HOST THE 28th
ICOM
GENERAL
CONFERENCE
2028

QUESTIONNAIRE

NEW CALL FOR APPLICATIONS TO HOST THE 28TH ICOM GENERAL CONFERENCE IN 2028

QUESTIONNAIRE

Step 2 – Programme, Financial and Logistical Plans

Contents

A. Submission Guidelines for the Questionnaire

Dear ICOM National Committees and PCOs,

Please adhere to the following instructions to submit your Questionnaire:

- **Submission Deadline:** 28 February 2025, 00:00 CET
- **Document to be submitted:**
    1. ICOM_GC_2028_Questionnaire
    2. Attachment 1 – PCO Portfolio
    3. Attachment 2 – Letter(s) of Support for Public Funding
    4. Attachment 3 – Letter(s) of Support for Grants and Donations (if any)
    5. Attachment 4 – Floor Plans of the Main Conference Venue
- **Submission Method:** by email at conference@icom.museum
- **Submission Instructions:** Please submit the document as a PDF, including Attachments, not exceeding 20MB, named "Candidate City_Country_Questionnaire" (e.g., "Kyoto_Japan_Questionnaire").
- **Eligible submitters:** Professional Congress Organisers (PCOs) jointly with ICOM National Committees

Please ensure that questionnaire is complete, accurately filled out, and submitted according to these guidelines to facilitate the review process. It shall include essential details about the proposed program, budget, logistics, local infrastructure, hospitality services, and your expertise in managing large-scale international events.

For any inquiries or assistance during the application phase, the ICOM Secretariat is available to support you. Please contact us at conference@icom.museum.

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Good luck with your application!

B. The candidate

To complete your Questionnaire, please provide the following information in the table below. This will help us understand the key details about your proposed event and ensure we have the necessary contact information for further communication.

Host General Information	
ICOM National Committee	*Indicate the name of your National Committee*
ICOM Country Category	*Indicate the Category your National Committee is listed in*
Candidate City	*State your proposed host city for the Event*
Conference Dates	*State your proposed dates to host the Event*
Conference Title	*State your proposed title for the Event*
PCO General Information	
PCO	*Indicate the name of the PCO*
Adress	*Provide the full address of the PCO*
Website	*Include the PCO website*
PCO Contact Person	*Provide the name(s) of the contact person(s) for the PCO*
Address	*Provide the full address of the PCO*
Email	*Include a contact email address*
Phone	*Provide a phone number for contact*
Applicant Contact Details	
Name	*Provide the name(s) of the person(s) responsible for the application*
Title	*Include their position or title*
Institution	*State the name of the institution or organisation they represent*
Address	*Provide the full address of the institution*
Email	*Include a contact email address*
Phone	*Provide a phone number for contact*

For the PCO

Please provide a portfolio showcasing international events you have previously managed. This should demonstrate your capability in managing and executing an event like the ICOM General Conference, (Attachment 1).

C. *The host country and city*

1. Experience in international events

Please provide a detailed overview of the city's existing experience relevant to hosting large-scale international events.

Event Name	Year Hosted	Number of Attendees	Type of Event	Key Highlights	Client/Organise r
			Conference, Exhibition, etc.	*Logistics, Infrastructure, etc.*	

2. Visa Requirements

Please provide a comprehensive list of nationalities that require a visa to enter the host country. Include details on any specific visa categories or requirements if applicable. Additionally, outline the visa support services that will be provided to participants, specifically for visa applications.

Visa Type	Countries Included	Duration of Stay	Visa Support Service
Visa-Free Entry			
Tourist Visa			

3. Connectivity

Please provide detailed information about the host city's transportation infrastructure, including key details on major airports, train stations, and other significant transport hubs for both international and domestic connectivity.

Type of Transportation	Facility Name	Location	N° of Countries Directly Connected	Major International Connections
Major Airport(s)				
Domestic Airport(s)				
International Train Station(s)				
Domestic Train Station(s)				
Public Transit Hub(s)				
Major Bus Station(s)				

4. Special Travel Rates and Discounts for Participants

Please provide details on any special travel rates or discounts that will be offered to participants traveling to the host city, including the types of discounts, involved travel providers, and how participants can access these offers.

5. Public Transportation

Please provide a detailed overview of the public transportation options available in the host city.

Type of Public Transportation	Facility Name	Coverage Area *entire city, suburban areas, or key districts*	Integration with Other Transportation *connections to major airports, train stations*	Connections with Main Conference Venue *Yes/No, or details*
Bus				
Tram				
Subway				
Other (Specify)				

6. Accommodation

Please provide details on the accommodation capacity in the host city, including the total number of hotels, rooms, and other lodging options available for event participants. Additionally, include a list of recommended accommodations, of different ratings (e.g., luxury, mid-range, economy).

Host City Accommodation Capacity		
Accommodation Type	Total Number of Facilities	Total Capacity *Total number of people the facilities can accommodate* *(Rooms × Capacity per Room)*
Hotels		
Serviced Apartments		
Hostels		
Vacation Rentals		
Other (Specify)		

List of recommended accommodations for conference participants						
Accommodation Type *e.g., hotels, Serviced Apartments, Hostels, Vacation Rentals, others*	Accommodation Name	Rating *e.g., luxury, mid-range, economy*	Distance from the main conference venue *Km*	Total Capacity *Total number of participants the facility can accommodate*	Price per Night (EUR)*for Single Room*	Expected Cost for Entire Conference (EUR) *Total cost for participant for the duration of event*

7. Special Accommodation Rates and Discounts

Please provide details on any special rates or discounts that will be offered for accommodation to participants, including the types of discounts available, participating hotels or lodging options, and how participants can access these offers.

8. Museums and heritage sites

Please provide a list of museums and heritage sites in the host city and country. Additionally, indicate if there is interest in involving these museums/sites in the conference programme, and specify which activities they might be involved in (e.g., social programme, International Committees Day, guided tours, excursions, networking events, etc.).

Name of Museum/Heritage Site	Location *host city or host country*	Website	Interest in Conference Involvement *Yes/No*	Proposed Activities	ICOM Institutional Member *Yes/No*

D. *Programme*

9. Programme Duration, Event Format, Languages and Target Audience

Please specify if you propose a 4-day or 5-day Conference programme, whether the Conference will be hybrid (offering both in-person and virtual participation), the languages in which the Conference will be offered, and your target number of participants, by ticking the appropriate box.

Programme Duration

We plan to offer 4-Day Conference Programme + Additional Excursion Day(s)
We plan to offer 5-Day Conference Programme + Additional Excursion Day(s)

Event Format

We plan to offer an in-person Conference, with only the Statutory Meetings available in a hybrid format
We plan to offer a hybrid Conference, including Statutory Meetings and the following conference elements in hybrid mode:

Core scientific sessions
Other scientific sessions
Opening and Closing Ceremonies
Sessions organised by International Committees

We plan to broadcast the conference recordings after the event

Languages

We plan to provide simultaneous interpretation only for Statutory Meetings, core scientific sessions, and Opening and Closing Ceremonies (EN, FR, ES)
In addition to the above, we plan to offer interpretation for the following sessions:

Other scientific sessions
Sessions organised by International Committees

We plan to include simultaneous interpretation in local language(s)

Target Audience
We plan to reach up to 4,500 participants
We plan to reach up to 3,000 participants
We plan to reach fewer than 1,500 participants

10. Scientific Programme

Based on the Conference theme outlined in your Expression of Interest, please provide at least five proposed speakers for each topic you have indicated.

| | Speaker Name | Bio/Website
Provide a brief bio or a link to the speaker's website for additional information | Type of Session
Indicate the type of session the speaker is proposed for (e.g., Keynote, Panel etc). | Other Conferences
List other conferences or events where the speaker has previously presented |
|---|---|---|---|---|
| **Topic 1**
Specify the topic proposed | | | | |
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| **Topic 2**
Specify the topic proposed | | | | |
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| **Topic 3**
Specify the topic proposed | | | | |
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11. Social Programme and Excursions

Please specify if the Conference will include optional social events, the number of such events you plan to offer, and whether you will include any sponsored events. Additionally, specify whether you will offer a 1-day or 2day excursion programme, the number of excursions planned, and whether these excursions will be confined to the host city or extend to the surrounding region, by ticking the appropriate box.

Social Programme
We plan to offer only compulsory social events (Opening and Closing Ceremonies, Opening and Closing Parties, ICOM National Committees Receptions)
In addition to the compulsory social events, we plan to offer the following optional social activities:

Fewer than 5 optional social events
10 optional social events

More than 10 optional social events

Activities to be included:

Museum Visits
City Tours
Sponsored Events
Other (please specify)

Excursions

We plan to offer a 1Day Excursion Programme
We plan to offer a 2Day Excursion Programme

Excursions will be:
Limited to the host city
Extended to the surrounding region

Each Excursion Day will include:
Fewer than 5 excursions
10-15 excursions
More than 15 excursions

12. Museum Fair

Please provide details about your proposed Museum Fair, by selecting the relevant options below.

Types of Museum Fair activities:

Exhibitions
Workshops or Demonstrations
Sponsored Sessions
Networking Sessions

Target number of exhibitors:

Fewer than 50
50-100
More than 100

Exhibitors targeted:

Primarily National and Regional
Including International
Primarily International

E. Budget and Financial

13. Budget and Cash Flow

Please provide an overview of the estimated budget for organizing the ICOM General Conference, including a detailed breakdown of revenues and expenditures in EUR. The budget should cover all aspects of the Conference preparation and execution over the three-year period, including taxes where applicable, by using the templates below.

For both revenues and expenditures, please include an estimation of the annual cash flow.

EXTIMATED BUDGET			
REVENUES		**EXPENSES**	
Registration Fees	€	Organisation	€
Excursion Registration Fees	€	Venue & Technical	€
Sponsorship	€	Staff & Other	€
Public Funding	€	ICOM Licence	€
Grants & Donations	€	ICOM Royalties	€
Exhibition Fees	€		
TOTAL	**€**	**TOTAL**	**€**
		BALANCE	**€**

ESTIMATED CASH FLOW				
YEAR	**REVENUES**		**EXPENDITURES**	
Year 1	Source 1 - Registration Fees	€	Category 1 - Organisation	€
	Source 2 - Sponsorship	€	Category 2 - Venue & Technical	€
	Source 3 - Public Funding	€	Category 3 - Staff & Other	€
	Source 4 - Grants & Donations	€	Category 4 - ICOM Licence	€
	Source 5 - Exhibition Fees	€	Category 5 - ICOM Royalties	€
	Revenue Cash Flow for Year 1	**€**	**Expenditure Cash Flow for Year 1**	**€**
Year 2	Source 1 - Registration Fees:	€	Category 1 - Organisation	€
	Source 2 - Sponsorship	€	Category 2 - Venue & Technical	€
	Source 3 - Public Funding	€	Category 3 - Staff & Other	€
	Source 4 - Grants & Donations	€	Category 4 - ICOM Licence	€
	Source 5 - Exhibition Fees	€	Category 5 - ICOM Royalties	€
	Revenue Cash Flow for Year 2	**€**	**Expenditure Cash Flow for Year 2**	**€**
Year 3	Source 1 - Registration Fees:	€	Category 1 - Organisation	€
	Source 2 - Sponsorship	€	Category 2 - Venue & Technical	€
	Source 3 - Public Funding	€	Category 3 - Staff & Other	€
	Source 4 - Grants & Donations	€	Category 4 - ICOM Licence	€
	Source 5 - Exhibition Fees	€	Category 5 - ICOM Royalties	€
	Revenue Cash Flow for Year 3	**€**	**Expenditure Cash Flow for Year 3**	**€**

14. Conference Registration Fees

Based on the Registration Categories and Periods outlined in the Manual, please propose a registration fee for participants in EUR (including VAT), by using the template below.

PROPOSED CONFERENCE REGISTRATION FEES					
Registration Category	Early Bird Rate (EUR)	Regular Rate (EUR)	Late Rate (EUR)	On-site Rate (EUR)	Digital Ticket Rate (EUR) *If applicable*

ICOM Members	€	€	€	€	€
Non-ICOM Members	€	€	€	€	€
Students	€	€	€	€	€
Accompanying Persons	€	€	€	€	€
Day Ticket (Optional)	€	€	€	€	€

15. Innovative Conference Registration Categories

Beyond the standard registration categories described below, please indicate whether you plan to propose any innovative registration categories, including flexible pricing models, tiered discounts, or special packages designed to further enhance participation. Provide details in the table provided.

Yes, we will propose innovative registration categories
We will adhere to the standard registration categories

PROPOSED INNOVATIVE CONFERENCE REGISTRATION CATEGORIES				
Category Name	Description	Pricing Model (EUR)	Eligibility Criteria	Benefits/Inclusions

16. Sponsorship Strategy

Please outline your strategy for securing sponsorships for the Conference, including your approach to identifying potential sponsors, types of sponsorship packages you will offer, and methods for engaging and securing commitments from sponsors.

SPONSORSHIP STRATEGY OVERVIEW	
	DETAILS
Sponsorship Packages	*List the types of companies you aim to approach*
Package Benefits	*Describe the different sponsorship packages you will offer (e.g., Gold, Silver, Bronze)*
Engagement Methods	*Outline the benefits included in each sponsorship package (e.g., branding, booth space, speaking opportunities)*
Securing Commitments	*Explain how you will engage potential sponsors (e.g., direct outreach, events, proposals)*
Expected Sponsorship Revenue	*Provide estimates or targets for sponsorship revenue*

17. Public Founding

Please provide details about any potential public contributions or subsidies from relevant authorities that you plan to secure for financing the Conference. Include information on the granting entities, the amount of each grant in EUR, and attach any relevant letters of support, (Attachment 2).

SUMMARY OF PUBLIC FUNDING SOURCES					
Public Funding Entity	Amount Requested (EUR)	Status (e.g., Applied, Approved, Pending)	Date of Application	Expected Decision Date	Notes

18. Grants and Donations

Please provide details about the grant and donation you plan to secure from private institutions and foundations for the Conference. Include information on the granting entity, the amount of funding requested or granted, the purpose of the funding, any attached conditions, and whether a letter of support is included, (Attachment 3).

SUMMARY OF GRANTS AND DONATIONS					
Private Funding Entity	Amount Requested (EUR)	Status (e.g., Applied, Approved, Pending)	Date of Application	Expected Decision Date	Notes

19. Grant Funding for Conference Participation

Please indicate whether you will provide extra funding for travel grants to   attend the Conference, beyond the 80 travel grants required in the Application Manual.

    Yes, we will offer the following additional grants:
- o   Number of Additional Grants:
- o   Amount of Additional Funding (EUR):

    No, we will only provide the standard travel grants as required in the Application Manual.

20. Museum Fair Registration Fees

Based on the Registration Categories outlined in the Application Manual, please propose a registration fee for Exhibitors at the Museum Fair in EUR (including VAT), by using the template below.

PROPOSED MUSEUM FAIR REGISTRATION FEES		
Registration Category	Fee	Benefits/Inclusions
Booth S	€	
Booth M	€	
Booth L	€	
Others (if any)	€	

F. Logistics

21. Main Conference Venue

Please provide the name, complete address, capacity, and facilities of the main venue you are proposing for hosting the Conference. Additionally, include as an attachment the floor plans of the main Conference venue, clearly indicating the locations of programme activities, (Attachment 4).

PROPOSED MAIN CONFERENCE VENUE		
Venue		
Address		
Website		
Overall Capacity		
Parallel Events Possible		Yes/No
Auditorium(s)	Number of Auditorium(s)	
	Room Capacity	
	Technology and Equipment Availability*	Yes/No
Breakout rooms	Total number of breakout rooms (All size)	
	Number of small meeting rooms (Pax. 50)	
	Number of medium meeting rooms (Pax. 100)	
	Number of large meeting rooms (Pax. 250)	
	Number of large extralarge rooms (Pax. 500)	
	Technology and Equipment Availability*	Yes/No
Exhibition area	Size (m²)	
	Number of Booths that can fit in the area	

* See requirements indicated under Technology and Equipment Availability in the Application Manual

22. International Committees Day Venues

Please indicate whether you propose using the main Conference venue or city museums/cultural institutions as venues for the International Committees Day. The venue(s) proposed shall have to welcome overall Conference participants.

We plan to host International Committees Day (34 sessions) at the main Conference venue
We plan to host International Committees Day (34 sessions) at city museums or other institutions
    Each International Committee will have its own dedicated venue
    Several International Committees will be grouped together in different venues

23. Opening and Closing Parties

Please provide details on the proposed venues for the opening and closing parties, including location, capacity, and any unique features that will enhance the Conference experience.

PROPOSED OPENING AND CLOSING PARTIES VENUES					
Event	Proposed Venue	Address	Website	Capacity	Unique Features/Enhancements
Opening Party					
Closing Party					