

YOUR GUIDE TO THE CONFERENCE HOSTING JOURNEY

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Congratulations! You won!

Firstly, we want to say a huge “well done” for securing an international conference for New Zealand. We hope this conference provides you and your sector with a wealth of opportunities for years to come.

Organising an international conference in New Zealand takes a village. We’ve put together this pack to help you understand the journey ahead and get you moving in the right direction.





Conference Support



INTERNATIONAL CONFERENCE PROJECT PHASE

- **Phase One:** Design
- **Phase Two:** Development
- **Phase Three:** Roll Out
- **Delivery**
- **Phase Four:** Close Out



PROFESSIONAL CONFERENCE ORGANISER SERVICES

- Conference Management
- Financial Management
- Sponsorship and Exhibition Management
- Programme and Speaker Management
- Registration and Accommodation Management
- Abstract Management
- Digital Management



RESOURCES TO HELP PLAN YOUR CONFERENCE

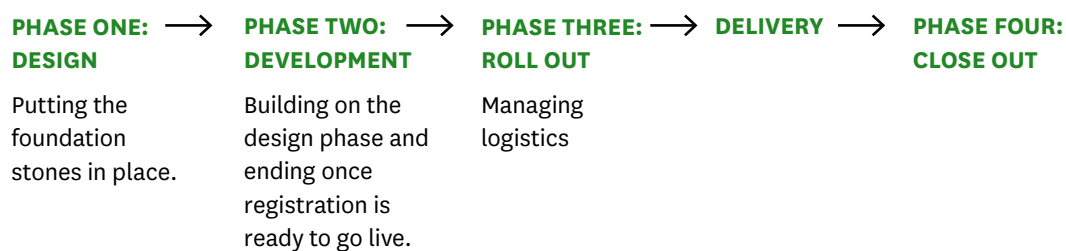
- The Art of Maximising Attendance
- Sustainability Toolkit
- Impact Framework
- Incorporating Māori culture into your conference



The journey mapped out for you

This document is intended to give you an idea of the phases of organising a conference. Don't be put off, most international conferences will use a professional conference organiser to manage all or some of the phases for you.

The following phases are based on a 2-year lead time.



PHASE ONE: DESIGN

Putting the foundation stones in place.

24-21
MONTHS IN
ADVANCE

Consider a PCO

- If there is no Core PCO appointed by the international association, consider a local PCO to assist you
- Draft scope of work and tender for the services required

Vision

- Establish a vision for the conference to inform your strategy, marketing, theme and what you want to achieve by hosting this conference

Adding Impact

- Now is the time to set goals for the legacy and impacts you'd like to achieve from your event.

[Check out our Impact Framework here >](#)

Administration

- Confirm local host / global host agreement including which party is underwriting the conference
- Form a Local Organising Committee who are committed and have a diverse range of skills
- Compile a detailed project plan, highlighting the critical path
- Compile a risk management plan including mitigation measures
- Hold planning meetings (frequently)

Finances

- Confirm arrangements for GST obligations
- Draft a budget and cashflow

Venues (inc. accommodation)

- Review and finalise venue contract
- Secure accommodation room blocks

Marketing

- Decide on your USP (Unique Selling Proposition)
- Confirm logo and imagery
- Draft a marketing plan, taking advantage of the free resources available on [Tourism New Zealand's Delegate Marketing Hub](#)

Programme Marketing

- Outline programme format and identify topics and potential speakers
- Identify and invite key speakers
- Confirm arrangements for abstract submissions

20-18
MONTHS IN
ADVANCE

Administration

- Hold planning meetings (held as required)
- Review the project plan
- Review the risk management plan

Sponsors & Exhibitors

- Research potential sponsors and exhibitors
- Design sponsor and exhibitor offerings
- Consider local government grants and apply for any that are applicable

Social Functions & Activities

- Confirm format of social functions/ field trips / site visits including venue, transport and entertainment requirements

Finances

- Update the budget



By the end of the design phase your key planning tools are in place, your USP (unique selling proposition) is well defined and the highlights of your programme are developed to the point where you have a compelling offer for sponsors and exhibitors and can begin marketing the conference.

PHASE TWO: DEVELOPMENT

Building on the design phase and ending once registration is ready to go live.

17-15
MONTHS IN
ADVANCE

Administration

- Hold planning meetings (held as required)

Marketing

- Launch website and first announcement promotion

Sponsors & Exhibitors

- Market Sponsor and Exhibitor offerings

Finances

- Update the budget

Impact Planning

- Continue to put in place the actions on your Impact timeline

14-13
MONTHS IN
ADVANCE

Administration

- Hold planning meetings (held as required)
- Review and update the risk management plan

Marketing

- Publicise the call for abstracts
- Activate promotional activities as per marketing plan

Sponsors & Exhibitors

- Continue marketing Sponsor and Exhibitor offerings (ongoing during the lead up until all available opportunities are sold)

Programme

- Confirm format
- Invite local speakers
- Open call for abstracts

Suppliers

- Engage with suppliers, e.g. caterers, audio-visual providers, stand builders, to confirm arrangements

12-13
MONTHS IN
ADVANCE

Administration

- Hold planning meetings (weekly)
- Review and update risk management plan

Finances

- Review and update the budget

Programme

- Compile programme details in readiness for

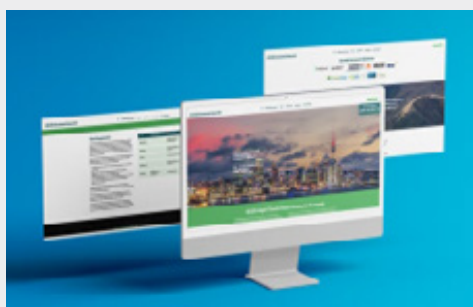
website update and opening registrations

Social Functions & Activities

- Finalise arrangements for social functions, field trips, activities

Registration

- Confirm pricing including social functions, field trips, activities
- Set up online registration system



By the end of the development phase, marketing and sponsorship and exhibition sales are well underway and a compelling offer for delegates has been developed in readiness for opening registration.

PHASE THREE: ROLL OUT

Managing logistics

10 MONTHS IN ADVANCE

Marketing

- Publicise registration opening
- Activate promotional activities as per marketing plan

6-9 MONTHS IN ADVANCE

Administration

- Hold planning meetings (3-4 weekly)
- Review and update risk management plan

Finances

- Update and review budget
- Compile regular financial reports

Marketing

- Update the website as new content is available

Programme

- Close the call for abstracts
- Review abstracts
- Update the programme

Social Functions & Activities

- Update suppliers on requirements / likely numbers

2-5 MONTHS IN ADVANCE

Administration

- Hold planning meetings (fortnightly)
- Compile the health and safety plan
- Draft run sheets

Suppliers

- Finalise arrangements with suppliers

Accommodation

- Provide rooming lists and payments by contracted dates

Finances

- Update and review budget
- Compile regular financial reports

Sponsors

- Deliver agreed benefits

Programme

- Notify authors of abstract review decisions
- Appoint moderators
- Finalise arrangements with speakers and moderators
- Finalise the programme
- Develop the app

Marketing

- Update the website as new content is available
- Activate promotional activities as per marketing plan

Registration

- Close earlybird registration (2 months in advance)

1 MONTH IN ADVANCE

Administration

- Hold planning meetings (weekly)
- Finalise risk mitigation plans

Suppliers

- Update suppliers on final requirements / finalise run sheets

Sponsors & Exhibitors

- Finalise onsite arrangements

Social Functions & Activities

- Update suppliers on requirements / finalise numbers

Accommodation

- Finalise bookings

Programme

- Make the app live

By the end of the roll out phase, all arrangements are finalised in readiness for the start of the conference.

DELIVERY

CONFERENCE
IS ALL GO!

Conference

- Publicise registration opening
- Activate promotional activities as per marketing plan
- Host speakers
- Host sponsors and exhibitors
- Host delegates

PHASE FOUR: CLOSE OUT

1
MONTH
AFTER

Administration

- Hold a debrief meeting
- Undertake evaluation (delegates, sponsors and exhibitors)

Finance

- Pay invoices

Sponsors & Exhibitors

- Thank companies for their support, request feedback and if appropriate initiate discussions for next conference

Storytelling

- Communicate your conference's successes and positive impacts and legacies - to your stakeholders, industry and wider media

2-4
MONTHS
AFTER

Publications

- Publish proceedings (if required)

Finance

- Finalise conference accounts
- Complete financial audit

Reporting

- Compile a final report to be shared with stakeholders including evaluation feedback





Getting your pārerā in a row*

Your professional conference organiser will become your best friend during the lead-up and delivery of your conference.

This section outlines the services that are on offer from a Professional Conference Organiser. Use this as a starting point for your discussions to understand what services you require from your PCO.

CONFERENCE MANAGEMENT

Vision

- Assist in establishing and understanding your vision and capturing this for your future reference

Local Organising Committee

- Provide advice on Committee portfolios
- Participate in planning meetings and prepare meeting agendas, minutes and action registers

Project Plan

- Compile a project plan highlighting deadlines and responsibilities
- Update and manage the project plan to ensure all deadlines are met

Risk Management

- Compile a Risk Register including mitigation measures
- Monitor the Risk Register, adding any new risks which arise and updating risk priorities, if needs be
- Provide advice on insurance and obtain quotes
- Compile the Health & Safety Plan
- Compile a Crisis Management Plan, monitor and update the plan if needs be

Marketing

- Design a detailed marketing plan including offshore promotion and social media initiatives
- Prepare a brief to develop the conference brand
- Implement the marketing plan including adapting tactics if goals are not being met

Communications

- Design a detailed marketing plan including offshore promotion and social media initiatives
- Prepare a brief to develop the conference brand
- Implement the marketing plan including adapting tactics if goals are not being met

Venue/s

- Identify venues that meet your requirements
- Negotiate costs and contract obligations on your behalf
- Liaise with venue/s throughout to ensure they are kept informed of all requirements

Suppliers

- Be the point of contact for all suppliers, including briefing, contract negotiation and delivery of contracted services

*Pārerā is the Māori word for duck.

Social Events

- Contribute ideas and experience to make your social events successful
- Manage all arrangements including transport, entertainment, audio visual, catering and theming

Field Trips / Site Visits

- Manage all arrangements including transport and catering

Activities

- Manage all arrangements for a tours and activities programme

Evaluation

- Provide advice on best value questions to ask
- Manage evaluation process and compile report



FINANCIAL MANAGEMENT

Structure

- Provide advice on financial structure considerations including underwriting

Budget

- Produce a budget ensuring all costings are accurate and suggestions for cost saving / discretionary spends
- Update the budget as required including reasons for any variances

Cashflow

- Prepare a cashflow chart identifying funding requirements and proposed repayment timing

Income collection

- Arrange secure credit card payment facilities to collect income (registration / sponsorship / exhibition)
- Arrange invoice facilities to collect income (registration / sponsorship / exhibition)

Payments

- Attend to payment of invoices once approved

GST

- Set up branch GST registration and lodge returns

Reporting

- Produce regular financial reports

Final accounts

- Prepare final accounts for audit

SPONSORSHIP AND EXHIBITION MANAGEMENT

Sponsorship Offers

- Provide advice on sponsorship opportunities and design offers to meet the sponsorship revenue target

Exhibition

- Develop the exhibition floor plan

Sales

- Secure sponsorship and exhibition sales
- Contract and invoice confirmed sponsors and exhibitors

Management

- Communicate with confirmed sponsors and exhibitors so they are fully informed of the conference arrangements and deadlines
- Handle all queries from sponsors and exhibitors
- Ensure all sponsorship benefits contracted are delivered

PROGRAMME AND SPEAKER MANAGEMENT

Programme

- Provide advice on programme format for an optimal participant experience
- Coordinate arrangements for all sessions including audio visual requirements

Invited Speakers

- Coordinate arrangements for speakers including travel, accommodation, gifts
- Provide invited speakers with all necessary information for their participation

Chairs / Moderators

- Correspond with chairs / moderators, providing them with all the necessary information to perform their roles

REGISTRATION AND ACCOMMODATION MANAGEMENT

Communication

- Attend to all enquiries from potential participants and registered participants

Registration Management

- Set up a registration to collect the information required while adhering to all data collection regulations
- Confirm registrations to participants

Cancellations

- Process registration cancellations in accordance with your policy

Accommodation

- Identify and contract a range of accommodation options available for delegates to book
- Manage booking process and amendments

ABSTRACT MANAGEMENT

Abstract form

- Design and build an abstract submission form that meets your specific requirements

Abstract review

- Set up the review process and communicate the process to reviewers
- Manage the review process to ensure deadlines are met

Communication

- Distribute notifications to all authors of accept / decline and, for those accepted, arrangements for their presentation
- Respond to all queries in a timely manner

DIGITAL MANAGEMENT

Digital options

- Outline digital options, e.g. live streaming, hybrid, virtual, on-demand library
- Manage delivery of digital services



Tourism New Zealand's Business Events team can offer advice and supporting resources for confirmed international conferences. To find out more, get in touch:

w: businesssevents.newzealand.com

e: businesssevents@tnz.govt.nz

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