

## **BIDDING FOR AN ASSOCIATION CONGRESS AND LOCAL NEEDS**

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A "bid" is defined as an invitation to hold an congress in your country. In most cases the national group or chapter of an international organization will need to support the initiative and will be responsible for the management of the congress if the bid is successful. Having obtained such a commitment from the national organization, formal invitations can be prepared and the bid project can begin.

Bidding for an international congress to be held in your country requires commitment and effort by all parties involved in the process and warrants a dedicated course of action. The energy, hard work and costs related to it are very often underestimated and it is vital that the parties which make up the "bid team" take their responsibilities seriously in order to mount a successful bid submission. If it takes so much energy, hard work and money, is it worthwhile undertaking such an initiative? Governmental institutions work alongside the local Convention Bureau and the PCO to secure the right to host the congress.

If the congress is particularly large and has to comply with specific guidelines set by the international organization.

### The Bid Criteria

It is crucial to analyse the bid criteria and conduct in-depth research to ensure the right decisions are made and the appropriate actions are taken in order to meet the bid criteria.

There are a number of members and suppliers of a bid team and each one plays an important role in the bid's success.

### Project Managing the Bid

Preparing a project plan for the bid brings order to the process, highlights the deadlines and assigns responsibilities.

Prepare a SWOT analysis in the early stages of planning so that you can capitalize on strengths and opportunities to help win the bid, turn attention away from any weaknesses and work out strategies to overcome threats. Careful analysis should also be done of any key competitors with a view to countering their claims and creating points for difference with your bid.

### Site inspection Arrangements

This visit is important and needs enormous involvement, not only from the PCO but also from the Governmental Authorities, the Convention and Visitors' Bureau; hotel partners, local airline, transportation supplier and, of course, the Convention Center.

### Conclusion

As a result of globalisation, increased professionalism and an excellent interchange of information, the success of a bid is highly influenced by the teamwork and effort.

If all team members work together in harmony, fulfil their role and undertake their responsibility, there is a very good chance of achieving the common goal: To win the bid!