Convention Bureau Brainport Eindhoven

Canvas | **Preparing a Bid**

(Working) title of the conference:

Association the bid is for:

Contact person(s):

How to use this canvas?

- Start by filling in what you already know and then return to the questions which are still unanswered. You don't have to follow a specific order. Make it work for you!
- Keep refering back to the "why" section and check: are the other aspects aligned with your goal and positioning?
- This canvas is for anyone thinking of organising a conference, whether you have done it before or not. Make sure to check out CBBE's website for support and tools.

Scan for CBBE toolkit!

What
is the conference about?

What is the conference about in a nutshell?
Describe the topic or displicine:

What is the social programme?
Are there weekend or evening events for attendees?

What is the conference programme?
Invited speakers, poster sessions, industry session, workshops etc.

Should any (company) tours be organised?

What are other important factors?
For example social and sustainability considerations.

Questions for CBBE:

Actions to take:

When
is it happening?

Proposed dates:
How many days will the conference be?

Are there any related "sub" events?
Are there other co-inciding events which are of added interest/ value?

Questions for CBBE:

Actions to take:

Where
will it take place?

What is the number of expected attendees?

Which types of spaces are required, and how many?
For example breakout rooms, poster session room and exhibition space...
Do you require a single location or multiple options?

Who are the expected attendees? Which target groups?
(The types of groups attending can be relevant for the type of hotels chosen.)

Where in the city should the conference be located?
Is there a preference for the city-centre or outskirts for the locations?

What are the proposed venues?
For example: conference venues, hotels, reception venues and dinner locations...

Questions for CBBE:

Actions to take:

Why
a proposal for Brainport Eindhoven?

Why a proposal for this conference? What is the goal and positioning of the involved parties?
Parties include for example: TU/e / Fontys / Summa / organisation, faculty, the research group, Institute, Ecosystem in Brainport
Consider also: the ecosystem, knowledge, partners, research partner

Why Eindhoven?
What makes the city suitable for the convention?
Things to consider: the region (availabilty of locations, nature, culture, social activities, sport); conference and hotel venues; accessibility and transportation (air, car and rail connections and central location in Europe)

Note: TU/e availability is often restricted to vacation periods

Why should attendees attend?
What are the highlights or special events?

Questions for CBBE:

Actions to take:

Who
is involved?

Who will do the operational organisation?
Is this internal or external with a PCO (Professional Conference Organiser)?
Who is responsible for the locations/ catering, registration and payment etc?

Who is the local chair/ organisation?

Who is the scientifc board/ poster board?

Who will do the marketing activities?
For example the website, social media and newsletter etc.

Who will the partners/ sponsors be?

Who can provide letters of support?

Questions for CBBE:

Actions to take:

Space for notes

Are there other important aspects which have not yet been covered? Write them here.

How
will it be realised?

How to convince the association to have this conference in Brainport Eindhoven?
Who are useful contacts within the association?
How does the decision process work in the association (formally, personally)?
How does the conference fit in the ecosystem/ faculty?

Financial viability:
Provide detail on the budget and expected financial implications:

There are both VGF and NWO funding options

Required marketing:
Which supporting marketing materials are required e.g. pictures, videos, background information etc?

See the CBBE website toolkit for marketing tools and support

Questions for CBBE:

Actions to take:

Zeewaardig ontwerpende warmakers

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Scan for CBBE toolkit!

What
is the conference about?

What do you already know about the conference?
Go through the list below and fill in what has already been decided/ organiased:

What are the proposed dates for the conference? _____

Is there already a budget? Yes / No

Is there a Professional Conference Organiser (PCO)? Yes / No

What is the expected number of attendees? _____

Who are the speakers? _____

Next to a plenary room, how many extra rooms are required? _____

Is a poster session room required? Yes / No

Should any (company) tours, labs or smaller groups be organised? _____

Is there a training aspect or mini-course? _____

What is the conference about in a nutshell?
Describe the topic or displicine:

What is the conference programme and what makes it special?
Invited speakers, poster sessions, industry session, workshops etc.

What are other important factors?
For example: social and sustainability considerations, catering options,childcare support, accessibility and tours etc.

What is the social programme and what makes it special?
Are there weekend or evening events for attendees?

Questions for CBBE:
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Actions to take:
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When
is it happening?

Are there any related "sub" events?
Are there other co-inciding events which are of added interest/ value?

Does the conference coincide with Dutch Design Week (usually the last full week of October)? Yes / No

Does the conference coincide with GLOW (usually in the second week of November)? Yes / No

Questions for CBBE:
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Actions to take:
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Where
will it take place?

Where in the city should the conference be located?
What are the proposed venues?

Conference location: _____

Dinner location: _____

Evening/ informal location: _____

Other: _____

What makes these locations fitting for this conference?
For example: is it a unique location? Is it easily accessible by foot? Does it fit with the theme of the conference?

Questions for CBBE:
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Actions to take:
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Questions for CBBE:
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Actions to take:
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Questions
for the association

Listed are examples of questions to ask the association. Amend and add your own relevant questions:

Who is the target group and expected attendees? (% female, % male, % neutral?)

Which supporting marketing materials are required (e.g. website, photos, videos, background info, social media, newsletter) and who is responsible for these?

Who are useful contacts within the association?

How does the decision-making process work in the association (formally or personally)?

How does the conference fit inside the ecosystem/ faculty?

Who
is the Local Organising Committee?

Who will do the operational organisation?
Is this internal or external with a PCO (Professional Conference Organiser)?
Who is responsible for the locations/ catering, registration and payment etc?

Who is the local chair/ organisation?

Who is the scientifc board/ poster board?

Who will do the marketing activities?
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Actions to take:
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Space for notes

Are there other important aspects which have not yet been covered? Write them here.

How
will it be realised?

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Provide detail on the budget and expected financial implications:

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Questions for CBBE:
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Actions to take:
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Zeewaardig ontwerpende aanpakkers

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