# 

**NEW CALL FOR APPLICATIONS TO HOST THE**

**28TH ICOM GENERAL CONFERENCE IN 2028**

**QUESTIONNAIRE**

**Step 2 – Programme, Financial and Logistical Plans**

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## ***Submission Guidelines for the Questionnaire***

Dear ICOM National Committees and PCOs,

Please adhere to the following instructions to submit your Questionnaire:

* **Submission Deadline:** 28 February 2025, 00:00 CET
* **Document to be submitted:**

1. **ICOM\_GC\_2028\_Questionnaire**
2. **Attachment 1 – PCO Portfolio**
3. **Attachment 2 – Letter(s) of Support for Public Funding**
4. **Attachment 3 – Letter(s) of Support for Grants and Donations (if any)**
5. **Attachment 4 – Floor Plans of the Main Conference Venue**

* **Submission Method:** by email at [conference@icom.museum](mailto:conference@icom.museum)
* **Submission Instructions:** Please submit the document as a PDF, including Attachments, not exceeding 20MB, named “Candidate City\_Country\_Questionnaire” (e.g., “Kyoto\_Japan\_Questionnaire”).
* **Eligible submitters:** Professional Congress Organisers (PCOs) jointly with ICOM National Committees

Please ensure that questionnaire is complete, accurately filled out, and submitted according to these guidelines to facilitate the review process. It shall include essential details about the proposed program, budget, logistics, local infrastructure, hospitality services, and your expertise in managing large-scale international events.

For any inquiries or assistance during the application phase, the ICOM Secretariat is available to support you. Please contact us at [conference@icom.museum](mailto:conference@icom.museum).

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Good luck with your application!

## ***The candidate***

To complete your Questionnaire, please provide the following information in the table below. This will help us understand the key details about your proposed event and ensure we have the necessary contact information for further communication.

|  |  |
| --- | --- |
| **Host General Information** | |
| **ICOM National Committee** | *Indicate the name of your National Committee* |
| **ICOM Country Category** | *Indicate the Category your National Committee is listed in* |
| **Candidate City** | *State your proposed host city for the Event* |
| **Conference Dates** | *State your proposed dates to host the Event* |
| **Conference Title** | *State your proposed title for the Event* |
| **PCO General Information** | |
| **PCO** | *Indicate the name of the PCO* |
| **Adress** | *Provide the full address of the PCO* |
| **Website** | *Include the PCO website* |
| **PCO Contact Person** | *Provide the name(s) of the contact person(s) for the PCO* |
| **Address** | *Provide the full address of the PCO* |
| **Email** | *Include a contact email address* |
| **Phone** | *Provide a phone number for contact* |
|  | |
| **Applicant Contact Details** | |
| **Name** | *Provide the name(s) of the person(s) responsible for the application* |
| **Title** | *Include their position or title* |
| **Institution** | *State the name of the institution or organisation they represent* |
| **Address** | *Provide the full address of the institution* |
| **Email** | *Include a contact email address* |
| **Phone** | *Provide a phone number for contact* |

**For the PCO**

Please provide a portfolio showcasing international events you have previously managed. This should demonstrate your capability in managing and executing an event like the ICOM General Conference, (Attachment 1).

## ***The host country and city***

1. **Experience in international events**

Please provide a detailed overview of the city's existing experience relevant to hosting large-scale international events.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Event Name** | **Year Hosted** | **Number of Attendees** | **Type of Event** | **Key Highlights** | **Client/Organiser** |
|  |  |  | *Conference, Exhibition, etc.* | *Logistics, Infrastructure, etc.* |  |
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1. **Visa Requirements**

Please provide a comprehensive list of nationalities that require a visa to enter the host country. Include details on any specific visa categories or requirements if applicable. Additionally, outline the visa support services that will be provided to participants, specifically for visa applications.

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| --- | --- | --- | --- |
| **Visa Type** | **Countries Included** | **Duration of Stay** | **Visa Support Service** |
| **Visa-Free Entry** |  |  |  |
| **Tourist Visa** |  |  |  |

1. **Connectivity**

Please provide detailed information about the host city’s transportation infrastructure, including key details on major airports, train stations, and other significant transport hubs for both international and domestic connectivity.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type of Transportation** | **Facility Name** | **Location** | **N° of Countries Directly Connected** | **Major International Connections** |
| **Major Airport(s)** |  |  |  |  |
| **Domestic Airport(s)** |  |  |  |  |
| **International Train Station(s)** |  |  |  |  |
| **Domestic Train Station(s)** |  |  |  |  |
| **Public Transit Hub(s)** |  |  |  |  |
| **Major Bus Station(s)** |  |  |  |  |

1. **Special Travel Rates and Discounts for Participants**

Please provide details on any special travel rates or discounts that will be offered to participants traveling to the host city, including the types of discounts, involved travel providers, and how participants can access these offers.

1. **Public Transportation**

Please provide a detailed overview of the public transportation options available in the host city.

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| --- | --- | --- | --- | --- |
| **Type of Public Transportation** | **Facility Name** | **Coverage Area** *entire city, suburban areas, or key districts* | **Integration with Other Transportation** *connections to major airports, train stations* | **Connections with Main Conference Venue**  *Yes/No, or details* |
| **Bus** |  |  |  |  |
| **Tram** |  |  |  |  |
| **Subway** |  |  |  |  |
| **Other (Specify)** |  |  |  |  |

1. **Accommodation**

Please provide details on the accommodation capacity in the host city, including the total number of hotels, rooms, and other lodging options available for event participants. Additionally, include a list of recommended accommodations, of different ratings (e.g., luxury, mid-range, economy).

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| --- | --- | --- |
| **Host City Accommodation Capacity** | | |
| **Accommodation Type** | **Total Number of Facilities** | **Total Capacity**  *Total number of people the facilities can accommodate*  *(Rooms × Capacity per Room)* |
| **Hotels** |  |  |
| **Serviced Apartments** |  |  |
| **Hostels** |  |  |
| **Vacation Rentals** |  |  |
| **Other (Specify)** |  |  |

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| --- | --- | --- | --- | --- | --- | --- |
| **List of recommended accommodations for conference participants** | | | | | | |
| **Accommodation Type**  *e.g., hotels, Serviced Apartments, Hostels, Vacation Rentals, others* | **Accommodation Name** | **Rating**  *e.g., luxury, mid-range, economy* | **Distance from the main conference venue**  *Km* | **Total Capacity**  *Total number of participants the facility can accommodate* | **Price per Night (EUR)** *for Single Room* | **Expected Cost for Entire Conference (EUR)**  *Total cost for participant for the duration of event* |
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1. **Special Accommodation Rates and Discounts**

Please provide details on any special rates or discounts that will be offered for accommodation to participants, including the types of discounts available, participating hotels or lodging options, and how participants can access these offers.

1. **Museums and heritage sites**

Please provide a list of museums and heritage sites in the host city and country. Additionally, indicate if there is interest in involving these museums/sites in the conference programme, and specify which activities they might be involved in (e.g., social programme, International Committees Day, guided tours, excursions, networking events, etc.).

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| **Name of Museum/Heritage Site** | **Location**  *host city or host country* | **Website** | **Interest in Conference Involvement**  *Yes/No* | **Proposed Activities** | **ICOM Institutional**  **Member**  *Yes/No* |
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## ***Programme***

1. **Programme Duration, Event Format, Languages and Target Audience**

Please specify if you propose a 4-day or 5-day Conference programme, whether the Conference will be hybrid (offering both in-person and virtual participation), the languages in which the Conference will be offered, and your target number of participants, by ticking the appropriate box.

**Programme Duration**

* We plan to offer 4-Day Conference Programme + Additional Excursion Day(s)
* We plan to offer 5-Day Conference Programme + Additional Excursion Day(s)

**Event Format**

* We plan to offer an in-person Conference, with only the Statutory Meetings available in a hybrid format
* We plan to offer a hybrid Conference, including Statutory Meetings and the following conference elements in hybrid mode:
* Core scientific sessions
* Other scientific sessions
* Opening and Closing Ceremonies
* Sessions organised by International Committees
* We plan to broadcast the conference recordings after the event

**Languages**

* We plan to provide simultaneous interpretation only for Statutory Meetings, core scientific sessions, and Opening and Closing Ceremonies (EN, FR, ES)
* In addition to the above, we plan to offer interpretation for the following sessions:
* Other scientific sessions
* Sessions organised by International Committees
* We plan to include simultaneous interpretation in local language(s)

**Target Audience**

* We plan to reach up to 4,500 participants
* We plan to reach up to 3,000 participants
* We plan to reach fewer than 1,500 participants

1. **Scientific Programme**

Based on the Conference theme outlined in your Expression of Interest, please provide at least five proposed speakers for each topic you have indicated.

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| --- | --- | --- | --- | --- |
|  | **Speaker Name** | **Bio/Website**  *Provide a brief bio or a link to the speaker’s website for additional information* | **Type of Session**  *Indicate the type of session the speaker is proposed for (e.g., Keynote, Panel etc).* | **Other Conferences**  *List other conferences or events where the speaker has previously presented* |
| **Topic 1**  *Specify the topic proposed* |  |  |  |  |
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| **Topic 2**  *Specify the topic proposed* |  |  |  |  |
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| **Topic 3**  *Specify the topic proposed* |  |  |  |  |
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1. **Social Programme and Excursions**

Please specify if the Conference will include optional social events, the number of such events you plan to offer, and whether you will include any sponsored events. Additionally, specify whether you will offer a 1-day or 2-day excursion programme, the number of excursions planned, and whether these excursions will be confined to the host city or extend to the surrounding region, by ticking the appropriate box.

**Social Programme**

* We plan to offer only compulsory social events (Opening and Closing Ceremonies, Opening and Closing Parties, ICOM National Committees Receptions)
* In addition to the compulsory social events, we plan to offer the following optional social activities:
* Fewer than 5 optional social events
* 10 optional social events
* More than 10 optional social events

Activities to be included:

* Museum Visits
* City Tours
* Sponsored Events
* Other (please specify)

**Excursions**

* We plan to offer a 1-Day Excursion Programme
* We plan to offer a 2-Day Excursion Programme

Excursions will be:

* Limited to the host city
* Extended to the surrounding region

Each Excursion Day will include:

* Fewer than 5 excursions
* 10-15 excursions
* More than 15 excursions

1. **Museum Fair**

Please provide details about your proposed Museum Fair, by selecting the relevant options below.

Types of Museum Fair activities:

* Exhibitions
* Workshops or Demonstrations
* Sponsored Sessions
* Networking Sessions

Target number of exhibitors:

* Fewer than 50
* 50-100
* More than 100

Exhibitors targeted:

* Primarily National and Regional
* Including International
* Primarily International

## ***Budget and Financial***

1. **Budget and Cash Flow**

Please provide an overview of the estimated budget for organizing the ICOM General Conference, including a detailed breakdown of revenues and expenditures in EUR. The budget should cover all aspects of the Conference preparation and execution over the three-year period, including taxes where applicable, by using the templates below.

For both revenues and expenditures, please include an estimation of the annual cash flow.

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| **EXTIMATED BUDGET** | | | |
| **REVENUES** | | **EXPENSES** | |
| Registration Fees | € | Organisation | € |
| Excursion Registration Fees | € | Venue & Technical | € |
| Sponsorship | € | Staff &Other | € |
| Public Funding | € | ICOM Licence | € |
| Grants & Donations | € | ICOM Royalties | € |
| Exhibition Fees | € |  |  |
| **TOTAL** | **€‎** | **TOTAL** | **€** |
|  | | **BALANCE** | **€** |

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| --- | --- | --- | --- | --- |
| **ESTIMATED CASH FLOW** | | | | |
| **YEAR** | **REVENUES** | | **EXPENDITURES** | |
| **Year 1** | Source 1 - Registration Fees | € | Category 1 - Organisation | € |
| Source 2 - Sponsorship | € | Category 2 - Venue & Technical | € |
| Source 3 - Public Funding | € | Category 3 - Staff &Other | € |
| Source 4 - Grants & Donations | € | Category 4 - ICOM Licence | € |
| Source 5 - Exhibition Fees | € | Category 5- ICOM Royalties | € |
| **Revenue Cash Flow for Year 1** | **€** | **Expenditure Cash Flow for Year 1** | **€** |
| **Year 2** | Source 1 - Registration Fees: | € | Category 1 - Organisation | € |
| Source 2 - Sponsorship | € | Category 2 - Venue & Technical | € |
| Source 3 - Public Funding | € | Category 3 - Staff &Other | € |
| Source 4 - Grants & Donations | € | Category 4 - ICOM Licence | € |
| Source 5 - Exhibition Fees | € | Category 5- ICOM Royalties | € |
| **Revenue Cash Flow for Year 2** | **€** | **Expenditure Cash Flow for Year 2** | **€** |
| **Year 3** | Source 1 - Registration Fees: | € | Category 1 - Organisation | € |
| Source 2 - Sponsorship | € | Category 2 - Venue & Technical | € |
| Source 3 - Public Funding | € | Category 3 - Staff &Other | € |
| Source 4 - Grants & Donations | € | Category 4 - ICOM Licence | € |
| Source 5 - Exhibition Fees | € | Category 5- ICOM Royalties | € |
| **Revenue Cash Flow for Year 3** | **€** | **Expenditure Cash Flow for Year 3** | **€** |

1. **Conference Registration Fees**

Based on the Registration Categories and Periods outlined in the Manual, please propose a registration fee for participants in EUR (including VAT), by using the template below.

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| --- | --- | --- | --- | --- | --- |
| **PROPOSED CONFERENCE REGISTRATION FEES** | | | | | |
| **Registration Category** | **Early Bird Rate (EUR)** | **Regular Rate (EUR)** | **Late Rate (EUR)** | **On-site Rate (EUR)** | **Digital Ticket Rate (EUR)**  *If applicable* |
| **ICOM Members** | € | € | € | € | € |
| **Non-ICOM Members** | € | € | € | € | € |
| **Students** | € | € | € | € | € |
| **Accompanying Persons** | € | € | € | € | € |
| **Day Ticket (Optional)** | € | € | € | € | € |

1. **Innovative Conference Registration Categories**

Beyond the standard registration categories described below, please indicate whether you plan to propose any innovative registration categories, including flexible pricing models, tiered discounts, or special packages designed to further enhance participation. Provide details in the table provided.

* Yes, we will propose innovative registration categories
* We will adhere to the standard registration categories

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| **PROPOSED INNOVATIVE CONFERENCE REGISTRATION CATEGORIES** | | | | |
| **Category Name** | **Description** | **Pricing Model (EUR)** | **Eligibility Criteria** | **Benefits/Inclusions** |
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1. **Sponsorship Strategy**

Please outline your strategy for securing sponsorships for the Conference, including your approach to identifying potential sponsors, types of sponsorship packages you will offer, and methods for engaging and securing commitments from sponsors.

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| --- | --- |
| **SPONSORSHIP STRATEGY OVERVIEW** | |
|  | **DETAILS** |
| **Sponsorship Packages** | *List the types of companies you aim to approach* |
| **Package Benefits** | *Describe the different sponsorship packages you will offer (e.g., Gold, Silver, Bronze)* |
| **Engagement Methods** | *Outline the benefits included in each sponsorship package (e.g., branding, booth space, speaking opportunities)* |
| |  | | --- | | **Securing Commitments** | | *Explain how you will engage potential sponsors (e.g., direct outreach, events, proposals)* |
| **Expected Sponsorship Revenue** | *Provide estimates or targets for sponsorship revenue* |

1. **Public Founding**

Please provide details about any potential public contributions or subsidies from relevant authorities that you plan to secure for financing the Conference. Include information on the granting entities, the amount of each grant in EUR, and attach any relevant letters of support, (Attachment 2).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SUMMARY OF PUBLIC FUNDING SOURCES** | | | | | |
| **Public Funding Entity** | **Amount Requested (EUR)** | **Status**  *(e.g., Applied, Approved, Pending)* | **Date of Application** | **Expected Decision Date** | **Notes** |
|  |  |  |  |  |  |
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1. **Grants and Donations**

Please provide details about the grant and donation you plan to secure from private institutions and foundations for the Conference. Include information on the granting entity, the amount of funding requested or granted, the purpose of the funding, any attached conditions, and whether a letter of support is included, (Attachment 3).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SUMMARY OF GRANTS AND DONATIONS** | | | | | |
| **Private Funding Entity** | **Amount Requested (EUR)** | **Status**  *(e.g., Applied, Approved, Pending)* | **Date of Application** | **Expected Decision Date** | **Notes** |
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1. **Grant Funding for Conference Participation**

Please indicate whether you will provide extra funding for travel grants to attend the Conference, beyond the 80 travel grants required in the Application Manual.

* Yes, we will offer the following additional grants:
  + Number of Additional Grants:
  + Amount of Additional Funding (EUR):
* No, we will only provide the standard travel grants as required in the Application Manual.

1. **Museum Fair Registration Fees**

Based on the Registration Categories outlined in the Application Manual, please propose a registration fee for Exhibitors at the Museum Fair in EUR (including VAT), by using the template below.

|  |  |  |
| --- | --- | --- |
| **PROPOSED MUSEUM FAIR REGISTRATION FEES** | | |
| **Registration Category** | **Fee** | **Benefits/Inclusions** |
| Booth S | € |  |
| Booth M | € |  |
| Booth L | € |  |
| Others (if any) | € |  |

## ***Logistics***

1. **Main Conference Venue**

Please provide the name, complete address, capacity, and facilities of the main venue you are proposing for hosting the Conference. Additionally, include as an attachment the floor plans of the main Conference venue, clearly indicating the locations of programme activities, (Attachment 4).

|  |  |  |
| --- | --- | --- |
| **PROPOSED MAIN CONFERENCE VENUE** | | |
| Venue |  | |
| Address |  | |
| Website |  | |
| Overall Capacity |  | |
| Parallel Events Possible |  | *Yes/No* |
| Auditorium(s) | Number of Auditorium(s) |  |
| Room Capacity |  |
| Technology and Equipment Availability\* | *Yes/No* |
| Breakout rooms | Total number of breakout rooms (All size) |  |
| Number of small meeting rooms (Pax. 50) |  |
| Number of medium meeting rooms (Pax. 100) |  |
| Number of large meeting rooms (Pax. 250) |  |
| Number of large extra-large rooms (Pax. 500) |  |
| Technology and Equipment Availability\* | *Yes/No* |
| Exhibition area | Size (m²) |  |
| Number of Booths that can fit in the area |  |

*\* See requirements indicated under Technology and Equipment Availability in the Application Manual*

1. **International Committees Day Venues**

Please indicate whether you propose using the main Conference venue or city museums/cultural institutions as venues for the International Committees Day. The venue(s) proposed shall have to welcome overall Conference participants.

* We plan to host International Committees Day (34 sessions) at the main Conference venue
* We plan to host International Committees Day (34 sessions) at city museums or other institutions
  + Each International Committee will have its own dedicated venue
  + Several International Committees will be grouped together in different venues

1. **Opening and Closing Parties**

Please provide details on the proposed venues for the opening and closing parties, including location, capacity, and any unique features that will enhance the Conference experience.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PROPOSED OPENING AND CLOSING PARTIES VENUES** | | | | | |
| **Event** | **Proposed Venue** | |  | | --- | | **Address** | | **Website** | **Capacity** | **Unique Features/Enhancements** |
| Opening Party |  |  |  |  |  |
| Closing Party |  |  |  |  |  |