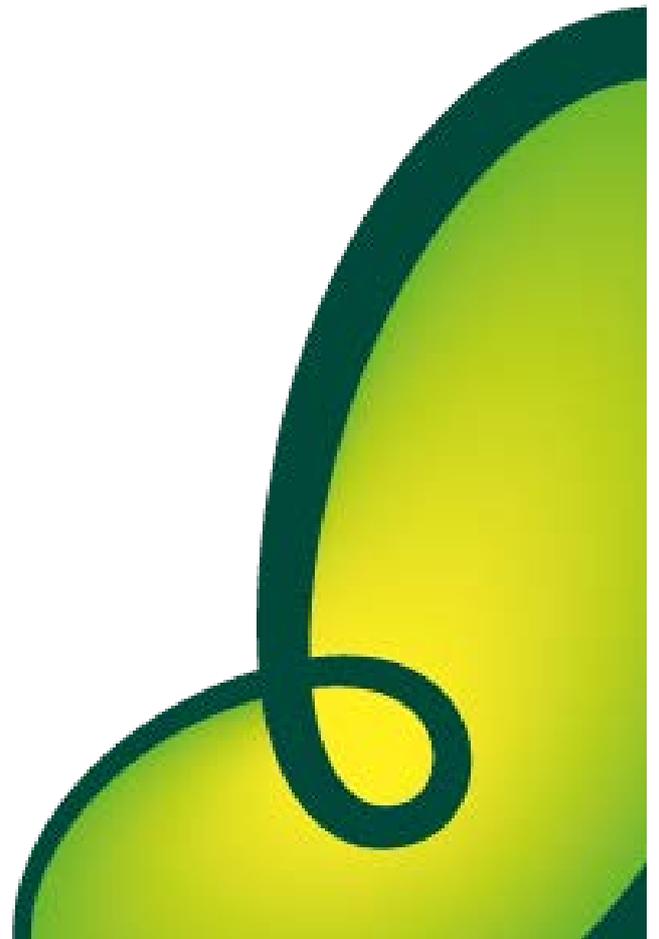




# **INTERNATIONAL CAMPING CONGRESS**

## **INFORMATION AND PLANNING GUIDE**







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# International Camping Fellowship

## Bidding Information and Planning Guide for ICF Congresses, Regional Congresses & ICF-Sponsored Events

The specific purposes of running an ICF or ICF-sponsored Event include:

- *To provide a venue and occasion for people with a professional and personal interest in organized camping and camp-like activity from around the world to meet to network, discuss and exchange views, socialize and renew friendships.*
- *To provide education and information about current trends, training and camping practices, and novel camp programs and models of interest to an international audience and universally applicable.*
- *To enable a host country to present the camping practices and culture of the local camp movement to a wider international audience.*
- *To provide a forum for those interested in and undertaking research into camping and camping practices, to report their progress, and to learn about other research being undertaken.*
- *To provide an international platform to raise the profile of camping generally, and in the host country in particular, and to bring to the attention of the public, the value and potential of camping and camp programs.*



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The International Camping Congress has become the premier conference event of the ICF. Two international congresses that preceded the actual formation of the ICF ('83, '87) are recognized as lead-up events to the formation of the ICF and the world-wide family of camping professionals that has resulted from that formation.

|             |   |                  |  |
|-------------|---|------------------|--|
| <b>1983</b> | <b>Toronto</b>  | <b>Canada</b>    | <b><i>International Camping Congress</i></b>                   |
| <b>1987</b> | <b>Washington DC</b>  | <b>USA</b>       | <b><i>Our Fragile World</i></b>                                |
| <b>1988</b> | <b><i>International Camping Fellowship is formed...</i></b> |                  |  |
| <b>1994</b> | <b>Toronto</b>  | <b>Canada</b>    | <b><i>KUMBAYAH</i></b>   |
| <b>1997</b> | <b>St Petersburg</b>  | <b>Russia</b>    | <b><i>Nevisky Forum</i></b>                                    |
| <b>2000</b> | <b>Tokyo</b>  | <b>Japan</b>     | <b><i>Towards a New Camping Culture</i></b>                    |
| <b>2003</b> | <b>Melbourne</b>  | <b>Australia</b> | <b><i>Under the Southern Cross</i></b>                         |
| <b>2005</b> | <b>Mexico City</b>  | <b>Mexico</b>    | <b><i>Preserve the Treasure, Enrich Young Lives</i></b>        |
| <b>2008</b> | <b>Québec City</b>  | <b>Canada</b>    | <b><i>Les couleurs de la vie – Colours of Life</i></b>         |
| <b>2011</b> | <b>Hong Kong</b>  | <b>Hong Kong</b> | <b><i>Gateway to Quality Life</i></b>                          |
| <b>2014</b> | <b>Antalya</b>  | <b>Turkey</b>    | <b><i>Let's Camp for Peace</i></b>                             |
| <b>2017</b> | <b>Sochi</b>  | <b>Russia</b>    | <b><i>Share Happiness with Children all over the World</i></b> |

This document provides guidelines to assist a group of camping professionals within a particular region or country - either as part of a national camping association - or as a national Congress Organizing Committee brought together for the purpose of bidding to act as host a future ICC or other event:

- how to prepare a bid document for presentation to ICF;
- what responsibilities it undertakes in becoming a host country;
- what responsibilities are undertaken by ICF as part of the organizing committee.

**Terms:**

|            |   |
|------------|---|
| <b>ICF</b> | <b>International Camping Fellowship</b> |
| <b>ICC</b> | <b>International Camping Congress</b>   |
| <b>COC</b> | <b>Congress Organizing Committee</b>    |

## **2 The Bidding Process**

Timing:

Regardless of the time of year in which a Congress takes place, one component of each Congress program is the announcement of timing and venue for the next Congress.

For this reason, Congress bids should be submitted for consideration approximately four years in advance of the proposed date and year. ICF makes its decisions on bids and works to advise all bidders of the result in a timely fashion.

The successful bidder can use the intervening time to lay the groundwork for their organizing committee, basic marketing plan and Congress announcement.

The proposal must be made in the form of a document (hard copy or electronic) that can be presented to the ICF Board for review but it may take any form that clearly addresses each item of this outline (descriptions are provided in this document):

- Who is the Congress Bidder?
  - Conference Organizing Committee (COC)
  - Conference Finance and Budget
    - Fee Structure
    - Sponsorship and External Support
    - Scholarships
  - Conference Location and Timing
    - Accommodation
    - Visa, Customs and Entry implications
  - Proposed Number of Conference Participants
  - Commitment to ICF Program and Activities:
    - Special Events – Opening, Banquet, Closing    Research    Forum    and Activities
    - ICF General Assembly
    - Meeting of Association Presidents & Executives
    - International Room
    - Special Awards
  - Commitment to other events associated with the Congress
    - ICF Board Meeting
    - International Camp Directors Course (ICDC)
    - General Meeting of ICF Ambassadors
    - Post Congress Board Meeting
  - Outline of Administration, Marketing and Promotion
    - Congress Website
    - Congress Timeline
    - Congress Agreement Proposal
  - Commitment to Post-Congress Reporting
    - Follow-up Reporting, Accounting and Archiving

**Samples of previous bid documents are available for consideration**

### 3 Conference Organizing Committee (ICCOG)

The host country creates a Conference Organising Committee (COC) to plan and run the conference. This committee should consist of representatives of major stakeholders within the country as well as ICF representatives.

During the three year period leading up to the ICC, the Chairman or other representative of the ICCOG is appointed to the ICF Board for reporting purposes and to liaise with ICF. (The cost of attending ICF Board meetings and of ICF representatives attending ICC should be included in the budget of the ICC.)

Specific committee structures may vary but should address all of the responsibilities listed below. Specific job descriptions may vary as well but should address all aspects of Congress organization. Sample descriptions are available.

#### Organizing Committee Structure:

|   |                                  |
|---|----------------------------------|
|   |                                  |
| Congress Chair(s)                                     | Host Committee Appointed         |
| • Vice Chair/Liaison                                  | ICF Appointed                    |
| • Secretary   | Host Committee Appointed*        |
| • Treasurers  | Host Committee and ICF Appointed |
| • Legal   | Host Committee Appointed         |
| Registration Chair                                    | ICF Appointed                    |
| Operations  | Host Committee Appointed         |
| • Transportation                                      | Host Committee Appointed         |
| • Hotels/Accommodation                                | Host Committee Appointed         |
| • Facilities  | Host Committee Appointed         |
| Exhibits/Commercial Participation                     | Host Committee and ICF Appointed |
| Exhibits Manager                                      | Host Committee Appointed         |
| Promotion   | Host Committee Appointed         |
| • Marketing   | Host Committee and ICF Appointed |
| • Media Management                                    | Host Committee Appointed         |
| Kindred Group/Associated Events                       | Host Committee and ICF Appointed |
| Volunteer/Personnel Management                        | Host Committee Appointed         |
| Hospitality   | Host Committee Appointed         |
| • Decorations   | Host Committee Appointed         |
| • Hospitality Program                                 | Host Committee Appointed         |
| Program Chair   | ICF Appointed                    |
| • Workshops, Seminars, Panels                         | Host Committee and ICF Appointed |
| • Keynotes and General Sessions                       | Host Committee and ICF Appointed |
| • Research Sessions                                   | Host Committee and ICF Appointed |
| • Fundraising (for ICF Bill Bowker & Butterfly Funds) | ICF Appointed                    |

The ICF will appoint a Congress Vice-Chair to act as the principal liaison with ICF in Congress planning matters. Other ICF volunteers are appointed to serve on specific committees such as registration, fundraising, program development and international marketing.

#### **4 Who is the Congress Bidder?**

The budget for an ICC is likely to involve many hundreds of thousands of dollars. The responsibility for financially underwriting the Congress remains with the Congress bidders and the ICCOC.

Because ICF does not currently extend the financial resources to support or financially underwrite an ICC, ICF wants to confirm that the bidders and the ICCOC have the necessary financial and managerial resources available to be able to run a conference. The bidder may be a National or Regional Camping Association, or it may be a joint venture comprising several camping organizations or major camping leaders within the country.

The bidders should have the financial resources and funding available to underwrite expenses and development costs prior to Congress income being received.

The bid document should clearly identify '**who is the congress bidder**', and provide details of their ability to back underwrite and manage an ICC.

The ICC itself may be specifically organized as a free-standing and unique event within a country. In some other countries, it may replace or combine with a regular, local conference with plans for some revenue to flow back to the host organization(s).

## **5 Conference Finance and Budget**

It is the responsibility of the ICCOC to develop and manage the budget of the ICC. As a result, the ICCOC must set fees and find funding which will enable it to recover all costs for and meet all obligations of the ICC.

If the ICCOC does not have experience in running a major international conference, ICF recommends that the ICCOC join with a partner to act as a suitable professional conference organizer.

The budget should be professional and comprehensive (samples of past budget templates are available) to cover all aspects of the event and include the following specific financial obligations:

- Extraordinary travel and support costs for ICF Congress Liaison and/or other ICF Board participation in Congress related meetings, planning and events
- Marketing costs (internal and international) including travel, expenses, promotion material for use by either ICF or ICCOC.
- An ICF License Fee. This fee is actually a pre-agreed profit identified as a budget line and may be recouped in whatever manner the Organizing Committee chooses (a per delegate surcharge; sponsorship; donations, etc.). This Licensing Fee is negotiated ahead of any bid and then included as a specific dollar amount in the Agreement.

### Additional Rebate:

The budget includes the licensing fee as indicated. Any surplus of income due to registrations over the budget numbers for registrations shall be split as follows:

|                             |                                 |
|-----------------------------|---------------------------------|
| Domestic registrations      | 90% to host country, 10% to ICF |
| International registrations | 75% to host country, 25% to ICF |

### Approval and Accounting:

The Congress budget must be approved by the ICF Board as well as relevant Boards represented on the host country's Organizing Committee. The Organizing Committee may adjust line items on the budget so long as total incomes and expenses are not affected. Certain expenses may not be adjusted where they impact the specific experience of participants (e.g. food costs per person).

A general ledger of accounting and financial statements must be produced on a regular basis. Copies of these financials are kept available to any designated representative of either the Organizing Committee of the ICF at any time. Reports are issued every six months until the year of the Congress when they should be issued monthly.

The host country will set up a bank account within country. ICF will also set up an account in a bank of its choice for out of country financial management. Signators will be established by the Organizing Committee.

Should additional cash be required and they exceed the cash available , it is agreed that upon request, the Organizing Committee and ICF may advance funds to the congress as required and upon approval of the ICF Board.

Payment and distribution of all surplus from the Congress shall be distributed to ICF and other stakeholders within four months of the close of the Congress.

## **5.1 Congress Fee Structure**

It is the responsibility of the ICCOC to set fees and find funding that will enable it to recover costs for the ICC. Other considerations on fee structures may include:

- a. A discount for early booking and fee payment. This offering is particularly useful to generate some working funds early in the organization process and to get an idea of numbers.
- b. A discount to ICF members. ICF membership comprises both individual (fee paying) memberships. The discount should only apply current, fee paying ICF members as of a specific date set by the ICCOC and ICF.
- c. Discounts for camping associations representatives and executives.
- d. Discounts for attendees' partners and family members
- e. Discounts for multiple participants from the one member camp or member organization.
- f. Discounts for Conference speakers (see also the section on Conference Program)
- g. Discount for ICF Board members. ICF Board members are expected to meet their own costs in travel and accommodation when attending annual Board meetings. The ICCOC may therefore consider the possibility of a further discount for their participation.

The ICCOC may also wish to develop fees for part-time participation (by the day) and/or participation in specific Conference meals and events.

## **5.2 Sponsorship and External Support**

The ICCOC may seek additional financial support in the form of sponsorships and grants. This funding may be targeted spending by a government (federal, regional, municipal) or by a financial partner acting as a sponsor. These sponsors may underwrite meals, keynote speakers or special events.

ICF recommends that all fees collected from delegates are spent directly on providing the benefits of the Congress for those delegates. Any surplus earned by the Congress is then derived from sponsorship and other grants.

## **5.3 Scholarships**

ICF has a mechanism to support participation by students and young camp

professionals. The Bill Bowker Fund is able to offer full or partial scholarships to assist some persons in financial need or from underserved areas of the world to attend the Congress

The ICCOC may also consider finding and providing additional funds to support scholarship attendance and/or to promote applications for support from the Bill Bowker Scholarship Fund as part of their overall promotion.

These scholarships may permit attendance by students or young professionals who are from areas of the world without a formal camping community or who might find participation difficult.

The Butterfly Fund is a fund designed to underwrite special projects and other expenses associated with ICF work. Opportunities for fundraising and promotion of the Butterfly Fund are an integral part of the Congress period.

#### **5.4 Exhibit Hall**

The equivalent of four free booth spaces in the Exhibit Hall and Display space will be provided for ICF business and promotion.

A portion of all revenue (25%) of any international exhibitors to the Congress Exhibit Hall shall be returned to ICF.

## **6 Accommodation & Transportation**

There is no specific model for Congress accommodation. Previous ICCs have been held in:

- Conference centres with separate accommodation in nearby hotels and hostels
- Large hotels which include conference facilities
- Universities with student-style accommodation
- Resorts combining all facilities

The majority of international participants prefer relatively comfortable hotel-style accommodation, although there is a sizable minority which will seek the cheapest accommodation available. There is the potential to increase international participation, particularly from younger staff, if some cheaper, possibly dormitory-style accommodation, is included amongst the accommodation options.

Complimentary Rooms provided to ICF will be distributed as ICF deems appropriate (and any benefit shared across total number of Board members attending the Congress). The Hotel and Meeting Planner shall try to negotiate at least one two bedroom suite with suitable hosting space for ICF receptions.

Complimentary rooms are based upon double occupancy except where single is required due to an odd number distribution. Any complimentary rooms are only complimentary for the designated persons in that room. Additional costs, if they exist, must be borne by the second/multiple occupant(s) and are not an expense of the Congress.

If accommodation is anything other than 'normal' hotel occupancy, then participants should receive a full briefing ahead of arrival on what to expect and the nature of the accommodation experience for individuals, couples, families, etc. (e.g. bedding issued, shared washrooms, room moves/adjustments) as well as dining and food arrangements not provided as part of the Congress program.

Travellers to a foreign country appreciate an on-ground, in-terminal greeting offering appropriate assistance to the Congress venue. Clear signage or a greeting desk is a wonderful assist.

Transportation from the terminal may be on public transportation but should be guided or clearly described. Bus or group transportation should consider the management of arrivals, wait times, luggage, etc.

## **7 Congress Location and Timing**

The choice of congress location should consider the ease of transport to the Congress venue from most parts of the world. There should be ready (or custom) transport available from the nearest airport. The airport should be a suitable international airport or conveniently connected to one.

Other tourist attractions of the area are also important. Many delegates look to coordinate their travel to a Congress with a camp study tour of the region or touristic travel to popular sightseeing locations.

The local ICCOC may select it for a time of year which suits the local camping community, but which allows the maximum international participation from most parts of the World.

In setting the congress dates the ICCOC should seek to avoid major religious festivals and holidays of the major religions (Christian, Jewish, Muslim, Buddhist and Hindu) and major holidays such as Thanksgiving in USA and Chinese New Year.

The peak camping times of the Northern Hemisphere summer should also be avoided. Most recent ICCs have been scheduled around September/October/November. This time has proved to be most generally acceptable, although some have been run in the January to March time period.

The duration of an ICC is usually four days for the conference proper, with up to a week at either end to facilitate a range of pre- and post-conference activities. See more about this in the sections on Program and Activities.

## **8 Visa, Customs and Entry implications**

ICF selects a host country that can facilitate the maximum international participation from all countries involved with ICF. ICF is active in approximately 80 countries around the world and this number is growing. The willingness of host countries to welcome participants from all countries, and the ease with which visas and other entry formalities can be arranged, are significant factors guiding ICF's choice of host country.

It is a good idea to solicit and indicate in a bid document a statement from the government of the host country indicating that the government is aware of and welcomes the bid being made. The government must work with the ICCOC to facilitate the entry of all those who wish to participate in the Congress. This assurance is vital to successful participation.

Because some people may fraudulently seek entry to a country on the pretext of attending conferences, it is strongly recommended that the ICCOC make early contact with the immigration and customs officials for their country, in order to cooperate to ensure that an ICC is not used in this way. ICF is ready to cooperate with any measures that may be required to ensure the integrity of our conference participation.

The bid document should also advise whether there are any quarantine issues which may impact upon the people or goods that are able to be brought to the ICC.

## **9 Number of Conference Participants**

It is difficult to be definite about the number of conference participants that can be anticipated. The number of participants in recent ICCs has exceeded 500. However this figure is affected by the number of local (in-country) participants, location, timing etc. The number of international participants has been steadily growing along with the growth in ICF membership, and the growing importance of ICCs in facilitating international networking. It is probably reasonable to plan for around 300-500 international participants, to which should be added the ICCOC estimate of local participation.

Host countries are strongly urged to encourage the maximum level of local participation possible. The full outreach into the youth development, recreation and education community along with appropriate government oversight will all have interest in and benefit gain from an ICC.

Attending an ICC in your own country is one of the best and cheapest ways to experience the widest benefits of an international congress. Substantial local participation also ensures that the value of hosting an ICC is seen and persists long after the ICC itself.

## **10 Program and Activities**

The responsibility for preparing and presenting the program of the ICC is principally with the ICCOC. The program should present a mix of locally, and internationally relevant topics, balanced to provide maximum relevance for those attending. The ICF has an active role in locating and recommending specific presenters and in the Program sub-committee of the Congress. ICF will be responsible for all aspects of program design and development.

There are some activities and events that have become an expected part of the structure of a Congress program and need to be included in the conference program and pre- and post-Congress activities. The following sections combine specification of these requirements, along with suggestions, and advice on what has worked in the past.

Most ICCs have followed, more or less a traditional conference format of three or so “highlight events” (eg Opening Ceremony, Banquet, Closing Ceremony) and a mix of keynote speaker (plenary) events, and break out sessions to a range of more focussed workshops covering a range of topics.

It may be necessary to pay speakers’ fees to secure some appropriate keynote speakers, but it has been the tradition within our industry that many camping people will freely share their knowledge and experience with others. Therefore, besides possibly a rebate/discount on the conference fee, most speakers from within the industry may not require speakers’ fees. ICF Board members and ICF Ambassadors can assist the ICCOC in identifying and securing suitable speakers and workshop presenters.

### **10.1 Special Events – Opening, Banquet, Closing**

These are not mandatory requirements, but simply suggestions about what has worked well for others.

#### **Opening Ceremony/Event**

This normally takes the format of some activity or ceremony which is locally relevant at the start of a major event. For example in Australia an opening ceremony will often include a “Welcome to Country” ceremony performed by the local indigenous people. It is good if the event can involve local performers, and in particular, local child performers who can impart the flavour of enthusiasm and excitement for what is to come. The event need not be long, and may include or be followed by a meal or food and the opportunity to mix and network.

#### **Banquet**

This may be a slightly more formal event, and may provide the opportunity to formally welcome government and other dignitaries and to acknowledge sponsors. There may be a speaker or some other entertainment following the meal. The Banquet has also been used as an opportunity to generate some funds for the Bill Bowker Scholarship Fund. This fund raising may be in the form of a raffle or some kind of auction or similar event.

## **Closing Ceremony**

The Closing Ceremony Event usually offers ICF and visiting contingents the opportunity to express their appreciation to the Congress Organizing Committee and to make some presentations or gifts. Sometimes Congress participants are invited to make brief presentations or performances representative of their own country.

The Closing Ceremony also includes the formal announcement of the time and place for the next ICC, and should offer the new host country the opportunity to make a short presentation about the next ICC and invite/encourage us to participate in it.

The Closing Ceremony is usually followed by a fairly relaxed social event (dance, party, presentation, slide show etc.) to allow the mixing of all participants.

## **Other Events**

Most previous Congresses have included some form of event which takes people away from the conference venue. This might be to visit local camps or other nearby tourist attractions. It might provide an opportunity to interact with local citizens. This external trip may include a meal, or some kind of party gathering away from the conference venue. A “night on the town” evening activity is also often included and gives the opportunity for delegates to choose from a range of nightlife venues, restaurants and cultural events. This kind of event might be at an additional cost of the individual participants and set out by the Congress organizers with good descriptions and costs.

## **10.2 Research Forum and Activities**

The role of an ICC in supporting and facilitating the development and exchange of research information and news has grown dramatically over recent years. ICF now has a Research Committee. The ICCOC is urged to make early contact with Research Committee about making provision for research sessions and activity during the ICC.

Generally the Research Committee will organise and arrange the content of the research sessions at the conference, and will simply need venues and slots in the program made available. They will seek a minimum of three, preferably four workshop slots for a research stream within the conference program. These slots will be used to enable approximately three researchers in each workshop slot to report on their research and the outcomes. The Research Committee may also seek an opportunity to report to a wider audience within the conference on recent progress made in research.

Because individual researchers need to seek permission and support from their research institution to be able to attend the conference and report on their research, we need to start this process early. Calls for papers are made in the year immediately following the preceding ICC. The ICF Research Committee organizes this calling for submissions and will make the selections of who will present.

ICCs are growing in stature as an event at which research is reported and

progressed. We hope the ICCOC can liaise directly with the ICF Research Committee on the details of support required for the Research Forum and other research activity and program at the ICC.

### **10.3 ICF General Meeting**

It is the wish of the ICF to address the Congress delegates as a whole in an ICF General meeting as part of an ICC. It may simply be the opportunity of the President to report to the members present – either in a general session or at a separate time.

ICF does wish to dominate the content of the ICC program, and it is not expected that this meeting should be long nor need it be a plenary event requiring attendance of all Congress participants. ICF would therefore seek a workshop session be set aside towards the end of the ICC (day 3 or 4) for an ICF General Meeting. It would be helpful if the competing workshops do not include ICF specific workshops or issues.

### **10.4 Meeting of Association Presidents & Executives (MAPE)**

A major aspect of ICF's work is to support the formation and development of national and regional camping associations. This work is supported by holding as part of the program of each ICC a meeting of the Presidents, secretaries and executives of the various camping associations represented.

The meeting is to give everyone the opportunity to report on the developments in their particular association, and to facilitate networking between the officials. From this meeting has grown a number of partnerships and cooperative arrangements. Again this meeting simply requires a normal workshop slot or a meal somewhere in the program. ICF will facilitate and run the meeting, and simply require ICCOC to make available the venue and time slot. As many as 60 persons have attended similar meetings in the past.

### **10.5 International Room**

ICF requests that the ICCOC make available an International Room throughout the Conference. This room provides a venue for meetings and informal gatherings of internationals during the congress. It is also a venue which enables visiting delegations and country contingents to provide a display and promotional material about camping in their country, and make available possibly small souvenirs and snacks.

ICF personnel are happy to promote and advise delegations on the logistics of the room set-up. The chances to see and make local crafts and do other hands-on camp-like activities are very popular for many delegates.

### **10.6 ICF Special Awards**

ICF has a number of special awards which are made annually or periodically. These include the ICF Druzbha Award, Butterfly Awards and special

recognitions. ICF may seek suitable brief times during the plenary sessions of the Congress to make formal award presentations.

### **10.7 Local Association Business**

ICF strongly encourages all other kindred events and association business to be conducted outside of the main period of Congress schedule. In this way, the maximum number of participants can focus on the international nature of the Congress.

## **11 Other ICF Program Requirements (outside Congress)**

The local organizers may arrange study tours and activities outside the period of the Congress proper. These may include additional pre- and post-Congress tours and special training courses and activities. They may include meetings of kindred and other related organisations. In addition to these activities ICF has a number of further meetings and activities which take place outside the congress period as follow.

### **11.1 ICF Board Meeting**

The ICF Board meets at least once each year, and makes its Board meeting in a Congress year during the three days prior to the Congress. The agenda should be able to be completed in two full days of meeting.

The Chairman or nominated representative of the ICCOC can use this as an opportunity to sort out last minute arrangements prior to the ICC and to advise the ICF Board on what it can do to support the final preparation of the Congress itself.

The particular specifications for an ICF Board meeting are available from the Secretary of the Board.

Usually the ICF Board meeting is held at the conference venue, or at some suitable venue nearby. ICF Board members will arrange to arrive earlier for this meeting, and it is helpful if they can move into their conference accommodation earlier to save a move. The ICCOC should arrange a suitable meeting venue with usual meeting facilities for a group of around 20. A full description of needs is available.

It has become a traditional that ICF seeks to host a dinner for members of the ICCOC on one of the evenings during this meeting. ICF will also try and make available Board members to assist with the local promotion of the Congress by undertaking radio and television interviews, or meeting with officials or dignitaries.

### **11.2 International Camp Directors Course (ICDC)**

ICF has developed and delivers training through an International Camp Directors' Course to new and prospective camp managers and directors. ICDC Courses are run in many countries throughout the year by assigned and designated ICDC trainers.

ICF seeks to run at least one, and possibly several, such courses prior to the ICC. In order to train and accredit suitable trainers to participate in and conduct future courses, ICF adds a "train the trainer" component to the ICDC being run prior to an ICC.

A basic ICDC course requires four full days, and it is helpful if the course can finish, allowing a day between the finish of the ICDC and the commencement of the congress program. The "Train the Trainer" component is a further one day which must be before the basic ICDC course – a total of five days before the congress.

The basic course normally has between 20 and 30 participants, and a staff of 5 or 6. An ideal venue for an ICDC is a camp or camp-like venue incorporating accommodation and catering, which is not the conference venue, but is not far away from the conference venue. Part of the ICDC course involves having a semi-formal dinner on the evening of day three of the basic course, and to which guests are usually invited.

ICF staff will arrange the staffing and operation of the course(s). The cost of the venue, accommodation and catering is covered by the course participants, and normally ICF organizes this event. The ICCOC is only asked to assist with identifying and securing suitable facilities.

### **11.3 General Meeting of ICF Ambassadors**

ICF has established the position of ICF Ambassador as a nominated representative of each country participating in ICF to represent ICF to their country, and their country to ICF. In addition ICF Ambassadors are responsible for electing three “Members-at-Large” to the ICF Board to provide some regional representation on the ICF Board. The terms of Members-at-Large run from ICC to ICC, so they need to be elected for the new term.

A general meeting of Ambassadors is required to be held just prior to the commencement or as part of the ICC. This meeting is chaired by the ICF President and is attended by all ambassadors present and by the whole of the ICF Board. The total attendance is therefore likely to be in excess of 60. The meeting should be in the 24 hours prior to the Conference Opening Ceremony, and provision should be made for the early arrival of ambassadors to attend this meeting. The current person on the ICF Board responsible for facilitating and arranging this meeting is Jeff Bradshaw with whom direct negotiation of detail may be undertaken. It is expected that this meeting will last between 2 and 3 hours.

### **11.4 ICF Board Post Conference Meeting**

It is possible that the ICF Board will seek to hold a brief meeting immediately following the ICC. This meeting, requiring probably no more than an hour, should be as close to the end of the conference as possible, so as not to inhibit departure arrangements. It simply requires a suitable room in the conference venue to be made available.

## **12 Administration, Marketing and Promotion**

All print and media material will be prior approved by ICF before distribution. The use of the ICF Logo should be in compliance with the guidelines provided to the Organizing Committee and the appropriate terminology confirmed by both the Organizing Committee (i.e. 'hosted', endorsed', 'supported', co-hosted', etc.)

Copies of meeting and planning minutes shall be sent to ICF. Interim reports should be provided to ICF every six months up to the year of the Congress and every two months in the year of the Congress. A final post-Congress report (Section 13) is also expected.

### **12.1 Conference Website and Social Media**

Perhaps the single most important part of marketing and promoting the Congress is the creation of a Congress Website. The website should be established as soon as possible after the announcement of the Congress, and should be updated with additional detail as it is developed. The website will be linked to and accessible through the ICF website, and it is recommended that the ICCOC negotiate links from the major camp websites around the world.

The website and social media sites should have news, updates, capacity to develop online booking for the congress, and ability to process secure online payment by credit card.

### **12.2 Conference Timeline**

Decisions as to whether to attend a conference are usually made a year or so out from the event. It is therefore important to have as much information about the program of the conference available as early as possible to allow people to make a decision about whether the conference is worth attending as early as possible. A substantial amount of the detail of the program content should be available at least a year before the Congress is held. This enables camp managers to decide their own and their staff's attendance at the congress, and to budget and plan accordingly. Although this can be challenging for organisers, we have found that the more information which is available early, the more participants we are able to attract.

Earlybird booking discounts should be used to encourage bookings and commitments at least six months before the Congress, and might even consider the approach used for ICC2014 where two separate earlybird dates were used to encourage even earlier booking.

### **12.3 Conference Agreement**

The conference bid document and details are used to draw up a formal agreement between ICF and the Congress Organising Committee. This document is intended to be a binding instrument and an agreement to further assist in ensuring each party understands its role and responsibility in planning and organising the Congress. The agreement is drafted by ICF and

circulated in draft form. It will identify major obligations of each party and details of any financial commitments. A final agreement is prepared for formal signature at an appropriate ceremony to further promote the ICC event.

In order to prepare the draft agreement, **the ICF requires within the Bid Proposal (see Item 2), the following things:**

Numbers projection for attendance (domestics and international)

Budget commitment to all aspects of the Congress outlined within the Congress Information and Planning Guide including but not restricted to:

Extraordinary travel and support costs for ICF Congress Liaison and/or other ICF Board participation in Congress related meetings, planning and events

Marketing costs (internal and international) including travel, expenses, promotion material for use by either ICF or ICCOC.

Translation costs of minutes, reports, financials etc. to English, if required.

ICF License Fee. The profit/rebate (\$USD) to ICF from the Congress budget.

Commitment to surplus of income due to registrations over the budget to be split as follows:

|                             |                                 |
|-----------------------------|---------------------------------|
| Domestic registrations      | 90% to host country, 10% to ICF |
| International registrations | 75% to host country, 25% to ICF |

## **13 Post Congress Reporting**

The following checklist of items should be organized and undertaken by the ICCOC within the year following the Congress and before the ICCOC is dissolved.

1. An ICC Report (written) from ICC Organizing Committee outlining the major features of the Congress along with statistics, impressions, survey results and recommendations, etc.
2. Additions or suggestions for a growing Congress Planning Guide
3. Samples and copies of Congress material (e.g. sample programs, literature, promotions, delegate gifts, sales merchandise) for the ICF museum and archives
4. Transfer of funds related to ICF Remittance(s) (within six months)
5. Transfer of funds related to Bill Bowker Scholarship Fund (within six months)
6. Disk of ICC pictures, videos and media as well as any completed slide show work/video
7. Full list of delegate names and contact information for post-Congress survey and Membership work.
8. Names and contact information for all members of ICCOC including volunteers
9. Names of any individuals who might be nominated by the ICCOC for special additional recognition by ICF (Letter of Merit, Butterfly, other...)
10. Add your own!!!



**Appendix A – to be prepared after the Bid Submission has been negotiated**



**SAMPLE**

**MEMORANDUM OF AGREEMENT  
BETWEEN THE INTERNATIONAL  
CAMPING FELLOWSHIP AND  
THE INTERNATIONAL CAMPING  
CONGRESS ORGANIZING  
COMMITTEE**

The Board of the International Camping Fellowship is grateful to the camping leaders of [COUNTRY] for the offer and agreement to host the International Camping Congress in [YEAR]. The principal groups involved are the International Camping Fellowship (ICF), the National Association (if appropriate), the International Camping Congress Organizing Committee [YEAR], [OTHER STAKEHOLDERS]. This Agreement recognizes the Joint Venture undertaken by these respective groups and consists of a set of clear Policies and Procedures (fixed expectations) as well as some suggested guidelines resulting from prior Congress experience.

**1. THE ICF BOARD AGREES:**

- a) **ICC Liaison** The ICCOC Chair or designated representative may participate as an ex-officio member of the ICF until the ICF Meeting one year after the Congress [to YEAR] and make regular interim reports to the Board. This representative may attend (at his/her own expense or from the Congress budget) all appropriate ICF Board meetings.
- b) **Scholarships** The ICF shall administer a Congress Sponsorship and Scholarship Program (see below) combining monies in a pre-existing fund (Bill Bowker Scholarship Fund) and any Congress Sponsorship opportunities developed by the Organizing Committee. ICF shall develop and administer a Scholarship Formula for a suitable number of deserving persons to participate.
- c) **Promotion** ICF shall assist in the promotion of the Congress, including the provision of names and addresses of potential delegates from outside [COUNTRY] support of ICC promotion at regional and national conferences outside of [COUNTRY], liaison with national and regional camping associations outside of [COUNTRY].
- d) **Documentation** Copies of minutes (or summary reports) of all ICC Organizing Committee meetings shall be sent promptly to the ICF President and Congress Liaison for consideration and information. Translation, (if necessary) into English is a Congress expense.
- e) **Commercial Exhibitors** If appropriate, the ICF shall assist in the promotion of the ICC to potential commercial exhibitors elsewhere in the world.
- f) **ICF Liaison** ICF shall provide or appoint one or more persons to act as liaisons and to serve directly on the International Camping Congress Organizing Committee as Vice Chair. These persons shall provide advice to various ICC committees whenever possible; provide direction for and to speakers and program leaders from outside [COUNTRY]; develop the international aspects of the program; and serve as or appoint others to be members or to be chairs of other Committees of the ICCOC. (Reasonable costs associated with this participation are the responsibility of ICCOC budget.)
- g) **International Communication** ICF shall provide links to and from the ICF website and other camping websites, wherever possible. The ICF website shall provide news, promotion and program information in support of ICC preparations. If necessary, ICF shall arrange and provide an external address and bank account for the registrations from international delegates.

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**2. THE ICCOC [YEAR] AGREES:**

- a) **Working Languages** The working languages of the Congress shall be at least [NATIONAL LANGUAGE] and English. All documents, signage and information shall be available in both languages. Simultaneous translation into English and the languages of the next four largest delegations (minimum 30 delegates...) shall be available as far as possible in all general sessions. When possible, assistance to provide whisper translation and support interpretation for other sessions shall also be provided.
- b) **ICF Business**. A General Meeting, an ICF General Assembly, a meeting of association executives and presidents, and a pre-Congress ICDC shall be held in conjunction with the Congress. In addition, the ICC shall provide a booth or space for the promotion of ICF memberships during the Congress, a meeting room for ICF Board meetings is requested before/during/after the Congress, and some time in a general session of the Congress for promotion of the next International Camping Congress. (A full description of these elements are available in the Bidding Information and Planning Guide.) The Organizing Committee of the Congress shall set aside time for these meetings and events.
- c) **Congress Budget** The Congress budget is the responsibility of the ICCOC and shall include responsibility for expenses associated with items as outlined in the Congress Information and Planning Guide. As part of that budget a profit amount for the ICF in the form of a licensing fee of \$USD [SPECIFIED AMOUNT]. These monies must be remitted to ICF not later than one month (30 days) prior to the Congress with a follow-up reconciliation within six month following the conclusion of the Congress.
- d) **Congress Sponsorship and Scholarship Formula** The Congress budget shall include a formula for scholarship assistance funds for some additional international delegates – particularly students and young camp leaders. This formula and agreement combines a portion of certain international delegate fees with an ICF waiting list for sponsorship (see above).
- e) **Congress Fees** There shall be a scale of Congress fees. The lowest available international rate shall be reserved for ICF full members. International delegates who are not ICF full members shall face a higher rate than ICF full members. Note: This does not apply to ICF affiliates. There shall be an opportunity to purchase a full membership in ICF at the time of registration. Early Bird fees or other special rates may be made available. There shall be spousal, children, student and other rates, as well.
- f) **Program and Education** The program shall reflect the cultural and historical nature of the Congress city's /country and camping community. It shall educate the rest of the world about the camping and outdoor programs of [COUNTRY] and the region. It shall also serve the broad and diverse educational and professional development needs of the wider camping and outdoor community. The actual balance of these diverse objectives and the exact strategy to accomplish the goal of combining them are left to the discretion of the International Camping Congress Organizing Committee. Spousal and family programs and pre/post Congress Tour opportunities shall also be offered.
- g) **Other Financial Agreements** Additional partnership opportunities associated with the Congress (pre- and post-Congress workshops; business events) involving ICF and ICF delegates may be negotiated separately.
- h) **Financial Responsibility** All contracts (e.g. hotel, entertainment, catering) are the responsibility of the International Camping Congress Organizing Committee.

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*International Camping Fellowship*

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*ICC Organizing Committee*

*[DATE, LOCATION]*

## Appendix B – submitted to ICF prior to negotiating a formal Memorandum of Agreement



# SAMPLE

## SUBMISSION DOCUMENT TO HOST AN INTERNATIONAL CAMPING CONGRESS

Thank you for your interest. Please return this form to the attention of the ICF at [fgozet@campingfellowship.org](mailto:fgozet@campingfellowship.org). Modify the items in **Red** and attach any supplementary material in support of your proposal. Please note that this is a preliminary, non-binding document and is simply a clear expression of interest and ability to host an International Camping Congress. Commitments to more specific responsibilities and obligations will follow confirmation of receipt of this submission.

See Appendix A of the ICF Congress Information and Planning Guide for the typical extent of the ICF agreement. This, too, is subject to negotiation and finalization.

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The Board of the International Camping Fellowship is grateful to the camping leaders of [COUNTRY] for the offer and agreement to host the International Camping Congress in [YEAR]. The principal groups involved are the International Camping Fellowship (ICF), the National Association [if appropriate], the International Camping Congress Organizing Committee [YEAR], [OTHER STAKEHOLDERS (please identify all committee members currently committed and their respective organizations and any associated stakeholders actively supporting this proposal)]. This Agreement recognizes the prospect of a Joint Venture undertaken by these respective groups and consists of a set of clear Policies and Procedures (fixed expectations) as well as some suggested guidelines resulting from prior Congress experience.

### 1. THE ICCOC [YEAR] AGREES:

- a) **Working Languages** The working languages of the Congress shall be at least [NATIONAL LANGUAGE] and English. All documents, signage and information shall be available in both languages. Simultaneous translation into English and the languages of the next four largest delegations (minimum 30 delegates...) shall be available as far as possible in all general sessions. When possible, assistance to provide whisper translation and support interpretation for other sessions shall also be provided.
- b) **ICF Business.** A General Meeting, an ICF General Assembly, a meeting of association executives and presidents, and a pre-Congress ICDC shall be held in conjunction with the Congress. In addition, the ICC shall provide a booth or space for the promotion of ICF memberships during the Congress, a meeting room for ICF Board meetings is requested before/during/after the Congress, and some time in a general session of the Congress for promotion of the next International Camping Congress. (A full description of these elements are available in the Bidding Information and Planning Guide.) The Organizing Committee of the Congress shall set aside time for these meetings and events.
- c) **Congress Budget** The Congress budget is the responsibility of the ICCOC and shall include responsibility for expenses associated with items as outlined in the Congress Information and Planning Guide. As part of that budget a profit amount for the ICF in the form of a licensing fee of \$USD [SPECIFIED AMOUNT]. (These monies to be remitted to ICF one month (30 days) prior to the Congress with a follow-up reconciliation within six month following the conclusion of the Congress.)
- d) **Congress Sponsorship and Scholarship Formula** The Congress budget shall include a formula for scholarship assistance funds for some additional international delegates – particularly students and young camp leaders. This formula and agreement combines a portion of certain international delegate fees with an ICF waiting list for sponsorship (see above).
- e) **Congress Fees** There shall be a scale of Congress fees. The lowest available international rate shall be reserved for ICF full members. International delegates who are not ICF full members shall face a higher rate than ICF full members. Note: This does not apply to ICF affiliates. There shall be an opportunity to

purchase a full membership in ICF at the time of registration. Early Bird fees or other special rates may be made available. There shall be spousal, children, student and other rates, as well.

- f) **Program and Education** The program shall reflect the cultural and historical nature of the Congress city's /country and camping community. It shall educate the rest of the world about the camping and outdoor programs of [COUNTRY] and the region. It shall also serve the broad and diverse educational and professional development needs of the wider camping and outdoor community. The actual balance of these diverse objectives and the exact strategy to accomplish the goal of combining them are left to the discretion of the International Camping Congress Organizing Committee. Spousal and family programs and pre/post Congress Tour opportunities shall also be offered.
- g) **Other Financial Agreements** The Exhibit Hall or Commercial Show associated with the Congress is another source of shared revenue beyond the base licensing fee. A portion of all revenue from international exhibitors to the Congress Exhibit Hall shall be returned to ICF. [Exhibit Hall Revenue formula] Additional partnership opportunities associated with the Congress (pre- and post-Congress workshops; ICDC, business events, kindred events) involving ICF and ICF delegates may be negotiated separately.
- h) **Financial Responsibility** All contracts (e.g. hotel, entertainment, catering) are the responsibility of the International Camping Congress Organizing Committee.

*[Proposed Congress DATES, SPECIFIC LOCATION]*

*RCC Organizing Committee (Please list:)*

*1* \_\_\_\_\_ *Affiliation* \_\_\_\_\_

*Proposed Committee Position:* \_\_\_\_\_

*2* \_\_\_\_\_ *Affiliation* \_\_\_\_\_

*Proposed Committee Position:* \_\_\_\_\_

*3* \_\_\_\_\_ *Affiliation* \_\_\_\_\_

*Proposed Committee Position:* \_\_\_\_\_

*4* \_\_\_\_\_ *Affiliation* \_\_\_\_\_

*Proposed Committee Position:* \_\_\_\_\_

*5* \_\_\_\_\_ *Affiliation* \_\_\_\_\_

*Proposed Committee Position:* \_\_\_\_\_

*6* \_\_\_\_\_ *Affiliation* \_\_\_\_\_

*Proposed Committee Position:* \_\_\_\_\_

*7* \_\_\_\_\_ *Affiliation* \_\_\_\_\_

*Proposed Committee Position:* \_\_\_\_\_

*8* \_\_\_\_\_ *Affiliation* \_\_\_\_\_

*Proposed Committee Position:* \_\_\_\_\_

*9* \_\_\_\_\_ *Affiliation* \_\_\_\_\_

*Proposed Committee Position:* \_\_\_\_\_

*10 Add Your Own*

*PRIMARY CONTACT:*

*Name:*

*Contact:*