

27th ICOM General Conference 2025
Questionnaire



NAME OF THE NATIONAL COMMITTEE:

Application to host the 27th ICOM General Conference

CANDIDATE CITY AND COUNTRY:

PROPOSED DATES:

GENERAL CONFERENCE THEME:

GENERAL CONFERENCE LOGO:

APPLICATION DATE:

LEGAL UNDERTAKING

1. The National Committee of _____ (legal name of the ICOM National Committee), hereinafter referred to as “The National Committee”, acknowledges and declares that it is aware of the agreement that will be signed with the International Council of Museums (“ICOM”) if the National Committee is chosen to host the 27th ICOM General Conference (the said agreement being referred to hereinafter as the “Agreement” and said General Conference as “General Conference”) and is prepared to sign the Agreement without reservation or amendment.
2. In consequence thereof, the National Committee declares that, during the application process, it will refrain from becoming a party to, approving or consenting to any act, contract, commitment or any other action contrary to or likely to affect any of the obligations stipulated in the Agreement.
3. If the National Committee has already entered into or approved or consented to a commitment which would be in conflict with, jeopardise, prevent or render impossible the fulfilment of any provision of the Agreement, it shall bring to the attention of ICOM all such commitments no later than 31 July 2021. The National Committee declares that all such commitments shall be neither enforced nor enforceable against ICOM and that such commitments shall be deemed, as far as ICOM and any party with which ICOM may enter into an agreement with regard to the ICOM General Conference, to be null and void, unless specifically requested and/or approved in writing by ICOM. In addition, the National Committee shall take all necessary measures to terminate or cause to be terminated any such commitments which would be contrary to the obligations stipulated in the Agreement.
4. The National Committee undertakes to abide by the ICOM Statutes and the ICOM Internal Rules and Regulations and comply with the ICOM Code of Ethics.
5. The National Committee has ensured, or will ensure that the ICOM logo and trademark are protected in the name of ICOM and/or that it has obtained, or will obtain from its government and/or its competent national authorities adequate and continuous legal protection to the satisfaction of ICOM and in the name of ICOM. The National Committee has brought this provision to the attention of its government and its competent national authorities and confirms that its government and its relevant national authorities have approved its content.
6. The National Committee declares that any dispute arising in the course of the application process, in relation to this Undertaking, will be first subject to conciliation and mediation before being referred to and settled by the relevant French Courts of Paris, France. French laws shall be exclusively applicable to this Undertaking.
7. This Undertaking shall remain in full force and effect until the Agreement on the organisation and hosting of the ICOM 27th General Conference is signed.

The ICOM National Committee of _____

Per: _____ Title: _____ Date: _____

Per: _____ Title: _____ Date: _____

CHAPTER 1: HOST

1.1 Once selected as the host, the ICOM National Committee, as a separate legal entity in the host country, should approach the relevant authorities to legally create an Organising Committee. The Organising Committee will then be responsible for the logistical and technical preparation, and the on-site and off-site management of the ICOM General Conference. The National Committee and the Organising Committee will then launch an international call for tender for a Professional Congress Organiser (PCO) or a Destination Management Company (DMC) or another professional event organisation company.

1.2 ICOM will then draft an agreement for the 27TH ICOM General Conference for all parties involved. No contract should be signed with a PCO, DMC or event organisation company until the official agreement between ICOM, the National Committee and other relevant parties is in place.

The application will be evaluated based on applicant's motivation and professionalism as well as the application's feasibility.

Please refer to Q 1.1.1 – Q 1.1.5.

1.3 The host city and/or its surrounding area must offer a favourable academic and professional environment for the ICOM General Conference. It is expected that the host city will benefit from the ICOM General Conference, through potential membership growth or a long-term legacy for its National Committee, as well as for the museum community in the country and in the region. The National Committee must also explain how it expects to link the General Conference to the implementation of topics of current interest to the museum professional community.

The application will be evaluated based on the candidate city's motivation and enthusiasm to host the ICOM General Conference and the museum development situation in the city/region/country. The development of ICOM's membership in the candidate country and the country's previous involvement with ICOM will be taken into account; indication of future involvement with ICOM will be favoured.

Please refer to Q 1.2.1. – Q 1.2.6.

1.4 Regional collaboration is an important element of a successful ICOM General Conference. Proof of this type of collaboration must be demonstrated.

The application will be evaluated on the National Committee's experience in regional collaboration.

Please refer to Q 1.3.1.

1.5 Experience of organising national, regional and international conferences or events will be valued.

The application will be evaluated based on the candidate city's experience of organising events, of similar size or with a similar participant profile.

Please refer to Q 1.4.1.

**Q 1.1.1
[LIST]**

Please include a list of the members of the application committee (including their titles and institutions) and the details of the persons responsible for the application.

- **List of members of the application committee**

Role within the application committee	Name of the person	Title of the person	Institution of the person

- **Contact details of the persons responsible for the application**

Person 1

Name _____
 Title _____
 Institution _____
 Address _____
 Email _____
 Telephone _____
 Fax _____

Person 2

Name _____
 Title _____
 Institution _____
 Address _____
 Email _____
 Telephone _____
 Fax _____

Q 1.1.2
[EXPLANATORY]

Please state the legal structure that your organising committee will have according to your national law. The minimum requirements for ICOM are that the Organising Committee is a separate legal entity, with legal capacity, an agreed structure (Chair, Vice-Chair, Treasurer and Project Manager) and the potential to have a dedicated bank account.

Q 1.1.4
[EXPLANATORY]

Please list the other services that you intend to contract suppliers for. If you do not intend to contract any other supplier, please explain why.

Type of Service	Supplier	Details of the supplier (Address, Website, Office locations, etc.)

Q 1.1.5
[SCHEDULE]

Please attach a document containing a month-by-month schedule for the organisation of the ICOM General Conference from June 2021 to the conference date in 2025.

Please use a separate sheet if necessary. The mandatory deadlines are shown in orange on the chart below. The deadlines can be adapted in accordance with the proposed dates.

Q 1.2.1
[LIST]

Please attach a list of museums in the host city and in the host country by type.

- **List of museums in the host city**

Name of museum	Type of museum (e.g. fine arts, contemporary art, natural history, zoo, science centre, etc.)	Location (e.g. city centre, suburbs, name of neighbourhood, etc.)	ICOM membership
<i>Total number by type</i>			
Natural History:	Science centre:	Fine arts:	...
Zoo:	Historic house:	Contemporary art:	...
...
...

- **List of museums in the host country**

Name of museum	Type of museum (e.g. fine arts, contemporary art, natural history, zoo, science centre, etc.)	City	ICOM membership
<i>Total number by type</i>			
Natural History:	Science centre:	Fine arts:	...
Zoo:	Historic house:	Contemporary art:	...
...
...

Q 1.2.2
[EXPLANATORY]

Please state your main reasons for applying to host a General Conference in your city including the following: what benefits do you expect the host city, the country, and participants will gain from the ICOM General Conference? What impact do you expect the ICOM General Conference to have locally?

Q 1.2.3
[EXPLANATORY]

Please explain how you intend to link the General Conference with topical issues for the international community of museum professionals.

Q 1.2.4
[EXPLANATORY
+ CHART]

Please provide an analysis of ICOM membership development since your National Committee was founded.

Q 1.2.5
[EXPLANATORY
+ CHART]

Please provide an analysis of your members' affiliation to International Committees.

Q 1.2.6
[EXPLANATORY]

Please provide information on the potential for the development of ICOM membership, both individual and institutional, in the host country.

Q 1.3.1
[EXPLANATORY]

Please provide examples of regional collaboration with ICOM or on cultural heritage-related issues: e.g. hosting meetings of Regional Alliances; organisation of seminars or conferences, which specifically targeted museum professionals in the region, training programmes; or inter-governmental bilateral or multilateral programmes, etc.

Name of the event / programme	Type of event / programme	Date of the event / programme	(Co-)Organiser of the event / programme	Scope of the event / programme	Other regional stakeholders involved

**Q 1.4.1
[LIST]**

Please list the host city’s recent experience of organising national, regional and international conferences and events. Please provide as much information as possible by including type of event, the organiser/co-organiser, the number of participants, the duration and the venue.

Name of the event	Type of event	Date and venue of the event	Organiser / Co-Organiser of the event	Scope of the event / programme	Number of participants

CHAPTER 2: SUPPORT

2.1 It is important to secure government support for the ICOM General Conference, both at local and national level.. The organisation of such an event also requires a significant budget provided by the organising committee, which cannot be entirely covered by the registration fees. Government subsidies are among the potential sources of funding for the ICOM General Conference. An approved designated guarantor must agree to pay any deficits and perform the Organising Committee 's duties in case it is not able to perform its duties.

The application will be evaluated based on the commitment and support from the relevant government authorities.

Please refer to Q 2.1.1 – Q 2.1.3.

2.2 Support from the relevant authorities is also expected to facilitate attendance at the ICOM General Conference. The Organising Committee is expected to assist participants as much as possible in this regard.

The application will be evaluated on whether the country's visa policy is compatible with ICOM's inclusiveness policies and on the cost of obtaining a visa.

Please refer to Q 2.2.1 – Q 2.2.2.

2.3 Funding from the private sector may also be considered as long as it respects ICOM's fundraising policies, the ICOM Statutes and the *ICOM Code of Ethics for Museums*.

The application will be evaluated on potential private funding for the ICOM General Conference budget.

Please refer to Q 2.3.1.

Q 2.1.1
[EXPLANATORY
+ LETTER]

Please provide letters of support from relevant government authorities and bodies (original + translation in English, French or Spanish).

Please use a separate sheet if necessary.

Q 2.1.2
[LETTER]

Please provide a financial guarantee from the relevant authorities which will cover any potential economic deficit on the part of the organising committee and indicate the name and position of your guarantor (original + translation in English or French).

Please use a separate sheet if necessary.

Q 2.1.3
[EXPLANATORY]

Please state the potential for any grants or bursaries from relevant authorities to host the ICOM General Conference.

Q 2.2.2
[EXPLANATORY]

Please explain how you will work with the relevant authorities to assist participants to attend the ICOM General Conference to obtain visas and the service you are willing to provide in this respect.

Q 2.3.1
[EXPLANATORY]

Please describe how you intend to financial sponsorship and in-kind partnerships with private entities and any fiscal incentives that may be used to finance the ICOM General Conference.

CHAPTER 3: THEME AND PROGRAMME

3.1 The proposed theme should be general to allow International Committees to include sub-themes for their own meetings. It should be noted that the theme will also be used for International Museum Day in the same year as the General Conference. The theme should therefore be accessible to museums around the world. Preference will be given to themes that are innovative, adaptable and relate to topical issues for the international museum community. The themes of previous ICOM General Conferences and International Museum Days should be taken into consideration to avoid duplication (see Appendices 1 and 2). ICOM reserves the right to amend/modify the proposed theme.

The proposed theme should meet ICOM's requirements and strategic objectives. It must be accessible for all International Committees and appropriate for the world museum community for International Museum Day..

Please refer to Q 3.1.1.

3.2 When proposing a theme, the applicant should also include a list of three to six high-profile suggested speakers. The list of suggested speakers should include at least one speaker from the host country and should be based on their geographic location, language diversity, male-female parity and professional backgrounds. The keynote sessions will be organised jointly by ICOM and the organising committee. The programme may be reviewed by ICOM in accordance with its priorities and adapted gradually until it is finally approved by ICOM.

The proposed speakers should meet ICOM's requirements (including at least one local speaker) and should be selected in a way that ensures linguistic diversity, a variety of professional backgrounds, balanced geographical representation, gender balance and the inclusion of young professionals.

Please refer to Q 3.1.1 – Q 3.1.2.

3.3 The applicant should present a programme for the ICOM General Conference using the format provided. The programme should include the opening and closing ceremonies, opening and closing receptions, plenary and panel sessions on the theme of the ICOM General Conference and relevant topics for museum and heritage professionals, workshops and roundtables, meetings and activities of the ICOM Committees and Working Groups and other ICOM bodies and partners, off-site museum events and professional exchanges, a museum trade fair, cultural and tourist activities networking events and other meetings and activities organised by ICOM and its community. The meetings and activities of the International Committees, Regional Alliances offer important professional debates and discussions during the General Conference. They shall be programmed for at least three days, two of which need to be organised on-site. An off-site programme in local museums and institutions is encouraged, as it allows for exchanges between museums and museum professionals.

The proposed programme should meet ICOM's requirements by accommodating all sessions and respecting the necessary balance of intellectual, cultural and administrative programmes to cater for participants from different backgrounds.

Please refer to Q 3.3.1 – Q 3.3.2.

3.4 Innovative ideas or unique characteristics of the country or region that can benefit the General Conference programme and the participants' experience are highly valued.

The creativity and originality of the proposed programme will be taken into account.

Please refer to Q 3.4.1.

Q 3.1.1
[EXPLANATORY]

Please attach a statement on the proposed theme for the General Conference.

Use a separate sheet if necessary.

Q 3.2.1
[EXPLANATORY]

Please attach a brief biography of potential keynote speakers and explain how they might contribute, to enrich the debate on topical issues for the international community of museum professionals

Q 3.3.1
[EXPLANATORY]

Please attach a draft programme proposal for the General Conference using the format mentioned above. If you would like to propose changes to the programme format, please add a note to explain this decision.

Please use a separate sheet if necessary.

Q 3.4.1
[EXPLANATORY]

Please include any information that will highlight the creativity and originality of your proposal.

CHAPTER 4: VENUE

4.1 In order to host an ICOM General Conference, it is essential to meet the venue requirements. Experience has shown that both from a logistical and financial perspective, one central location for all meetings works much better than several separate locations. The host is responsible for providing adequate meeting rooms for every activity detailed in the programme description of the ICOM General Conference, and space for the museum fairs and other ICOM General Conference facilities. All the conference facilities must be operational at least three days before the first meeting of the ICOM General Conference.

For the safety and security of participants, the application will be evaluated on the size and the plan of the main conference venue relative to the number of participants, its accessibility and whether the satellite venues are well connected with the main venue.

Please refer to Q 4.1.1 – Q 4.1.4.

4.2 The layout of the meeting rooms may vary according to the session and number of participants, but there are basic requirements. The specified room requirements for the plenary sessions of the ICOM General Conference and the Executive Board meeting are indicated in Appendix 3.

The application will be evaluated on the capacity and the facilities of the main venue's meeting rooms.

Please refer to Q 4.2.1 – Q 4.2.4.

4.3 Office space at the ICOM General Conference venue should include separate offices for the organising committee, the ICOM Secretariat (up to 20 staff from the ICOM Secretariat and assistants to be assigned by the organising committee), the membership service, an elections office (spacious, for easy circulation), an office for the ICOM President, an office for the Director General, an office for the Chair of the Advisory Council and a shared office for members of the Executive Board, in addition to a storage area. There must also be meeting rooms adjacent to the office space which are available to the ICOM Secretariat for staff meetings and informal meetings of the Executive Board. There should also be a meeting room where committees can meet at short notice. Specifications related to each office are outlined in Appendix 2.

The application will be evaluated based on the capacity and the facilities of the main venue's office space.

Please refer to Q 4.3.1.

4.4 The exhibition floor for the museum fair must cover an area of at least 3,000 m².

The application will be evaluated on the capacity and the facilities of the main venue's exhibition space.

Please refer to Q 4.4.1 – Q 4.4.3.

4.5 Other facilities must include a registration area (a check-in desk, a registration desk, an information desk and message board, and a documentation desk), a press room and rest areas for participants with chairs or sofas and coffee tables on each floor. Postal services, ATM machines, banks, first-aid facilities on site and/or clinics/hospitals and pharmacies should be available near the ICOM General Conference venue, if not located within the main venue (to be marked on the conference venue's floor plan). All ICOM General Conference facilities should be accessible to disabled persons. Wi-Fi internet connection must be provided throughout the General Conference site. All computers provided for the ICOM General Conference must be configured in English and Microsoft Office Pack and other basic software must be pre-installed.

The application will be evaluated on the availability and accessibility of other facilities within or close to the main venue.

Please refer to Q 4.5.1 – Q 4.5.4.

4.6 Coffee breaks should be organised between the sessions and available to all participants outside the meeting rooms. Lunch boxes must be offered to participants during the ICOM General Conference. Different menu options are appreciated. There should be lunch and snack options within or near the ICOM General Conference venue every day during the event.

The application will be evaluated on whether the food and beverage options available meet ICOM's requirements.

Please refer to Q 4.6.1.

4.7 Other materials to be provided by the organising committee on the venue should include: nameplates for committees and speakers (up to 200 names, produced in duplicate), signage throughout the conference venue (to show the way to meeting rooms, election room, membership office, museum fair), conference bags for each participant with an ICOM General Conference Programme booklet in the participant's preferred language and a name badge.

The application will be evaluated on the ability to provide the required conference materials.

Please refer to Q 4.7.1 – Q 4.7.2.

4.8 Languages are one of ICOM's tools to bring museum professionals together to exchange experiences and to discuss the major issues concerning their profession. For many participants, simultaneous interpretation is the only means by which they can understand each other. Therefore, simultaneous translation into English, French, Spanish and, if necessary, into the official language(s) of the host country, as well as automatic transcription in English is required for the following sessions: keynote speeches, plenary and panel sessions, opening and closing ceremonies, General Assembly, Advisory Council, Extraordinary General Assembly, Open Forum for Resolutions). All of the scientific programme sessions and the statutory meetings will be video and audio recorded in HD along with the simultaneous English interpretation. The organising committee must ask the ICOM Committees and Working Groups in advance if they need simultaneous translation for part or all of their meetings, in any or all three official languages of ICOM and in the official language(s) of the host country. If interpretation can be provided for the meetings of ICOM Committees and Working Groups, the options?(especially the costs) should be specified in advance. The application will be evaluated on the options suggested by the applicant for simultaneous interpretation and other interpretation assistance.

Please refer to Q 4.8.1 – Q 4.8.3.

4.9 Networking events can be organised during the ICOM General Conference, by ICOM, by the organising committee or by committees. The organising committee may be requested to provide venues and other services for these events.

The application will be evaluated on the creativity of the host city's creativity in proposals for networking events and the feasibility of such events, depending on their formats and venues.

Please refer to Q 4.9.1.

4.10 During the ICOM General Conference, the elections for the ICOM Executive Board and the Chairperson and Vice-Chairperson of the Advisory Council for the term 2025-2028 will be held in accordance with the ICOM Statutes and the ICOM Internal Rules. On two consecutive days, ICOM voting members must be able to go to a dedicated Elections Office located within the main conference venue to vote. Two suggested layouts for the election office are shown in Appendix 2 In addition , ICOM voting members will

vote at the General Assembly, Extraordinary General Assembly and Advisory Council. Votes will be cast electronically, using a voting system which has been specially adapted for ICOM statutory meetings. The ICOM Legal Coordinator must be involved in all the key steps, including the Request for Proposal (RFP), the selection of service provider and the set-up of the election system at the venue.

The application will be evaluated on the proposal for the electronic voting system, in accordance with ICOM's requirements.

Please refer to Q 4.10.1.

4.11 The International Committees are invited to organise one-day, off-site conferences at local or regional museums to further exchange with local museum professionals.

The application will be evaluated on the venues available for the off-site meetings of the ICOM community and the accessibility of these venues for all ICOM General Conference participants.

Please refer to Q 4.11.1 – Q 4.11.2.

4.12 In line with ICOM's efforts to integrate the Sustainable Development Goals into all its activities, the Organising Committee must take into consideration the impact of their actions on the environment and give priority to sustainable solutions throughout the 27TH ICOM General Conference. The Organising Committee should refer to the international standard ISO 2021 *Event sustainability management systems – Requirements with guidance for use to integrate environmental and social responsibility* into the planning, management and organisation of the ICOM General Conference. This should lead to improvements in key areas of sustainability such as, but not limited to, transport, recycling or reuse of waste, creating a sustainable food strategy.

The application will be evaluated on the measures that will be put in place to ensure that the event is as sustainable as possible.

Please refer to Q 4.11.1 – Q 4.11.2.

4.13 The Organising Committee is responsible for putting in place the all measures necessary at the highest appropriate level to ensure the security of events at the venue of the 27th ICOM General Conference. In relation to this, the Organising Committee must develop an Emergency and Security Plan to respond effectively to any health and safety incidents and other emergencies that may occur during the ICOM General Conference.

The application will be evaluated on the emergency and security plan that will put in place at the main venue in order to ensure the participants safety and security.

Please refer to Q 4.11.1 – Q 4.11.2.

Q 4.1.2
[EXPLANATORY
+ LIST + FLOOR
PLAN +
PHOTOS]

Please provide a floor plan for each level of the venue and specify how each area will be used for the ICOM General Conference programme and the facilities available within or near the conference venue.

Please use a separate sheet if necessary.

- **List of facilities (to be marked on the floor plan)**

Facility	Location (e.g. within / out of the conference venue)
An ATM	
A Bank	
First Aid Facilities / Infirmary (on site)	
Clinics / Hospitals	
Pharmacy	
Disabled Access	
Postal Services	
Press Room	

Q 4.1.3
[EXPLANATORY]

Please indicate if the ICOM General Conference will be the only event at the venue at the time, or if it will share the conference venue with other clients.

Q 4.1.4
[EXPLANATORY
+ LIST + MAP]

Please list the venues where the other meetings will be held, if it is not possible to have one central location for the ICOM Committees and Working Groups meetings. Please also indicate the distance from the main conference venue and suggested transport links.

Please use a separate sheet if necessary.

Venue name	Name of committee / type of activity	Distance from the conference venue	Suggested transport links

Q 4.2.1
[FLOOR PLAN +
PHOTOS + LIST]

Please provide detailed information on the number of breakout rooms, including the size of the room and possible layout (i.e. U-shape, classroom, theatre, roundtable, etc.).

Use a separate sheet if necessary.

- **List of breakout rooms**

Capacity	Possible layout(s)

Q 4.2.2
[EXPLANATORY
+ SEATING
PLAN]

If the proposed venue does not have an auditorium that can accommodate a minimum of 3,000 participants plus a stage and podium for the opening and closing ceremonies and the keynote speeches, please provide solutions to deal with the overflow of participants for these events. Please include the seating plan of the auditorium and/or maps for overflow solutions.

Please use a separate sheet if necessary.

Q 4.2.3
[EXPLANATORY]

Please indicate whether you can equip all the meeting rooms with basic devices (a desktop computer with audio output, Wi-fi connection; a video projector and/or screen; conference microphones and/or wireless handheld microphones with the corresponding amplifier system) or provide such equipment upon request.

- **List of equipment available or available upon request in the meeting rooms**

Equipment	Availability (e.g. pre-equipped, upon request , etc.)	Comments
A desktop computer with audio output		
Wi-fi		
Video projector		
Conference microphones		
Wireless handheld microphones with amplifier system		

Q 4.2.4
[EXPLANATORY]

Please indicate any complimentary services that you could offer in addition to the requirements indicated in Appendix 2.

Q 4.3.1
[EXPLANATORY
+ LIST]

Please provide detailed information on the number of offices, listed according to size. Please suggest alternatives if you cannot meet all of the requirements indicated in Appendix 2.

	Capacity	Equipment as per Appendix 4
ICOM Secretariat Main Office		
Membership office		
Elections office		
Office for ICOM President		
Office for Director General		
Office for the Chair of the Advisory Council		
Executive Board Office		
Meeting rooms		
Storage		

Q 4.4.1
[EXPLANATORY
+ MAP]

Please indicate the maximum exhibition space available for the Museum Fair and Expo Forum. Please attach a separate floor plan for the exhibition space.

Please use a separate sheet if necessary.

Q 4.4.2
[EXPLANATORY
+ GRAPHIC]

Please specify the layout and three different types of booths for the Museum Fair and Expo Forum (modular booths are required for the creation of small, medium or large booths), the equipment provided and the rental rates (items included in the rate for the booth or charged services).

Q 4.4.3
[EXPLANATORY]

Please suggest the additional facilities you can provide within the exhibition area (i.e. catering, relax zone meeting room, etc.).

Q 4.5.1
[FLOOR PLAN +
EXPLANATORY]

Please mark the registration area on the floor plan of the conference venue and show where each of the different services in this area will be located.

Please use a separate sheet if necessary.

Q 4.5.2
[EXPLANATORY]

Please state whether there is Wi-fi coverage in the whole conference venue. Wi-fi access must be free for ICOM General Conference participants.

Q 4.5.3
[EXPLANATORY
+ LIST]

Please list the suppliers for any service that will be outsourced for the ICOM General Conference.

Q 4.6.1
[EXPLANATORY]

Please specify the different menu options for lunch and coffee break (vegetarian, meat/fish, etc.)

Q 4.7.1
[EXPLANATORY]

Please describe the development and production of the following items and how they will align with sustainable development principles.

- **List of equipment**

Equipment	Availability
Conference bags	
Name badge	
Lunch boxes, cutlery, glasses etc.	
Programme Booklet	
Free gifts	

Q 4.7.2
[EXPLANATORY]

Please describe the sustainable measures for the management of the event such as, but not limited to, transport, printing, recycling or reuse waste, food strategy.

Q 4.8.1
[EXPLANATORY]

Please list the number of interpreters and devices you will provide to guarantee the simultaneous interpretation and automatic transcription of the statutory meetings and some sessions of the scientific programme (English, French, Spanish).

Q 4.8.2
[EXPLANATORY]

Please indicate which languages, other than the three official languages of ICOM, you can provide simultaneous interpretation for these sessions in.

Q 4.8.3
[EXPLANATORY]

Please provide details of any other interpretation assistance that you propose for the ICOM Committee and Working Group meetings.

Q 4.11.2
[EXPLANATORY]

Please explain if these venues will be open to participants of the ICOM General Conference free of charge during the ICOM General Conference and if you plan any special events in these venues for the period.

CHAPTER 5: TRAVEL, ACCOMMODATION AND ON-SITE RECEPTION

- 5.1** The host city should be easily accessible by air and over land. It would be an advantage if the host city could offer airfare discounts to participants for certain airlines or airline alliances.

The application will be evaluated on the accessibility of the proposed host city.

Please refer to Q 5.1.1 – Q 5.1.4.

- 5.2** Once they have reached the host city, the local transport facilities are an important consideration for participants. Airport transfers, easy access to the city centre from hotels, shuttle services from the hotels to the conference venue, etc. are the main services that participants need.

The application will be evaluated on the local transport system, and how easily participants can move between locations.

Please refer to Q 5.2.1 – Q 5.2.4.

- 5.3** A broad range of accommodation options are required, as most ICOM General Conference participants stay in accommodation which has been recommended by the host. Hotels in a medium price range, that are within walking distance from the conference venue are preferable, as well as rooms in universities and hostels, if not too far from the conference venue. The host will need to secure a sufficient number of rooms in mid-range hotels.

The application will be evaluated on the accommodation options for the participants, based on price and location.

Please refer to Q 5.3.1 – Q 5.3.3.

- 5.4** The host should provide free invitations (air flight ticket in economy class, hotel with breakfast included, daily allowance and registration fees waived except for optional events) for up to thirty nine (39) ICOM representatives (including the ICOM President and Director General (2), Executive Board members and Vice-Chair of the Advisory Committee (15), the ICOM's Auditor (1), the ICOM's Lawyer and twenty (20) ICOM Secretariat staff); and up to thirty (30) speakers (six (6) keynote speakers and twenty four (24) speakers for the scientific programme sessions). Specifications on the travel and accommodation for the above-mentioned categories of persons are indicated in Appendix 3. While on at the conference venue, the lunch expenses for these groups should be covered by the organising committee.

The application will be evaluated on whether the candidate city can offer the all-inclusive invitations requested by ICOM.

Please refer to Q 5.4.1 – Q 5.4.2.

Q 5.1.1
[EXPLANATORY]

Please state whether you plan to negotiate air and train fare discounts with transport companies for the ICOM General Conference.

Q 5.1.2
[EXPLANATORY
+ MAP]

Please state if an international airport and train station are located near the city. Please mark their locations and indicate the distance to the city centre and to the conference venue.

Q 5.2.1
[EXPLANATORY]

Please list the possible means of transport, the average cost and the transit time from the airport to the city centre. If you intend to provide a shuttle service from the airport to hotels, please state if this will be a free or paid service for participants.

- **List of transfer methods from the airport to the city centre**

Means of transport	Price	Transit time
Bus		
Train / Underground		
Shuttle		
Taxi		
Other		

Q 5.2.2
[EXPLANATORY]

Please state whether local transport passes are available in the host city and how much they cost and if you intend to provide free local transport passes for participants.

Q 5.2.3
[MAP +
EXPLANATORY]

Please provide a public transport map and give details of transport around the conference venue and the hotels.

Please use a separate sheet if necessary.

Q 5.2.4
[EXPLANATORY]

Please state whether you will provide free shuttle buses to and from the conference venue to participants staying at designated hotels.

Q 5.3.3
[MAP]

Please attach a map showing the recommended hotels for the ICOM General Conference participants.

Please use a separate sheet if necessary.

Q 5.4.1
[EXPLANATORY]

Please indicate whether you can provide transport, accommodation, free admission and catering for ICOM representatives and conference speakers, for the duration of the ICOM General Conference.

Q 5.4.2
[EXPLANATORY
+ MAP]

Please list the hotel proposed for the ICOM representatives and conference speakers. Please mark it on the map and indicate the distance from the conference venue. Please suggest another hotel if the ICOM Secretariat staff are to be accommodated separately. Please mark this hotel on the map presented and indicate its distance from the conference venue and from the hotel for the Executive Board and speakers.

Please use a separate sheet if necessary.

CHAPTER 6: BUDGETARY AND FINANCIAL ASPECTS

6.1 Applicants should be aware of the financial commitments required to host the ICOM General Conference. Previous experience has shown that National Committees are not always well prepared for the financial implications of hosting the ICOM General Conference. The registration fees collected from participating members are often not sufficient to cover all the expenses of the ICOM General Conference. Candidates must demonstrate that they can secure substantial funding, usually from national or local governmental and/or international agencies other than ICOM. A budget template of the General Conference is on p.96 for reference. ICOM will not be liable for any budget deficit resulting from the ICOM General Conference. A financial guarantee must therefore be included with the application (Cf. Requirement 2.1).

The application will be evaluated on the robustness of the budget, the feasibility of the revenue generation proposal and any risks related to the country's stability.

Please refer to Q 6.1.1.

6.2 The application must clearly set out all Value Added Tax or other local taxes that need to be taken into consideration. It shall recommend the most tax-efficient manner to manage the event, including whether a tax exemption can be applied for.

The application will be evaluated on whether the proposed host city is well prepared for dealing with tax issues.

Please refer to Q 6.2.1 – Q 6.2.2.

6.3 The organising committee and the PCO will have the following insurance :

- (1) Insurance against all risks in respect of its property and the equipment used for the ICOM General Conference;
- (2) Workers' compensation insurance, or its equivalent, or employer's liability insurance, or its equivalent, with respect to the Party's personnel which is sufficient to cover all claims for injury, death and disability, or other benefits required to be paid by law, in connection with the performance of the Agreement;
- (3) Liability insurance in an adequate amount to cover all claims, including claims for death and bodily injury, products and completed operations liability, loss of or damage to property, and personal injury, arising from or in connection with the Party's performance, including liability arising out of or in connection with the acts or omissions of the Party's personnel, agents, invitees, subcontractors, or the use of transportation vehicles.

The organising committee and/or the PCO shall provide upon request a copy of the insurance policy and/or the relevant insurance certificates to ICOM. ICOM will not be held liable for claims of any damage, loss, theft of objects and/or equipment used by the Organising Committee or the PCO without limitation, which might occur during the ICOM General Conference.

The application will be evaluated on the candidate host city's ability to obtain adequate insurance cover.

Please refer to Q 6.3.1.

Additional information on the budget

Throughout the planning of the event, it is expected that a regular budget updates with an explanation of any variances will be provided.

Due to the international nature of the event, the final financial statements should be prepared in accordance with International Financial Reporting Standards (IFRS) and audited in accordance with International Auditing Standards.

A. Revenues

A.1. Registration fees

Different categories of registration fees must be proposed depending on the registration period, and the participant's professional situation and affiliation to ICOM. Ticketed events can be proposed. The registration fee for non-members should be higher so as not to discourage the participation of regular members. The price difference between the fees for members and non-members should exceed the ICOM annual membership fee to encourage non-members to join ICOM. A 1-day pass is an attractive proposal for first-timers who wish to discover the event and regional discounts could be applied to participants from neighbouring countries to facilitate regional participation. Registration fees are waived for different types of grantees (see expense item B.5.f on "Travel grants"), invited speakers, ICOM representatives and Secretariat staff and some invitees from partner organisations.

The application will be evaluated on the cost and pricing structure for registration.

Please refer to Q 6.4.1 – Q 6.4.3.

A.2. Exhibition Booth Rental

A Museum Fair will be held at the ICOM General Conference, which will showcase the latest developments in the museum field and profession. The Museum Fair should be promoted in the host country and abroad to attract a maximum of exhibitors. ICOM will be provided with at least one medium-sized booth for the Secretariat.

The application will be evaluated on the revenue likely to be generated by the Museum Fair.

Please refer to Q 6.5.1.

A.3. Subsidies

Government subsidies compose an important part of the conference income. All levels and different types of subsidies should be applied for.

A.4. Sponsorship

If income generated by subsidies, booth rental fees at the Museum Trade Fair and registration fees are not sufficient to fund the entire ICOM General Conference, the organising committee should also develop financial sponsorship or in-kind partnerships, in line with ICOM's image and the global strategy.

The application will be evaluated on the feasibility of the revenue expected from the sponsorship.

Please refer to Q 6.6.1 – Q 6.6.2.

A.5.a Ticketed events

The organising committee is encouraged to consider sustainable activities such as cultural and tourist activities, events and other programmes which may generate additional revenue.

A.5.b Advertising

Advertising in the conference programme, on the website or on other platforms can be sold as part of a sponsorship package or separately.

B. Expenditure

B.1. Direct operational costs

In some cases, cost items listed under B.1. can be combined, especially when the conference venue holds exclusivity for certain services. Otherwise, please specify each cost item in detail.

B.1.a Rental of properties

It is expected that the organising committee will be in the position to leverage on existing properties, to negotiate competitive rental rates and if possible, properties offered in-kind.

B.1.e Translation services, including simultaneous interpreting

All conference-related documents should be produced in at least the three official languages of ICOM (English, French and Spanish) and the official language(s) of the host country; simultaneous interpreting in these languages and automatic transcription should be provided as per Requirement 4.8).

B.2. Staff expenses

Please provide estimates of the number of staff for the Organising Committee and the subcontracted services to be employed before, during and after the event.

The organising committee will ensure that local regulations are complied with, including the payment of appropriate social benefits. It shall also include any costs relating to training, allowance and accommodation fees when applicable.

B.3. Advertising and promotional material and Media relationships

Costs will include: advertising and promotion through international and domestic media, publication of brochures and reports (including the conference booklet) and decoration.

B.5.f Travel grants

The organising committee must provide at least eighty (80) full travel grants (airline ticket, hotel with breakfast included, daily allowance and registration fees waived except for optional events, visa costs) to ICOM members from developing countries so that they may attend the ICOM General Conference, and guarantee a broad representation of the ICOM community. ICOM will provide the criteria for travel grants and the selection of the grantees, while the host country is responsible for making the travel arrangements for the selected grantees. Registration fees must also be waived for recipients of the Grace Morley Travel Grant and Getty Foundation Travel Grants, grantees funded or negotiated by ICOM (up to 40) and scholarships from International Committees (based on individual cases).

The application will be evaluated on the host city's commitment to funding travel grants.

Please refer to Q 6.7.1 – Q 6.7.4.

B.5.g Catering

This item refers to catering costs incurred to meet food requirements for officials and employees (Cf. Requirement 5.4) as well as coffee breaks and beverages for all participants (Cf. Requirement 4.6).

B.6.e ICOM licence fees

Since the General Conference is a major event that will benefit the host city, it is expected that the Organising Committee will remit royalties based on the registration rate to ICOM. ICOM will deduct a certain percentage from the total amount of registrations at the end of the ICOM General Conference for all registered participants of all registration categories.

Q 6.1.1
[BUDGET]

Please complete the following template for the estimated budget with a detailed breakdown in EUR. Please specify whether taxes are included or not.

A REVENUES	EURO €	B EXPENDITURE	EURO €
A.1. Registration fees		B.1. Direct operations costs	
A.2. Rental of exhibition booths		B.1.a Rental of properties / maintenance & running costs	
A.3. Subsidies		B.1.b Online registration & badges	
A.3.a National government		B.1.c Electronic voting	
A.3.b Regional government		B.1.d Other IT expenses	
A.3.c Local government		B.1.e Translation services, including simultaneous interpreting	
A.3.d Other agencies		B.1.f Security	
A.4. Sponsorship		B.2. Personnel expenses	
A.5. Other revenues		B.3. Public relations, promotion & communications	
A.5.a Ticketed events		B.3.a Advertising & promotional material	
A.5.b Advertising		B.3.b Media relationships	
		B.3.c Events, ceremonies & receptions	
		B.3.d Museum Fair	
		B.4. Programmes	
		B.4.a Official programme	
		B.4.b Ticketed events	
		B.4.c Cultural programme	
		B.4.d Publishing of conference proceedings	
		B.5. Transportation & Accommodation	
		B.5.a Organisation of pre-conference meetings and seminars	
		B.5.b Operation of the organising committee	
		B.5.c Visits of ICOM representatives	
		B.5.d Executive Council & Secretariat	
		B.5.e Invitations (VIP and keynote speakers)	
		B.5.f Travel grants	
		B.5.g Catering	
		B.6. Administration	
		B.6.a Office furniture and equipment	
		B.6.b Telephone, fax, postage and courier costs	
		B.6.c Working Documents	
		B.6.d Legal & audit fees	
		B.6.e Insurance	
		B.6.f Commission for the organising firm	
		B.6.g ICOM licence fees	
		B.7. Others / Miscellaneous	
Sub-total		Sub-total	
SURPLUS / (DEFICIT)			
<i>EURO€ / Local currency exchange rate used in preparing budget</i>			
<i>Date of finalisation of budget</i>			

Q 6.2.1
[EXPLANATORY]

Please provide any available information regarding VAT and other local taxes which will apply to the ICOM General Conference revenue.

Q 6.2.2
[EXPLANATORY]

Please indicate what tax status you expect the committee to be subject to.

Q 6.3.1
[EXPLANATORY]

Please indicate whether you expect expert advice to ensure that optimal insurance coverage has been put in place.

**Q 6.4.1
[EXPLANATORY]**

Please indicate the registration rates in EUR, according to the ICOM Policy Fee for the General Conference depending on the registration dates, the participant's professional situation and affiliation to ICOM, and the conditions that apply to the type of pass or ticket. Please also estimate the target number of participants.

Proposed registration rates

EUR/local currency exchange rate that applies:

Date of the exchange rate in reference

	Early bird (from [date] to [date])	Advance (from [date] to [date])	Late/on-site (from [date] to [date])	Conditions	Target number of participants
ICOM Individual and Institutional members – Categories 1 and 2 – 7-day pass					
ICOM Individual and Institutional members – Categories 3 and 4 – 7-day pass					
Non-ICOM members – 7- day pass					
Accompanying person – 7-day pass					

Student/retired members – 7-day pass					
3-day pass					
1-day pass					
Off-site meeting ticket					
Excursion ticket					
...					

Q 6.4.2
[EXPLANATORY]

Please indicate whether discounts will be offered to participants from the host country and neighbouring countries in order to promote the ICOM General Conference in the region.

Q 6.4.3
[EXPLANATORY]

Please specify the alternative payment methods (besides credit cards) that participants can use to pay the registration fee online.

Q 6.5.1
[EXPLANATORY]

Please indicate the target number of exhibitors and provide a plan for the promotion of the Museum Fair.

Please use a separate sheet if necessary.

Q 6.6.1
[EXPLANATORY]

Please outline your sponsorship plan, specifying the items you will look for sponsorship for and the financial targets. Please also attach a draft sponsorship package, if available.

Please use a separate sheet if necessary.

Q 6.6.2
[EXPLANATORY]

Please describe how sponsors will be acknowledged.

Q 6.7.1
[EXPLANATORY]

Please indicate how many extra travel grants you will provide, in addition to the target of eighty (80) full grants.

**Q 6.7.2
[BUDGET]**

Please attach a draft grant budget with a detailed breakdown according to departure city (to be listed separately from the overall budget estimate of the conference).

Use a separate sheet if necessary.

- Budget breakdown for travel grants**

Region	N. per s.	Travel expense per person	Registration Fee per person	Accommodation per person			Per Diem per person			Sub-total per region
				Unit price	Number of nights	Sub-total	Unit price	Number of days	Sub-total	
Central and Eastern Europe										
Latin America										
Africa										
Asia and Pacific										
Sub-total										
Total										

Q 6.7.3
[EXPLANATORY
+ LIST]

Please explain how you expect to fund the travel grants and if there will be any restricted conditions depending on the funders. Please indicate the possible funding agencies and programmes.

- **Possible funding agencies and programmes for travel grants**

Funding Agency	Programme	Target Region

Q 6.7.4
[EXPLANATORY]

Please suggest the quota for an additional registration fee exemption (besides the afore-mentioned categories) and specify which groups this will apply to.

CHAPTER 7: COMMUNICATION

7.1 As ICOM's flagship event, the ICOM General Conference must reflect a positive image of the organisation. For this reason, all communication on the event must be approved by ICOM. ICOM must also ensure that the ICOM General Conference information reaches the widest possible audience. The host is expected to develop a marketing plan for the ICOM General Conference. Both ICOM and the organising committee will promote and disseminate information about the ICOM General Conference to ICOM members (via ICOM's communication channels) and the world museum community. The organising committee should in particular arrange meetings and events to promote the ICOM General Conference in the host country and its neighbouring region. ICOM will assist the organising committee with a regional promotional campaign targeting museums and museum professionals from this region.

The application will be evaluated on the promotional strategy proposed to attract participants from within and outside of the ICOM community.

Please refer to Q 7.1.1.

7.2 The candidate should create a logo and a poster for the ICOM General Conference, according to the ICOM graphic chart and in line with the ICOM logo design. The organising committee is recommended to establish guidelines specifying the use of the ICOM General Conference logo and its variations.

The application will be evaluated on the logo design and its significance.

Please refer to Q 7.2.1.

7.3 ICOM will host the ICOM General Conference website on its server and will build a basic web space for communications on the ICOM General Conference. The organising committee should edit, upload and regularly update the contents on the ICOM General Conference in at least the three (3) official languages of ICOM and the official language(s) of the host country. The organising committee should keep the website up to date until the end of the ICOM General Conference. The organising committee must provide a budget for the development of the online registration system, which will allow participants to register for and pay the registration fee online. Online reservation and payment for hotels and activities can be made available by the organising committee through another online platform.

The application will be evaluated on the feasibility of the online registration platform and the associated services.

Please refer to Q 7.3.1 – Q 7.3.2.

7.4 The organising committee will cover in financial terms the editing, translation, graphic design and distribution of the ICOM Conference Programme booklet and proceedings in at least the three (3) official languages of ICOM, of the promotional leaflets and sponsorship prospectus.

If applicable, the Organising Committee will cover the printing and distribution costs of the Working Documents. The Museum Fair booklet and the meeting brochure of the International Committees may be printed separately. At least fifty (50) copies of the Conference Booklet in each language must be sent to the ICOM Secretariat; the Conference Booklet should be produced in sufficient numbers to cater for the number of participants. The print run of the afore-mentioned Working Documents will be specified by ICOM in due course. The cost of producing the Working Documents needs to be included in the template budget. The organising committee shall also produce a report on the ICOM General Conference in English and send twenty-five (25) copies to the ICOM Secretariat. Please explain the sustainable measures you will adopt to reduce environmental impact of printing.

The application will be evaluated on the host city's publications proposal, in particular the conference programme and proceedings.

Please refer to Q 7.4.1 – Q 7.4.4.

Q 7.1.1
[EXPLANATORY
+ SCHEDULE]

Please attach the marketing plan for the promotion of the ICOM General Conference and identify to, in particular, the communication channels, the timeframe and the targets. Please specify actions to be implemented where possible.

Please use a separate sheet if necessary.

Q 7.2.1
[GRAPHICS +
EXPLANATORY]

Please attach a draft design of the General Conference logo and explain the reasons behind it. The logo must include the wording “ICOM [name of the candidate city] 2025” and a graphic element. The logo must adhere to the ICOM Graphic Chart (Appendix 5)

Please use a separate sheet if necessary.

Q 7.3.1
[EXPLANATORY]

Please indicate which additional language(s) the website of the ICOM General Conference can be published in, besides the three official languages of ICOM.

Q 7.3.2
[EXPLANATORY]

Please explain how online registration will be managed (conference registration, hotel and activity reservation and online payment).

Q 7.4.1
[EXPLANATORY]

Please indicate which additional languages, besides the three official languages of ICOM, you intend to distribute the ICOM General Conference booklet and Proceedings in.

- **Additional languages of conference documents**

Type of publication	Additional language(s)
Conference Booklet	
Conference Proceedings	

Q 7.4.2
[EXPLANATORY
+ LIST]

Please state whether you intend to publish any other publications in addition to those mentioned above and list them by type, content and target audience.

- **List of complementary publications**

Name of the publication	Type of publication	Languages	Summary of contents in 50 words	Target audience

Q 7.4.3
[EXPLANATORY]

Please state how you intend to distribute the ICOM General Conference booklet and the Proceedings to all conference participants and/or a larger audience.

Q 7.4.4
[SCHEDULE]

Please attach a schedule for the distribution of the Preliminary Programme booklet with registration form, the ICOM General Conference booklet and the Proceedings.

Please use a separate sheet if necessary.

CHAPTER 8: COLLABORATION

8.1 Official representatives of the organising committee shall be present and will deliver reports at all the Executive Board meetings and the annual Advisory Council meetings in the period leading up to the ICOM General Conference in 2025. The Organising Committee should also present a final report (in English, French and Spanish and a financial report which has been certified by an international auditing service) at the Advisory Committee meeting in June 2026 in Paris.

The application will be evaluated on whether the host city can provide funding for representatives of the Organising Committee to travel to Paris to present the project to the Executive Board and Advisory Council.

Please refer to Q 8.1.1.

1.2 Representatives of ICOM will meet with the Organising Committee regularly, as deemed necessary by ICOM. The Organising Committee will bear the cost of at least two (2) visits to the host city for up to two (2) ICOM representatives three years prior to the event, up to three (3) meetings two years prior the event and up to four (4) meetings the year of the event.

The application will be evaluated on whether the host city is in a position to finance visits for ICOM representatives to the host city.

Please refer to Q 8.2.1.

8.3 One bilingual museum professional (who speaks English and the language of the country) shall be designated as the coordinator for each International Committee during the preparation for and the meetings at the ICOM General Conference. If the coordinators are not based in the host city, they shall be informed of all practical issues relating to the host city and the museums in the surrounding provinces. The coordinators shall be involved in the activities of the corresponding International Committees and are invited to attend their annual meetings at least once prior to the ICOM General Conference. It is also the coordinators' responsibility to help to source funding for the meetings of the International Committees. One key contact person shall be designated within the Organising Committee to follow the work of the coordinators and submit progress reports to ICOM.

The application will be evaluated on the proposed collaboration with International Committees.

Please refer to Q 8.3.1 – Q 8.3.3.

8.4 Competent bilingual staff members and/or volunteers who speak English and the language of the host country and who are familiar with the ICOM terminology, should be available to carry out different tasks. The ICOM Secretariat should be assisted by at least fifteen (15) bilingual staff members from the Organising Committee for the duration of the ICOM General Conference. The ICOM Secretariat will define and inform the volunteers about their tasks in the months prior to the event. An initial coordination meeting will be held between the Organising Committee and the ICOM Secretariat.

The application will be evaluated on whether the host city can provide staffing resources that meet ICOM's requirements.

Please refer to Q 8.4.1.

8.5 The Organising Committee will provide ICOM with all HD video and audio recording of the sessions from the scientific programme and statutory meetings as well as the English interpretation for non-English speaking speakers. The Organising Committee should produce an official video recording, photographs of all key moments of the ICOM General Conference, including the social program, ceremonies and parties etc. To this

end, a professional photographer and camera crew should be hired to cover the ICOM General Conference, and work in connection with the ICOM Secretariat for both archival and communication purposes. Photographs and videos shall be sent to ICOM Secretariat after the ICOM General Conference has finished. The Organising Committee should technically and financially support the production of an official video recording of the ICOM General Conference.

Q 8.1.1
[EXPLANATORY]

Please indicate how you will fund travel to Paris to present at the ICOM Executive Board and Advisory Council meetings.

Q 8.2.1
[EXPLANATORY]

Please indicate how many visits you can finance and when the visits will take place.

Q 8.3.2
[EXPLANATORY]

Please state who provide financial support the for the International Committee coordinators to attend the International Committees' meetings prior to the ICOM General Conference and how many of these meetings you expect them to attend.

Q 8.3.3
[EXPLANATORY]

Please attach a training programme and schedule for the International Committee coordinators.

Please use a separate sheet if necessary.

Q 8.4.1
[EXPLANATORY
+ LIST]

Please attach an organisation chart of the Organising Committee and provide as much detail as possible about the type and number of staff that will be required for the ICOM General Conference - before, during and after - and giving details of their functions. ICOM expects the Organising Committee to have a minimum of one Chair, one Vice-Chair, one Treasurer and one Project Manager.

Please use a separate sheet if necessary.