

BIDDING TO HOST A CONVENTION

The following information is provided to assist interested clubs in preparing and lodging a bid to host a Convention.

The Bid

There are three components to preparing a bid.

1. Initial advice

Write to the General Secretary indicating your club's wish to lodge a bid and requesting a listing on the agenda at the next Convention Business Session.

This is simply a letter of intent stating the year desired to host a Convention. Note that if it is a joint bid involving more than one club this letter and the subsequent bid must be signed by each Club Secretary.

2. The provision of a bid

Lodge the bid with the General Secretary. This is a document outlining your plans for organizing and running a Convention if your bid is successful. This is by far the most important part of the bidding process and will provide most of the information the Committee needs to make a decision.

The amount of detail in your bid is a matter for your discretion. However, you will find listed below a number of requirements needed by the committee for their evaluation and selection of a successful submission.

Bids in the past have ranged from two typed pages, to an eighty page leather bound volume, to a four page colour brochure accompanied by a ten minute DVD. Bidding can be very competitive and some clubs have made very professional presentations.

The format of Conventions is well established and follows a Friday-Saturday-Sunday timetable. A club would need a very strong argument to vary this arrangement

3. Presentation at the Convention

A presentation is required at the Business Session of the next Convention by your Club of no more than ten minutes in support of your bid.

This serves as advance publicity for your bid if it is successful. The presentation also forms the back up to the written proposal supplied to the Committee.

Timing

It is now established practice to award bids four years in advance to allow adequate time for planning and organization by the successful bidder. Therefore the initial presentation should be made at a Convention at least **four years** prior to the date of the Convention being sought. It follows that the written bid needs to be lodged **two months** prior to this and the letter of intent to bid **one month** earlier again. Bidding can be competitive with more than one club bidding for a particular year so make an early start.

In 2007 we received a letter of intent for a Convention in 2016.

Bid details

The bid should include information relating to the following items.

Friday

- Provision for Registration and the issue of Convention Information probably starting in the afternoon and extending into evening.
- A Convention "Bag" is usually provided for delegates at this time, providing general information about the convention location, transport details, venues, function times, tourism information etc. The Post Convention Questionnaire form and a list of delegates should also be included.
- An important aspect is the opportunity to "meet and greet" fellow delegates.
- Friday afternoon can be an opportunity for local winemakers to provide tastings of their wines.
- Dinner.
- The Friday evening dinner is not usually a major affair. Previous Conventions have used it as an opportunity to sample local produce.

Saturday

- Morning Business Session.
- Provision of a venue for the Business Session, which can seat the anticipated number of member delegates for two hours duration including a coffee break. The venue should have equipment available for other clubs to present their Convention bids which may require projectors and screens
- An activity or choice of activities for the partners of delegates while the Business Session is in progress.
- Saturday Luncheon.
- This is ideally a light luncheon in view of the banquet to follow the same evening. This is one area in which we receive some criticism from delegates. With the Banquet to follow on the same day, quantities and costs can be an issue for delegate couples.
- Banquet

- The banquet on Saturday evening is a black-tie event featuring the best of food and wine the Convention has to offer and is the highlight of the weekend. It usually includes a guest speaker and an opportunity for the presentation of any awards

Sunday

- Lunch on Sunday is usually held in an informal and relaxed atmosphere lending itself to farewells amongst delegates. A Winery if available can be a good choice of venue for the closing event of the Convention.

Venues

Venues for the events outlined above should be described. With a four-year lead time these may not be able to finalize. In this case alternative choices for the particular event should be outlined. Venues should be able to easily accommodate the numbers of delegates anticipated.

Transport

Transport arrangements will depend upon the relative locations of accommodation and function venues. An outline of your intended transport system for the convenience of delegates should be provided. An element not to be overlooked is the exit transport following the Sunday lunch.

Accommodation

This is the responsibility of the delegates but information on accommodation ideally situated for function venues should be provided along with details of any Group Concessions negotiated

Support from organizations and individuals

This could include tourism material supplied by the local tourism authority, information on accommodation supplied by the hotels themselves and letters of support from the local tourism authority, local and state governments and other relevant organizations and individuals.

Pre- and Post- Convention Tours

Some Conventions have included offers of tours for delegates to destinations of interest over one or more days, prior to and/or after the Convention weekend. Clubs contemplating tours as part of their program should include details in their bid.

Costs

These can be difficult to estimate with such long lead times, but the committee looks for target budget costs to delegates, including any early-bird discounts which may be offered. A number of members throughout the B&B movement have advised verbally and by letter that Conventions are becoming too expensive in their view. As a result the committee takes comparative costs and value for money into account as part of their deliberations.

However, it is mindful that costs continue to rise and that bidders will want to maintain the high standards that we all look forward to.

The turnover involved in hosting a Convention is in the range \$150,000 to \$250,000. Host clubs are responsible for the overall financial outcome, be it surplus or shortfall. A modest surplus is ideal and makes a well deserved contribution to club funds for the time and effort that has been put into hosting the event.

Advice on possible tax implications of the overall event should be obtained.

Committee assistance

The General Secretary and other committee members can provide assistance and advice in preparation of your bid and subsequent help to successful bidders.

Conventions now include a feed-back form in their information to delegates with the request that they be filled in and returned to the General Secretary. The consolidated results can be made available.

The committee may take the opportunity to visit successful bidders at an appropriate time prior to the date of their Convention.

In summary, the Committee welcomes proposals to host a Convention.

Hosting is rewarding, providing the opportunity to showcase your Club and city, town or region, a boost to the local economy, and the opportunity for delegates to meet other delegates and to renew or establish friendships.