

Requirements for the bidding for ENTER2022 eTourism Conference

Deadline for proposals: **31 December 2020**

ENTER eTourism Conference is an annual event of the **International Federation for Information Technology and Travel & Tourism (IFITT)**

ENTER Requirements

ENTER is THE tourism and technology annual event that offers a worldwide and unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies to travel and tourism (eTourism). ENTER offers three tracks, namely Research, Destinations and Industry, which are designed in a way that enables maximum exchange of information and interaction.

IFITT awards the rights of implementing the ENTER eTourism Conference to a Host Organization who is responsible for the organization and hosting of the conference.

<u>DATES:</u>	ENTER eTourism Conference takes place normally at the end of January. The conference is held in three days (Wednesday, Thursday and Friday). A PhD workshop and a local eTourism day happen on Tuesday – prior to the main conference.
<u>LOCATION:</u>	Conference Centre / Conference Hotel / Educational establishment
<u>PARTICIPATION:</u>	About 300 attendees: 60% academics and 40% tourism industry and destinations' representatives.
<u>CONFERENCE FEES:</u>	Subject to negotiation, no major changes from previous years are foreseen.

IFITT responsibilities

- identifies a Host organization and monitors preparation stages
- creates scientific content of the program
- promotes the event on the international scale
- provides scientific secretariat
- provides invitations and briefings with conference speakers
- prepares calls for papers for the Research, Industry and Destination tracks and the PhD workshop
- selects through peer-review process academic papers and publishes them in the ENTER proceedings, published by Springer
- selects the destination & industry speakers for the event
- communicates extensively the event through all its communication channels

Host Organization gains

- reputation and exposure as a cutting edge destination
- expertise on eTourism from global experts
- revenue share from the registration fees



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- delegate fees from local national day
- revenue share from the sponsorship income
- exhibition income
- IFITT Membership for two years subsequent to the conference
- listing on IFITT website as IFITT sponsor
- additionally, its local tourism experts get the chance to benchmark their practices with their international counterparts

Host Organization responsibilities

- nominates a project manager that will be the contact person for the organization committee
- identifies and books the conference venue
- manages a comprehensive and dedicated responsive website to promote ENTER2022 (on www.enter2022.ifitt.org). This includes also showing in due time the program of the conference with the localization of the various presentations in the different rooms (that might be done also through a mobile app)
- contributes to promote the event using the hashtag #ENTER2022
- writes and distributes a set of press releases
 - Announcing the selection of the destination (end of January)
 - Presenting the details of the event including the call for speakers and Industry track (April)
 - Announcing the event for the industry participants (October)
 - Inviting the press during the event
 - Presenting the results of the event
- promotes IFITT to the local academic community and local industry, and helps IFITT increase awareness and memberships at the host destination
- manages online registration of delegates, which should include
 - full major credit card processing
 - attendee list (global & per session)
 - badges
 - social activities
- accommodation: host organization may like to establish preferential rates at a range of accommodation establishments in the area
- prints and publishes on the website the final conference program
- prepares delegate bags
- provides good quality free Wi-Fi connection to the attendees
- organizes two evening social events
 - welcome reception on Wednesday
 - and a gala dinner / party on Thursday night
- prepares coffee breaks and lunches, which are included in the price of the registration
- provides office for the IFITT-ENTER committee equipped with internet access, phone and printer
- provides IFITT with two free exhibition spaces (one for IFITT and one for an IFITT partner)
- organizes the national day in collaboration with IFITT
- ensures the organization of a sustainable conference by
 - contacting an association for distributing all food left-overs to charities
 - ensuring that the catering provides water distributors, to reduce plastic waste



Host Organization payments

- provides a suitable conference venue with one large room for about 350 people + four parallel-sessions rooms for up to 100 people. All rooms must be fully equipped with audio, video projection, and high speed internet connection for the speakers
- shares revenue with IFITT from delegates registrations and from the contribution of sponsors
- pays the publisher towards the cost of the Proceedings. Payable to Springer in November prior to conference
- provides IFITT with up to 75 free registrations and up to 60 room nights
- covers travel costs for two ENTER/IFITT board members for a site inspection before the conference
- pays IFITT a fee of 3,000 EURO as a contribution for marketing, organizational and program matters

In order to bid, please, send a document in a digital format (word/pdf) to **ifitt@ifitt.org** (attention Zheng Xiang, IFITT President). The document should indicate:

- motivation of your institution to host ENTER conference
- proposed hosting time period
- presentation of the institution, conference rooms and catering facilities
- presentation of the destination (including transportation, accommodation and touristic attractions)
- details for welcome reception and conference dinner
- local organizing committee (consisting of industry and academic members)
- a list of 10+ potential companies/speakers, linked to the eTourism domain, with their data (name, phone, email, company name).



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Appendix. ENTER2022 Host Qualification Grid

Entry	
Dates	
University support	
Expertise on e-Tourism	
Destination reputation	
Access to the destination	
Cost of the flight from Munich	
Climate	
Local organizing committee	
10+ potential speakers	
Budget accepted and secured	
Potential sponsors identified	
Proceeding costs accepted	
Accommodation	
75 free registrations	
45 room nights for IFITT & staff	
15 room nights for Speakers	
Keynote speakers travel costs	
IFITT Marketing fees	
Site inspection	
Conference center	
WIFI	
Welcome reception	
Gala Dinner/Party	
Coffees breaks	
Lunches	
Social events	
Optional tours	
IFITT Office	
Promotion of the event	
Social network strategy	
PR Plan national and international	
Website support	
Online registration	
Speaker preparation office	
Free exhibition spaces	
Sustainable conference criteria	
Conference fees	
Payment processing with credit cards	
Revenue Share from the registration fees	
Sponsorship income share	
Exhibition income	

