</b>	<b>Regular</b> <b>(from [date] to</b> <b>[date])</b>	<b>Late/on-site</b> <b>(from [date] to</b> <b>[date])</b>	<b>Conditions</b>	<b>Target number of</b> <b>participants</b>
<b>ON-LINE EVENT PASSES</b>					
<b>ICOM</b> <b>Individual and</b> <b>Institutional</b> <b>Member Full</b> <b>Conference</b> <b>Pass– Category</b> <b>1 and 2</b> <b>Countries</b>					
<b>ICOM</b> <b>Individual and</b> <b>Institutional</b> <b>Member Full</b> <b>Conference</b> <b>Pass – Category</b> <b>3 and 4</b> <b>Countries</b>					
<b>Non-members</b> <b>Full</b> <b>Conference</b>					

CANDIDATE CITY, NATIONAL COMMITTEE(S)

Pass					
Students – Full Conference Pass					
Basic Conference pass					

**Q 6.4.2**  
**[EXPLANATORY]**

Please indicate whether discounts will be offered to participants from the host country and neighbouring countries in order to promote the ICOM General Conference in the region.



**Q 6.4.3**  
**[EXPLANATORY]**

Please specify the alternative payment methods (besides credit cards) that participants can use to pay the registration fee online.

**Q 6.5.1**  
**[EXPLANATORY]**

Please indicate the target number of digital exhibitors and provide a plan for the promotion of the Museum Fair.

Please use a separate sheet if necessary.

**Q 6.6.1**

**[EXPLANATORY]**

Please outline your sponsorship plan, specifying the items you will look for sponsorship for and the financial targets. Please also attach a draft sponsorship and partnership package, if available.

Please use a separate sheet if necessary.

**Q 6.6.2**  
**[EXPLANATORY]**

Please describe how sponsors and partners will be acknowledged.

**Q 6.7.1**  
**[EXPLANATORY]**

Please indicate how many extra conference grants you will provide, in addition to the target grants.

**Q 6.7.2**  
**[BUDGET]**

Please attach a draft grant budget to attend the digital event, covering the registration fee.

Use a separate sheet if necessary.

- Budget breakdown for grants to participate in the digital event**

Region	N. pers.	Registration Fee per person	Sub-total per region
Central and Eastern Europe			
Latin America			
Africa			
Asia and Pacific			
Sub-total			
Total			

**Q 6.7.3****[EXPLANATORY  
+ LIST]**

Please explain how you expect to fund the grants, and if there will be any restricted conditions depending on the funders. Please indicate the possible funding agencies and programmes.

- **Possible funding agencies and programmes for travel grants**

<b>Funding Agency</b>	<b>Programme</b>	<b>Target Region</b>

**Q 6.7.4**  
**[EXPLANATORY]**

Please suggest the quota for an additional registration fee exemption (besides the afore-mentioned categories) and specify which groups this will apply to.



## CHAPTER 7: COMMUNICATION

- 7.1** As ICOM's flagship event, the ICOM General Conference must reflect a positive image of the organisation. For this reason, all communication on the event must be approved by ICOM. ICOM must also ensure that the ICOM General Conference information reaches the widest possible audience. The host(s) is/are expected to develop a marketing plan for promoting the digital ICOM General Conference. Both ICOM and the Organising Committee will promote and disseminate information about the ICOM General Conference to ICOM members (via ICOM's communication channels) and the world museum community.

The application will be evaluated on the promotional strategy proposed to attract participants from within and outside of the ICOM community.

***Please refer to Q 7.1.1.***

- 7.2** The candidate(s) should create a logo and a poster for the ICOM General Conference, according to the ICOM graphic chart and in line with the ICOM logo design. The Organising Committee is recommended to establish guidelines specifying the use of the ICOM General Conference logo and its variations.

The application will be evaluated on the logo design and its significance.

***Please refer to Q 7.2.1.***

- 7.3** The Organising Committee will host the ICOM General Conference website on its own server. The Organising Committee should edit, upload and regularly update the contents on the ICOM General Conference in at least the three (3) official languages of ICOM and the official language(s) of the host country. The Organising Committee should keep the website up to date until the end of the ICOM General Conference. The Organising Committee must provide a budget for the development of the online registration system, ideally integrated in the ICOM General Conference website, which will allow participants to register for and pay the registration fee on-line. On-line reservation and payment for hotels and activities can be made available by the Organising Committee through another online platform.

The application will be evaluated on the feasibility of the on-line registration platform and the associated services.

***Please refer to Q 7.3.1 – Q 7.3.2.***

- 7.4** The Organising Committee will cover in financial terms the editing, translation, graphic design and distribution of the ICOM Conference Programme booklet and proceedings in at least the three (3) official languages of ICOM, of the promotional leaflets and sponsorship prospectus.

If applicable, the Organising Committee will cover the printing and distribution costs of the Working Documents. The Museum Fair booklet and the meeting brochure of the International Committees may be printed separately. At least fifty (50) copies of the Conference Booklet in each language must be sent to the ICOM Secretariat; the Conference Booklet should be produced in sufficient numbers to cater for the number of participants. The print run of the afore mentioned Working Documents will be specified by ICOM in due course. The cost of producing the Working Documents needs to be included in the template budget. The Organising Committee shall also produce a report on the ICOM General Conference in English and send twenty-five (25) copies to the ICOM Secretariat. Please explain the sustainable measures you will adopt to reduce environmental impact of printing.

The application will be evaluated on the candidate(s)' publications proposal, in particular the conference programme and proceedings.

***Please refer to Q 7.4.1 – Q 7.4.3.***

**Q 7.1.1**  
**[EXPLANATORY**  
**+ SCHEDULE]**

Please attach the marketing plan for the promotion of the ICOM General Conference and identify to, in particular, the communication channels, the timeframe and the targets to promote the digital event on a global scale. Please specify actions to be implemented where possible.

Please use a separate sheet if necessary.

**Q 7.2.1**  
**[GRAPHICS +**  
**EXPLANATORY]**

Please attach a draft design of the General Conference logo and explain the reasons behind it. The logo must include the wording “ICOM [name of the candidate city] 2025” and a graphic element. The logo must adhere to the ICOM Graphic Chart (Appendix 5)

Please use a separate sheet if necessary.

**Q 7.3.1****[EXPLANATORY]**

Please indicate which additional language(s) the website of the ICOM General Conference can be published in, besides the three official languages of ICOM.

**Q 7.3.2**  
**[EXPLANATORY]**

Please explain how online registration will be managed.

**Q 7.4.1****[EXPLANATORY]**

Please indicate which additional languages, besides the three official languages of ICOM, you intend to distribute the ICOM General Conference booklet and Proceedings in.

- **Additional languages of conference documents**

Type of publication	Additional language(s)
Conference Booklet	
Conference Proceedings	

**Q 7.4.2****[EXPLANATORY  
+ LIST]**

Please state whether you intend to publish any other publications in addition to those mentioned above and list them by type, content and target audience.

- **List of complementary publications**

<b>Name of the publication</b>	<b>Type of publication</b>	<b>Languages</b>	<b>Summary of contents in 50 words</b>	<b>Target audience</b>



**Q 7.4.3**  
**[SCHEDULE]**

Please attach a schedule for the distribution of the Preliminary Programme booklet with registration form, the ICOM General Conference booklet and the Proceedings.

Please use a separate sheet if necessary.

## CHAPTER 8: COLLABORATION

**8.1** Official representatives of the Organising Committee shall be present and will deliver reports at all the Executive Board meetings and the annual Advisory Council meetings in the period leading up to the ICOM General Conference in 2025. The Organising Committee should also present a final report (in English, French and Spanish and a financial report which has been certified by an international auditing service) at the Advisory Committee meeting in June 2026.

The application will be evaluated on whether the candidate(s) can provide funding for representatives of the Organising Committee to travel to Paris to present the project to the Executive Board and Advisory Council.

***Please refer to Q 8.1.1.***

**1.2** Representatives of ICOM will meet with the Organising Committee regularly, as deemed necessary by ICOM. The Organising Committee will bear the cost of at least two (2) visits to the host city for up to two (2) ICOM representatives three years prior to the event, up to three (3) meetings two years prior the event and up to four (4) meetings the year of the event.

The application will be evaluated on whether the candidate(s) is/are in a position to finance visits for ICOM representatives to the host city.

***Please refer to Q 8.2.1.***

**8.3** One bilingual museum professional (who speaks English and the language of the country) shall be designated as the coordinator for each International Committee during the preparation for and the meetings at the ICOM General Conference. If the coordinators are not based in the host city, they shall be informed of all practical issues relating to the host city and the museums in the surrounding provinces. The coordinators shall be involved in the activities of the corresponding International Committees and are invited to attend their annual meetings at least once prior to the ICOM General Conference. It is also the coordinators' responsibility to help to source funding for the meetings of the International Committees. One key contact person shall be designated within the Organising Committee to follow the work of the coordinators and submit progress reports to ICOM.

The application will be evaluated on the proposed collaboration with International Committees.

***Please refer to Q 8.3.1 – Q 8.3.3.***

**8.4** Competent bilingual staff members and/or volunteers who speak English and the language of the host country and who are familiar with the ICOM terminology, should be available to carry out different tasks. The ICOM Secretariat should be assisted by at least fifteen (15) bilingual staff members for the implementation of the digital event for the duration of the ICOM General Conference. The ICOM Secretariat will define and inform the volunteers about their tasks in the months prior to the event. An initial coordination meeting will be held between the Organising Committee and the ICOM Secretariat.

The application will be evaluated on whether the candidate(s) can provide staffing resources that meet ICOM's requirements.

***Please refer to Q 8.4.1.***

**8.5** The Organising Committee will provide ICOM with all HD video and audio recording of all the sessions from the scientific programme and statutory meetings as well as the English interpretation for non-English speaking speakers. The Organising Committee should produce an official video recording, photographs of all key moments of the ICOM General Conference, including the social program, ceremonies and parties etc. To this

end, a professional photographer and camera crew should be hired to cover the ICOM General Conference, and work in connection with the ICOM Secretariat for both archival and communication purposes. Photographs and videos shall be sent to ICOM Secretariat after the ICOM General Conference has finished. The Organising Committee should technically and financially support the production of an official video recording of the ICOM General Conference.

**Q 8.1.1**  
**[EXPLANATORY]**

Please indicate how you will fund travel to Paris to present at the ICOM Executive Board and Advisory Council meetings.

**Q 8.2.1**  
**[EXPLANATORY]**

Please indicate how many visits you can finance and when the visits will take place.

### Q 8.3.1 [EXPLANATORY]

Please indicate whether you can appoint at least one coordinator for each International Committee to organise their meetings and activities and which institution and city they come from (museums, cities, etc.)

- **List of International Committees' coordinator**

[illegible]

**Q 8.3.2**  
**[EXPLANATORY]**

Please state who provide financial support the for the International Committee coordinators to attend the International Committees' meetings prior to the ICOM General Conference and how many of these meetings you expect them to attend.

**Q 8.3.3**  
**[EXPLANATORY]**

Please attach a training programme and schedule for the International Committee coordinators.

Please use a separate sheet if necessary.



**Q 8.4.1**  
**[EXPLANATORY**  
**+ LIST]**

Please attach an organisation chart of the Organising Committee and provide as much detail as possible about the type and number of staff that will be required for the organisation of the digital ICOM General Conference before, during and after - and giving details of their functions. ICOM expects the Organising Committee to have a minimum of one Chair, one Vice-Chair, one Treasurer and one Project Manager.

Please use a separate sheet if necessary.