HOST THE 28th

ICOM

GENERAL CONFERENCE

2028

Application Manual

Contents

Paris, France, host of the first ICOM General Conference in 1948.

A.   Introduction

New Application Procedure

The ICOM General Conference has a rich history, beginning in Paris in 1948. Since then, twenty-six (26) General Conferences have taken place around the globe, culminating in ICOM Prague 2022. As we look towards the future, ICOM is committed to innovating and enhancing the value of its General Conferences.

We are excited to announce the Call for applications to host the 28th ICOM General Conference in 2028 (hereinafter the "**Conference**"). This new procedure aims to better support hosts during both the application phase and the organisation process, innovating by simplifying steps to ensure relevant and impactful General Conferences in the future.

We are seeking visionary candidates who aim to:

01. Create a Sustainable Conference

Focus on environmental, financial, social and cultural sustainability, integrating responsible decision-making throughout the project management and participation phases of the Conference.

02. Adopt Decolonising Practices

Implement approaches and practices that reflect a commitment to decolonisation within the projectmanagement and participation of the Conference.

03. Promote Inclusivity

Ensure the Conference is inclusive, fostering diverse networks and participation, whether in person or remotely.

04. Develop a Long-Term Legacy

Align the Conference with the ICOM Strategic Plan 2022-2028 to create lasting impacts locally and internationally.

To assist candidates in achieving these objectives, we invite you to refer to the present Application Manual. This comprehensive guide outlines each stage of the application process, ensuring a smooth and informed journey for all applicants.

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

We look forward to receiving your innovative and inspiring proposals!

Kyoto, Japan was the ICOM General Conference host city in 2019.

About ICOM

Established in 1946, the International Council of Museums (ICOM) is an international organisation of museums and museum professionals, which is committed to the research, conservation, continuation and communication to society of the world's natural and cultural heritage, present and future, tangible and intangible.

As forum of experts, it makes recommendations on issues related to cultural heritage, promotes capacity building and advances knowledge. ICOM is the voice of museum professionals on international stage and raises public cultural awareness through global networks and co-operation programmes.

ICOM has five (5) primary missions:

- **Establish Standards of Excellence:** Setting benchmarks for professional and ethical museum practices;

- **Lead a Diplomatic Forum:** Facilitating international dialogue and collaboration on cultural heritage issues;

- **Develop a Professional Network:** Building a global community of museum professionals;

- **Lead a Global Think Tank:** Fostering innovation and thought leadership in the museum field;

- **Carry Out International Missions:** Conducting initiatives that support ICOM's objectives worldwide;

The ICOM network comprises over **57,000 members** from **129 countries and territories**, organised into **120 National Committees**.

About the ICOM General Conference

ICOM's General Conference is a worldwide reputed hub for exchange about the topical issues museums tackle today and the most innovative solutions.

ICOM General Conference has been always important for the ICOM network from the beginning of ICOM history. Since 1948, ICOM has convened the international museum community every three (3) years around a key theme to foster cultural exchange, promote international cooperation, and inspire local actions, ensuring that museums continue to fulfil their public service mission. Over the years, ICOM has hosted twenty-six **(26) General Conferences in five (5) different regions and twenty-one (21) different countries,** reflecting the organisation's expansion and the international growth of the museum field.

The vision for the ICOM General Conferences is rooted in the belief that these gatherings are critical to advancing our shared mission. We see them as vibrant **global platforms** where museum professionals from diverse backgrounds come together to foster meaningful dialogue, collaboration, and innovation, addressing **contemporary challenges within the global museum community.**

The General Conferences are instrumental in **shaping global museum policy,** serving as catalysts where inspiring resolutions for the museum sector are formulated. Important decisions are made, such as the adoption of a new museum

definition or revisions to the ICOM Code of Ethics for Museums, which have far-reaching implications for the future of museums worldwide.

Through our General Conferences, we aim **to strengthen the global museum community** by creating opportunities that uplift and support one another, **leaving a lasting positive impact both locally and internationally.** These gatherings are about forging a **legacy** that will **inspire future generations** and demonstrate the pivotal role that museums play in educating, inspiring, and connecting people across the globe.

With ICOM's General Conferences, we shape a future where museums continue to thrive and contribute meaningfully to the cultural and social fabric of our societies.

Benefits of hosting an ICOM General Conference

Hosting the ICOM General Conference presents a unique and prestigious opportunity for countries and institutions to shine on the global stage. This distinguished event brings together a diverse range of stakeholders united by the shared goal of advancing the museum sector and its impact on communities worldwide. By hosting the Conference, your National Committee and your country of establishment will gain significant global visibility, positioning itself as a leader in cultural dialogue and museum innovation.

The Conference will facilitate invaluable cultural exchanges, international dialogues, and fruitful collaboration, allowing local museums and cultural institutions to build meaningful relationships with international professionals, leading to future projects and knowledge sharing.

It can also act as a catalyst for impactful long-term projects, such as new museum policies and initiatives, and community-based cultural programmes, fostering a positive and enduring impact on the communities and museum sector locally and globally.

Furthermore, the **economic benefits** are considerable, with the Conference driving growth in tourism, local spending, and job creation, thus invigorating the hospitality, retail, and transportation sectors and benefiting local businesses.

On top of that, ICOM supports host cities from the early stages of planning to ensure that the Conference's benefits extend well beyond its completion.

In summary, hosting an ICOM General Conference is an unparalleled opportunity that promises to deliver global visibility, cultural enrichment, economically and socially positive impacts, and a lasting legacy, benefiting both the museum communities and the host region.

B. Becoming an ICOM General Conference Host

ICOM employs a **flexible and collaborative approach that adapts to the unique context and needs of each potential host.** This ensures that every aspiring host can develop a compelling vision that aligns with ICOM's Strategic Plan 2022-2028 and effectively addresses both local and global museum community needs.

This chapter outlines the journey from conceptualising a bid to being elected as the host of the ICOM General Conference, detailing each step in the selection process.
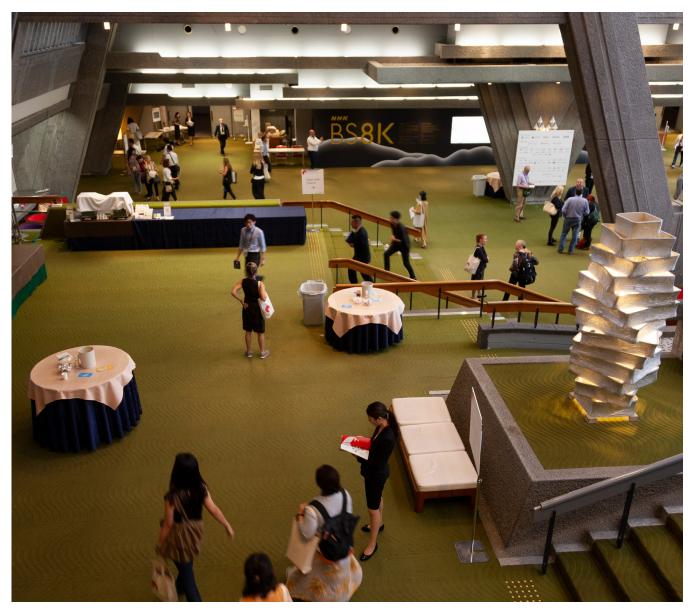
Eligibility Criteria

The Call for applications to host the 28th ICOM General Conference is open to the **National Committees of ICOM.** To strengthen the application process and ensure comprehensive support, National Committees **shall collaborate with a Professional Congress Organiser (PCO) and are encouraged to consult with a Convention Bureau (CVB).** This collaboration will leverage the expertise and resources of these partners to create a well-rounded and compelling bid, facilitating a smoother planning process and maximizing the potential for a successful Conference.

It is to be noted that only those National Committees which act in compliance with the objectives and mission of ICOM, as well as its statutory and regulatory texts, in particular, National Committees that have successfully collected and transferred their membership fees to the ICOM Secretariat (in accordance with Articles 5 and 14 of the ICOM Statutes and Article 6 of the ICOM Internal Rules), and have duly and validly conducted their Board elections are entitled to apply.

To be considered, **applications must be complete, submitted by the deadlines,** and written i**n one (1) of ICOM's official languages** (i.e. English, French, or Spanish).

Incomplete applications, those submitted after the deadline, or submissions that do not follow the provided instructions will not be considered.

Kyoto, Japan was the ICOM General Conference host city in 2019.

Application Process

The application process for hosting the ICOM General Conference has been streamlined to facilitate candidates and ensure a smoother, more efficient experience. This new approach aims to provide clear guidance and support throughout the application journey, making it more accessible for National Committees and their partners to prepare and submit their bids. Candidates must complete the following **five (5) key steps of the application process** and meet the associated deadlines to be considered for hosting the 28th ICOM General Conference to be held in 2028. The ICOM Secretariat remains at your disposal to provide guidance and support during all the application process. We are available to assist with any questions, offer advice, and ensure that you have the necessary information to prepare a strong application.

For additional assistance, feel free to contact
conference@icom.museum

Step 1: Vision, Theme and Legacy

- **Submission Deadline:** 1 November 2024, 00:00 CET
- **Document to be submitted:** ICOM_GC_2028_ EOI
- **Submission Method:** by email at conference@icom.museum
- **Submission Instructions:** Please submit the document as a PDF, not exceeding 20MB, named "Candidate City_Country_EOI" (e.g., "Kyoto_Japan_EOI").
- **Eligible submitters:** ICOM National Committees

Each ICOM National Committee aspiring to host the 28th ICOM General Conference is invited to create a unique vision, theme, and legacy that reflects your community's distinct character, by submitting an **Expression of Interest (EOI).**

This is your chance to influence the future of the global museum community by developing a theme for the 28th ICOM General Conference that highlights your country's cultural and historical richness, while aligning with the ICOM Strategic Plan 2022-2028.

Step 2 : Programme, Financial, and Logistical Plans

- **Submission Deadline:** 28 February 2025, 00:00 CET
- **Document to be submitted:** ICOM_GC_2028_ Questionnaire
- **Submission Method:** by email at conference@icom.museum
- **Submission Instructions:** Please submit the document as a PDF, not exceeding 20MB, named "Candidate City_Country_Questionnaire" (e.g., "Kyoto_Japan_Questionnaire").
- **Eligible submitters:** Professional Congress Organisers (PCOs) jointly with ICOM National Committees

For Step 2, PCOs shall collaborate closely with ICOM National Committees when completing the questionnaire. It is also recommended to collaborate with a Convention Bureau (CVB) in this process. To proceed, **please submit the completed Questionnaire**, which should include essential details about the proposed programme, budget, logistics, local infrastructures, hospitality services, and your expertise in managing large-scale international events.

Step 3: Inspecting Venues and Meeting Partners

- **Deadline:** by 30 June 2025

  Applicants who complete Steps 1 and 2 will receive a site inspection visit from the ICOM Secretariat. This visit will assess the proposed Conference venues, accommodations, an logistical arrangements, ensuring all standards are met. Meetings with potential project partners will also be included to discuss their roles in the Conference.

Step 4: Approval of the shortlisted candidates by the Executive Board

- **Deadline:** by 31 July 2025

  The shortlisted candidates will then be submitted to the consideration and approval of the ICOM Executive Board, which shall (i) review the comprehensive assessment from the ICOM Secretariat, and (ii) decide which candidates will be submitted to the vote of the General Assembly in November 2025, at the 27th ICOM General Conference. The candidates to be submitted to the vote of the General Assembly as approved by the Executive Board shall sign a Letter of Intent (LOI) and provide it to the ICOM Secretariat by the end of August 2025, at the latest.

Step 5: Voting on the 2028 Host City

- **When and Where:** 14 November 2025, Dubai (UAE)

  Candidates who have successfully completed the first three (3) steps of the selection process, received approval from the Executive Board (Step 4) and submitted their signed Letter of Intent (LOI) to the ICOM Secretariat will be invited to present their candidacy to the ICOM General Assembly for a final vote.

Selection Process

This section provides the guidelines and timeline for the selection process to host the ICOM General Conference.

Stages	Expected dates
Step A – Vision, Theme and Legacy	
Applicants submit the EOI and related documents	1 November 2024
Applicants receive confirmation of their EOI submission and an invitation to proceed to the next stage	By 18 November 2024
Step B – Programme, Financial, and Logistical Plans	
Applicants submit the Questionnaire	28 February 2025
Applicants receive confirmation of their Questionnaire submission and be notified if they are selected for a site inspection	31 March 2025
Step C – Inspecting Venues and Meeting Partners	
Site inspection in the candidate host cities and meeting with project partners	By 30 June 2025
Step D – Shortlisting and approval by the Executive Board and Signing of LOI	
The ICOM Executive Board reviews and approves the comprehensive assessment from the ICOM Secretariat to shortlist the candidates to be submitted to the vote of the General Assembly.	By 31 July 2025
Shortlisted candidates then receive feedback on their applications and shall sign a Letter of Intent (LOI) that outlines the preliminary terms for planning, organising and hosting the Conference.	By 31 August 2025
Step E – Voting on the 2028 Host City	
The ICOM General Assembly cast its vote to select the host city for the 28th ICOM General Conference in 2028	14 November 2025
Step F – Signature of preliminary agreements	
The elected candidate signs a Memorandum of Understanding (MoU), a Non-Disclosure Agreement (NDA), and other preliminary formal agreements with ICOM for the 28th ICOM General Conference.	14 November 2025
Step G – Entering into the main Agreement and GDPR legal documentation	
The agreement for the planning, organisation and hosting of the 28th ICOM General Conference will be signed between ICOM, the selected National Committee and a PCO to formalize the partnership for the 28th ICOM General Conference, as well as GDPR legal documentation.	By 28 February 2026

Evaluation Criteria and Scoring System

The evaluation of candidatures will be based on a transparent and fair assessment process that aligns with the event's goals and requirements.

The evaluation system attributes the following score to the different steps of the application, with a total of **100 points** available:

- **Step A** - Vision, Theme, and Legacy (30 points)
- **Step B** - Programme, Financial, and Logistical Plan (35 points)
- **Step C** - Site Inspections and Meet Partners (35 points)

To facilitate a thorough evaluation, proposals will be assessed based on the following criteria:

01. Alignement with ICOM Objectives

- How your proposal aligns with ICOM's strategic goals in particularly in sustainability, inclusivity, diversity, and decolonisation, as detailed in the ICOM Strategic Plan 2022-2028.
- How your Conference will advance these objectives and contribute meaningfully to the global museum community.

02. Programme Uniqueness and Purpose

- A compelling vision, theme, and programme that showcase significant innovation and creativity.
- Your vision and programme will foster long-term positive impacts and influence the future direction of museum practices.
- Your proposal will create a lasting legacy within both the local and international museum communities.

03. Cultural Relevance of the Host City and Country

- An overview of the cultural and museum significance of the proposed host city/country.
- How the host city/country will enrich the conference theme and enhance the overall experience for attendees.
- How the Conference will integrate the host city's cultural and museum elements and add value to the Conference's discussions and objectives.

04. Local Support

- Evidence of backing from local institutions, museums, and key stakeholders, including formal endorsements and partnerships.
- The involvement of local partners in the Conference's planning and execution.
- How local expertise and resources will be leveraged to ensure a successful Conference.

05. Safety and Security Measures

- The proposed host city and country are safe places for all attendees.
- The plans for health protocols, emergency preparedness, and management of security risks.

06. Logistical Expertise and Coordination

- The expertise and experience of your city/country to host large international events.
- The examples of past success in managing large-scale international events by the PCO.

07. Financial Viability

- A financial plan that demonstrates the feasibility of hosting the Conference.
- The measures to mitigate financial risks and ensure the Conference can be executed without unexpected financial challenges.

Proposals must achieve a minimum score of **20 points in each section** (Steps A, B, and C) to be considered. Only those proposals that meet or exceed a **total minimum score of 60 points** across these sections will advance to the next stage, which is Step D – Shortlisting, submission to the consideration of the Executive Board for approval and signing of the LOI.

Election of the host city

Hosts of the ICOM General Conference are submitted to the vote of ICOM's supreme decision-making and legislative organ, i.e. the General Assembly, after having successfully passed all the above-mentioned steps of the application process.

The ICOM Secretariat will maintain a neutral stance in the evaluation process and will not participate in the decision making.

The next ICOM General Conference is expected in 2025 in Dubai with the theme 'Future of Museums in Rapidly Changing Communities.' Here represented by The Museum of the Future in Dubai.

In 2022 the ICOM General conference was hosted in Prague, Czech Republic.

ICOM

C.   Terms and Conditions

Following its selection as host city, the National Committee and Project Partners of the elected host city of the 28th ICOM General Conference, shall sign a Memorandum of Understanding (MoU) with ICOM.

The MoU aims to provide a framework for the pre-contractual relationship, as well as to guarantee to ICOM the commitment and capacity of the National Committee and its Project Partners to plan, organise and host the 28th General Conference, and to ensure the smooth running of the organisation of the Conference.

The National Committee and Project Partners will then proceed to enter into a contractual negotiation phase with ICOM, by entering into an agreement for the planning, organisation and hosting of the 28th ICOM General Conference (the "**Agreement**"). The Agreement will be prepared by the ICOM Secretariat in order to set the role, liabilities and responsibilities of each party and will include some compulsory provisions, in line with ICOM's practice and requirements, notably in regard to the governing law of the Agreement (i.e. French Law) and its compliance with the EU-GDPR.

Roles and Responsibilities

The ICOM General Conference is a premier event that relies on a collaborative framework, engaging a diverse range of stakeholders to ensure its success. This project represents a collective effort involving key partners, each contributing their specialized expertise and resources. The collaboration encompasses various entities, including the ICOM Secretariat, ICOM National Committees, ICOM International Committees, Professional Congress Organisers. By harnessing the combined strengths of these stakeholders, the Conference aims to deliver a dynamic and impactful event that aligns with ICOM's strategic goals.

The following chapters provide a detailed description of the responsibilities and roles of each partner involved in this collaborative effort.

ICOM Secretariat

The ICOM Secretariat, serving as the **Conference Steward**, coordinates all project stakeholders to ensure a unified and effective approach throughout the planning and execution of the Conference. Below is an overview of the main responsibilities involved in this pivotal role:

01. Strategic Planning and Project Management

A comprehensive master plan for the Conference will be developed to align with ICOM's objectives and provide a clear roadmap for execution. Progress against this plan will be monitored to ensure all key milestones are achieved as scheduled.

02. Brand Reputation

Maintaining and enhancing ICOM's brand reputation is a key focus. The Conference will be held to high standards to positively contribute to ICOM's reputation, customer satisfaction and global positioning.

03. Content and Scientific Programme

The content and programme development will be co-designed in collaboration with the host National Committee and all ICOM International Committees, ensuring diverse perspectives, addressing key topics, along with high academic and professional standards.

04. Statutory Meetings

ICOM Statutory Meetings shall be planned and coordinated to ensure compliance with ICOM's governance requirements.

05. Legacy Planning

Strategies will be planned and implemented in collaboration with the host National Committee to create a positive and lasting legacy for both the local and international museum communities, ensuring a meaningful impact beyond the Conference completion.

06. International Promotion and Marketing

Global promotion strategies will be developed and executed to increase awareness, engagement, and participation from diverse international audiences.

07. Grant Funding for Conference Participation

Allocation and management of grant funding will be provided to support participant attendance at the Conference, to ensure broad and equitable access for individuals from diverse backgrounds and regions.

08. Budget Validation

Monitoring and validating the Conference budget to ensure that resources are allocated effectively, and financial goals are met.

09. Risk Management

Potential risks associated with the Conference will be identified and mitigation strategies developed to address these risks, despite unforeseen challenges, safeguarding the Conference's success and stability.

10. Transitions Across Host Countries

Facilitation of seamless transitions between different host countries across General Conference editions will be ensured, by maintaining consistency in operations and leveraging insights from previous editions to enhance long-term benefits and operational efficiency.

ICOM Host National Committee

The Host National Committee, host of the Conference, serves as a **key partner in programme development and stakeholder engagement** for the ICOM General Conference. It is responsible for shaping the Conference vision and theme, securing funding, and collaborating with the ICOM Secretariat on the programme. Additionally, the Host National Committee shall engage with local museums and cultural institutions to build strategic connections with both local and international museum communities. Below is an overview of the main responsibilities involved in this crucial role:

01. Content and Scientific Programm

Based on the Vision and Theme proposed, the content and programme development will be co-designed in collaboration with the ICOM Secretariat and the International Committees, ensuring diverse perspectives, addressing key topics, along with high academic and professional standards.

02. Content and Social Programme

Develop the Social Programme and its content, including opening and closing ceremonies, museum visits and excursions.

03. Engage Local Museums and Cultural Institutions

Actively involve local museums and cultural institutions into the Conference programme through collaborative sessions, workshops, and exhibitions, etc.

04. Local Stakeholder Engagement and Support

Establish and nurture strong relationships with local stakeholders, including government bodies, cultural institutions, museums, and any other relevant organizations to contribute to the overall success of the Conference by providing essential resources and endorsements.

05. Funding and Financial Support

Demonstrate the ability to secure public funding to support the Conference, ensuring the Conference's financial sustainability through effective funding strategies and endorsements.

06. Legacy Planning

Strategies will be planned and implemented in collaboration with ICOM Secretariat to create a positive and lasting legacy for both the local and international museum communities, ensuring a meaningful impact beyond the Conference conclusion.

07. Grant Funding for Conference Participation

At least eighty (80) travel grants for ICOM Members from National Committees established in Country of Categories 3, 4, and 5 to attend the General Conference shall be allocated. Each grant will cover economy class return flights, 3-star hotel accommodation, Conference admission.

08. Recruitment of PCO

Recruit and finance a reliable and experienced Professional Congress Organiser (PCO) capable of managing international and large-scale events.

09. Budget Development

With the PCO, develop the Conference budget, ensuring effective resource use and achievement of financial goals.

10. National and Regional Promotion and Marketing

Implement targeted marketing strategies to raise awareness and generate interest in the Conference within national and regional communities.

Professional Congress Organiser (PCO)

As the **logistics partner,** the Professional Congress Organiser (PCO) assumes a comprehensive range of responsibilities to ensure the smooth execution of the Conference. These main responsibilities shall include:

01. **Event Planning and Coordination**

Develop and manage the overall event plan, including timelines, schedules, and logistics, while overseeing all aspects of event coordination to ensure that sessions, speakers, and activities are well-organised and seamlessly executed.

02. **Venue Management, Security and Safety**

Oversee venue(s) selection, negotiate requirements, handle contracts, and manage on-site operations to ensure the venue meets all event needs and adheres to all local security and safety regulations relevant to hosting international events.

03. **Procurement**

Manage all procurement activities related to the Conference, including sourcing, selecting vendors, negotiating contracts, and ensuring that all necessary goods and services are acquired as detailed in the Procurement Chapter.

04. **Logistics and On-Site Management**

Manage all on-site logistics, including room setup, audio-visual needs, catering services, and overall coordination.

05. **Commercial Viability**

Ensuring the commercial viability of the Conference by developing and implementing a comprehensive financial plan.

06. **Financial Assurance**

Engagement of corporate guarantors to provide financial guarantees for potential losses, as well as securing Conference insurance policies with comprehensive coverage for potential losses, is required.

07. **Budget Development**

With the National Committee, develop the Conference budget, ensuring effective resource use and achievement of financial goals.

08. Sponsorship Management

Secure and oversee international and local sponsorships sales and fulfilment, in accordance with the ICOM's Sponsorship Policy.

09. Registration Management

Set up and manage the registration system for attendees, including online registration, ticketing, and on-site check-in.

10. Website Management

Create and maintain the Conference website, providing up-to-date information, registration options, and event details.

11. Marketing and Promotion

Develop and implement marketing strategies to promote the event and attract attendees, in cooperation with the ICOM Secretariat.

12. Visual Identity

Develop and manage the Conference's visual identity, including branding, and promotional materials.

13. Museum Fair Management

Plan and coordinate the Museum Fair, identify and recruit exhibitors, manage sales and exhibitor requirements.

14. Social Programme and Sponsored Events

Based on the National Committee's suggestions, plan, coordinate, and oversee all social programme, opening and closing ceremonies, museum visits and excursions, in addition to manage sponsored events.

15. Hybrid Sessions

Provide necessary infrastructure for hybrid sessions, where applicable, including on spot audio-visual equipment, and video conferencing tools.

16. Publications

Under the ICOM Secretariat and the host National Committee's supervision, manage the production and distribution of Conference publications.

17. Travel and Accommodation Management

Handle travel and accommodation arrangements for speakers, grantees, ICOM Governance and ICOM Secretariat staff members.

18. Project Team

Establish a dedicated Project Team to oversee the preparation and execution of the 28th ICOM General Conference.

19. On-Site Staffing

Ensure a dedicated team is available on-site to manage logistical coordination, provide attendee assistance, deliver technical support, and handle emergency response, during the Conference.

20. Evaluation and Reporting

Conduct post-event evaluations and prepare reports on the Conference's success and areas for improvement.

ICOM advises its National Committees to establish a performance-based contract with the PCOs for their services, using this approach to encourage diversified funding and enhance the Conference's commercial viability and success.

ICOM remains available to National Committees to provide advice and guidance throughout the process, including the negotiation, as needed.

In 2022 the ICOM General conference was hosted in Prague, Czech Republic.

Convention Bureau

The applicant may consult a Convention Bureau (CVB) to assess the capacity of the host city in welcoming the large-scale international event and ensure that all logistical and strategic needs are met. Below is an overview of the main responsibilities involved in this pivotal role:

01. Destination, Promotion and Venue Support

Promoting the destination and assisting in selecting and securing appropriate venues, including convention centers, hotels, and meeting spaces, along with providing local support services.

02. Transportation and Logistics

Facilitate, where possible, discounts for participants' flights and travel arrangements to enhance cost-efficiency and ease of access, making it easier for attendees to reach the host city, and support local transportation within the host city.

03. Visa Assistance

Facilitate the visa issuance process by coordinating with embassies and consulates and assist international attendees by issuing invitation letters and providing guidance on visa applications.

04. Accommodation Arrangements

Facilitate group bookings and negotiate special rates for attendees at a range of local hotels and accommodations.

Franchising Terms

When an applicant is selected to host the ICOM General Conference, a **licensing fee** is required to be paid to ICOM. This fee serves several purposes, including:

01. Brand Usage

The fee covers the rights to use the ICOM brand, logo, and associated intellectual property for the duration of the General Conference. This ensures that the host can legally and appropriately leverage the prestigious ICOM brand in all promotional and operational activities.

02. Support and Resources

ICOM provides various support services and resources to the host, including strategic guidance, marketing support, and access to ICOM's network. The licensing fee helps cover these costs.

03. Quality Assurance

By charging a licensing fee, ICOM ensures that hosts are committed to maintaining high standards in line with the organisation's reputation and objectives.

In addition to the licensing fee, ICOM will request **royalties** based on ticketing revenues. These royalties contribute to financing ICOM's projects and advancing its mission.

The licensing fees and royalties for hosting the ICOM General Conference are determined based on the specific scenario that best fits the destination's capacity and category. The following outlines how these fees are calculated for each scenario:

Scenario A

ICOM National Committees established in a Country of Category 1, 2 and Conference for up to 4500 pax.

Hosting National Committees established in countries classified under ICOM Country Categories 1 and 2 are required to submit the following to ICOM:

- **License Fee:** EUR 200,000 (two hundred thousand euros)
- **Royalties:** 15% of all ticket sales revenue and 10% of sponsorship revenue
- **Additional Fee**: 2% of the event budget exceeding €2,000,000 (two million euros)

Scenario B

ICOM National Committees established in a Country of Category 3,4,5 and Conference for up to 3000 pax.

Hosting National Committees established in countries classified under ICOM Country Categories 3, or 5 are required to submit the following to ICOM:

- **License Fee:** EUR 200,000 (two hundred thousand euros)
- **Royalties:** 15% of all ticket sales revenue and 10% of sponsorship revenue
- **Additional Fee[1]:** 25% of the net result of the Conference.

Scenario C

ICOM National Committees established in a Country of Category 3,4,5 and Conference for up to 1500 pax.

For this scenario, which involves hosting a General Conference in a country of Category 3, 4, or 5 with up to 1,500 participants, all terms - such as fees, support, and resource allocation- will be negotiated directly with the host. This allows for a tailored agreement that addresses the host's specific needs,

ensuring that all financial and operational details are mutually agreed upon and beneficial.

The details of all payment terms and arrangements will be specified in the contract between ICOM and the host.

[1] National Committees established in Countries of Categories 3, 4, and 5 will benefit from additional resources and support provided by ICOM Secretariat to organise the General Conference. The additional fee, subject to further discussion, will be used to cover the costs of additional staff, making it easier for the National Committees to successfully plan and manage the General Conference.

Profit-Sharing Arrangement

Any remaining funds after covering all fixed costs, licensing fees, royalties, and additional fees will be distributed according to a profit-sharing agreement, which will be negotiated and finalised with the ICOM Host National Committee of the 28th ICOM General Conference.

Financial Guarantees

The Host National Committee acknowledges the financial obligations associated with planning, organising and hosting the Conference. In this regard, the total cost of organising the Conference typically ranges between EUR 2.5 and EUR 4 million, depending on factors such as the location, scale, and specific requirements of the Conference. The Host National Committee commits to managing these costs prudently to ensure a balanced budget or surplus.

To ensure the financial stability of the Conference and to support the objectives and mission of ICOM, the Host National Committee shall provide adequate financial guarantees to ICOM. These guarantees are intended to cover any potential shortfall in the Conference budget, thereby safeguarding ICOM's financial interests.

The financial guarantees provided by the Host Committee may include, but are not limited to:

- **Public Funding:** Securing financial support from governmental bodies, local authorities, or public institutions to contribute towards the costs of organising the Conference.
- **Sponsorship:** Obtaining sponsorship from private companies, foundations, or other organisations to cover expenses and support the overall budget of the Conference.

- **Grant and Donation:** Securing grants or donations from institutions, organisations, or individuals to provide additional financial support for the Conference.

The Host Committee shall submit the proposed financial guarantees to ICOM for review and approval at the same time as the provisional budget. ICOM reserves the right to assess the adequacy of the financial guarantees and to request additional guarantees if deemed necessary.

As guarantee of the timely and good performance of their role and obligations under the Agreement, the Host National Committee shall deposit on a date hereof on a separate bank account opened by ICOM in its own name for this purpose an amount to be decided thereupon. Such deposit shall be retained by ICOM until the completion of the Conference and the obligations set out in the Agreement.

The Host National Committee explicitly acknowledges that ICOM shall not, under any circumstances, be held financially responsible for any deficit or financial shortfall arising from the planning, organisation and hosting of the Conference. The Host National Committee is strongly encouraged to subscribe to an insurance policy for the Conference to cover potential losses.

D.   Conference Details

Dates

The Conference shall be scheduled between **May** and early **November 2028**. The Conference will have a duration of **4** to **5 days**. Additionally, there will be **1 to 2 extra days** allocated for **excursions**.

Attendees

Both ICOM Members and non-Members shall be welcome to attend the Conference. Typically, the ICOM General Conference attracts between **3,500** and **4,500 participants**, from more than **120 countries and territories.**

ICOM Milan 2016	ICOM Kyoto 2019	ICOM Prague 2022
3421 in person participants	4590 in person participants	3050 in-person and 655 on-line participants

	ICOM Milan 2016	ICOM Kyoto 2019	ICOM Prague 2022
Europe	65%	26%	54,9%
Asia	20%	55%	15,7%
America	11,5%	9%	15,9%
Oceania	0,5%	1%	0,6%
Africa	3%	2%	5,8%

Programme

The Conference programme comprises several key components, each designed to enrich the attendee experience and advance the objectives of the event.

Below is an overview of these essential elements:

Statutory Meetings

ICOM Statutory Meetings are formal gatherings essential to the ICOM Governance and administrative functions and operations of ICOM.

As per the ICOM Statutes and Internal Rules, these meetings include the General Assembly meeting, an Advisory Council session, and the Separate Meetings of the National and International Committees.

Scientific Programme

The Scientific Programme is the core of the academic and research-focused aspects of the Conference. The **core scientific sessions** feature keynote lectures and panel discussions, and other scientific sessions such as roundtables, workshops and training programmes, mentoring sessions, etc. that address significant topics within the museum field. The programme also features sessions organised by ICOM Committees and the International Committees Day.

Social Programme

The Social Programme shall include networking and social events aimed at facilitating informal interactions among attendees. This component features a variety of compulsory gatherings, such as the Opening and Closing Ceremonies, Opening and Closing Parties, ICOM National Committees Receptions, and optional sponsored events. Usually, ICOM National Committees host receptions at their country's embassies, consulates, or cultural institutes in the host city. These events are designed to enhance connections, create a welcoming atmosphere, and foster a sense of community among participants.

Excursions

Excursions are organised trips or tours that allow attendees to explore local attractions, cultural sites, or relevant cultural institutions providing participants with a deeper experience of the host city or region. Excursions add a cultural or educational dimension to the Conference, enhancing the overall attendee experience. Excursions can be scheduled as either 1-day or 2-day events, partially or fully sponsored.

Museum Fair

The Museum Fair is an exhibition space where for 3- or 4-days organisations, institutions, and businesses can showcase their products, services, and initiatives. This component facilitates interaction between exhibitors and attendees, enabling networking, information exchange, and business opportunities. The Fair typically features booths, displays, and interactive elements designed to highlight the latest trends and innovations in the museum sector. The host shall provide ICOM with two (2) booths free of charge.

Format

The ICOM General Conference is designed primarily as an in-person event. However, ICOM Statutory Meetings require a hybrid format.

The host may propose a hybrid conference format and decide the level of hybridization for the event, including the option to record and broadcast the event at a later time. Below are examples of best practices for both the 4-day and 5-day conference program options.

Kyoto, Japan was the ICOM General Conference host city in 2019.

**Below are presented both the 4-day and
5-day Conference Programme options.**

	4-Day Conference Programme				Additional Excursion Day(s)	
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
All day	Museum Fair			ICs Day / Social Programmes*		
09:00	Welcome	Welcome	Welcome			
10:00	Opening Ceremony	Keynote Lecture	Keynote Lecture			
11:00	Seperate meeting for ICs/NCs / Other Scientific Sessions	Panel Discussion	Panel Discussion	ICs Day / Social Programmes*		
12:00		Keynote Lecture	Other Scientific Sessions			
13:00		8 Committee Sessions				
14:00	Lunch				Excursion	Excursion
15:00	Advisory Council / Other Scientific Sessions	8 Committee Sessions / Other Scientific Sessions	Generall Assembly (ies)	ICs Day / Social Programmes*		
16:00		9 Committee Sessions				
17:00		9 Committee Sessions				
18:00	Opening Party	NCs Receptions	Closing Ceremony			
19:00			Closing Party			
20:00						

Legend

Satutory Meetings Hybrid Format/ Simultaneous Interpretation (EN/FR/ES)	Core Scientific Sessions			Social Programme	Museum Fair
	Core Scientific Sessions	Other Scientific Sessions	Sessions Organised by ICs		

*Optional Items

5-Day Conference Programme						Additional Excursion Day(s)	
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
All day	Museum Fair						
09:00	Welcome	Welcome	Welcome	Welcome			
10:00	Statutory Meetings Seperate meeting for ICs/ NCs	Opening Ceremony	Keynote Lecture	Keynote Lecture	ICs Day	Social Programmes*		
		Other Scientific Sessions*						
11:00		Keynote Lecture	Panel Discussion	Panel Discussion			
12:00		Panel Discussion	Other Scientific Sessions	Other Scientific Sessions / Social Programmes			
13:00		4 Committee Session	4 Committee Session				
14:00	Lunch					Excursion	Excursion
15:00	Advisory Council	4 Committee Session	4 Committee Session	Generall Assemblies	ICs Day	Social Programmes*		
		Other Scientific Sessions*	5 Committee Session	Other Scientific Sessions*	5 Committee Session	Other Scientific Sessions*		
16:00							
17:00		4 Committee Session	4 Committee Session				
18:00	Opening Party	NCs Receptions	Evening Social Events*	Closing Ceremony			
19:00				Closing Party			
20:00							

Languages

As per Article 22 - Section 1 of the ICOM Statutes, the official languages of ICOM are English, French, and Spanish. In this regard, simultaneous interpretation is mandatory for ICOM Statutory Meetings, core Scientific sessions, and Opening/Closing Ceremonies.

The host can choose to include local language(s) and extend interpretation services to additional sessions if desired.

Budget and Financials

The cost of organising the ICOM General Conference typically ranges between EUR 2,5 and EUR 4 million. This variation depends on factors such as the location of the Conference and its scale. The goal is to achieve a balanced budget or surplus that can be reinvested in ICOM's activities to support and advance its objectives and mission.

It is requested an obligatory financial buffer of 10%, as a contingency fund to cover any unforeseen expenses or financial shortfalls that may arise during the planning and execution of the Conference.

An estimated budget, tailored to the different scenarios, is as follows:

ICOM General Conference hosted in Country Categories 1, 2 with up to 4500 participants			
REVENUES		**EXPENSES**	
Registration Fees 35%	€ 1,400,000	Organisation	€ 1,100,000
Sponsorship 25%	€ 1,000,000	Venue & Technical	€ 1,000,000
Public Funding 20%	€ 800,000	Staff &Other	€ 700,000
Grants & Donations 10%	€ 400,000	ICOM Licence	€ 240,000
Exhibition Fees 10%	€ 400,000	ICOM Royalties	€ 300,000
TOTAL	€ 4,000,000	TOTAL	€ 3,340,000
		Balance	€660,000

ICOM General Conference hosted in Country Categories 3, 4, 5 with up to 3500 participants			
REVENUES		**EXPENSES**	
Registration Fees 35%	€ 700,000	Organisation	€ 600,000
Sponsorship 25%	€ 500,000	Venue & Technical	€ 700,000
Public Funding 15%	€ 300,000	Staff &Other	€ 300,000
Grants & Donations 10%	€ 200,000	ICOM Licence	€ 200,000
Exhibition Fees 10%	€ 200,000	ICOM Royalties	€ 150,000
TOTAL	€2,000,000	TOTAL	€ 1,950,000
		Balance	€660,000

Funding Sources

This section outlines the various revenue streams available to hosts, ensuring a sustainable financial model for the event.

Registration Fees

The registration fees for the ICOM General Conference is designed to ensure accessibility for a diverse range of participants while supporting the overall success of the Conference, representing in average the 35% of the total revenue.

The Conference shall be open to both ICOM Members and non-Members, with higher registration fees applying to non-Members.

ICOM Members benefit from discounted registration fees based on country classification, with less expensive rates for members from countries of Category 5 and higher rates for those from countries of Category 1. Students will also benefit from a preferred registration rate.

Additionally, if the host decides to offer a hybrid Conference, the registration categories and fees must be updated to include digital ticket options.

Beyond the standard registration categories described below, the host may also propose innovative registration categories, which may include flexible pricing models, tiered discounts, or special packages, to further enhance participation.

The final fees will be subject to approval by ICOM.

Registration Categories

- **ICOM Members:** this pass provides access to all sessions of the conference, to the Museum Fair and ICOM Statutory Meetings.
- **Non-Members:** this pass provides access to all sessions of the conference and to the Museum Fair, except ICOM Statutory Meetings.
- **Students:** this pass provides access to all sessions of the conference and to the Museum Fair, except ICOM Statutory Meetings.
- **Accompanying person:** this pass grants access to the Social Programme and Museum Fair for an individual accompanying a person with a full conference ticket.
- **Day Ticket (optional):** this pass grants provides access to all activities on the selected day(s), except ICOM Statutory Meetings.

All passes shall include lunches, refreshments, goodies, publications, and public transport ticket valid for the entire Conference duration.

Participants interested in joining the excursions will need to pay an additional fee, as these are not included in the registration fees.

Registration Periods

The registration categories outlined above will be adjusted to align with the following registration periods, with prices increasing as the Conference approaches, as suggested as follows:

- **Early Bird Rate:** applicable from 6 to 3 months before the Conference
- **Regular Rate:** applicable from 3 to 2 months before the Conference
- **Late Rate:** applicable during the month leading up to the Conference
- **On-site Rate:** applicable during the Conference

Sponsorship

The Professional Congress Organiser is encouraged to actively pursue sponsorship opportunities and consider hosting sponsored events to boost financial support for the Conference. Sponsorships, both international and local, represent **25%** of the total revenue for the ICOM General Conference. We are open to creative proposals that include tailored sponsorship packages, exclusive Conference features, and collaborative partnerships, complying with ICOM's Sponsorship Policy to ensure alignment with organisational standards.

Public Funding

It is the responsibility of the ICOM National Committee to engage public authorities, including various government agencies, cultural ministries, and tourism boards at national, regional and local levels, to secure funding for the ICOM General Conference. Public funding contributes between 15% and 20% of the Conference's total budget.

Grants & Donations

Applicants are encouraged to actively seek grants and donations from private institutions and foundations to enhance the Conference experience and fulfil ICOM's mission of inclusivity and accessibility. In a balanced budget, grants and donations typically represent **10%** of the total revenue.

Exhibition Fees – Museum Fair

The registration fees for the Museum Fair support the operational costs of the fair, and typically represent **10%** of the total revenue. By setting competitive rates, the aim is to attract a diverse array of exhibitors, from small and large businesses to local enterprises. Applicants should detail their proposed fee structure and the associated benefits in their bid.

Typically, we propose the following booth options for the Fair:

- Booth size S: 6 sqm
- Booth size M: 9 sqm
- Booth size L: 12 sqm

While these are our standard proposals, we are open to alternative suggestions from applicants. However, any final rates must be approved by ICOM to ensure they align with our commitment to inclusivity and accessibility while also ensuring the fair's financial viability.

Expenditure Overview

The budget for the Conference is strategically allocated across various essential categories to ensure smooth execution and high standards. The key expenditure categories are:

Organisation

Covers costs related to overall event planning and management, including administrative support and operational coordination. It represents on average around the **30%** of the total expenditure.

Venue & Technical

Includes expenses for venue selection, setup, technical infrastructure, and necessary equipment for audiovisual and staging needs. It ranges **from 28% to 36%** of total expenditures.

Staff & Other

Allocates funds for hiring and compensating the Project Team and Event Staff and addresses miscellaneous expenses that arise during event preparation and execution. It ranges **from 15% to 20%** of total expenditures.

ICOM Licence

Ensures compliance with ICOM's standards and regulations through licensing fees. It represents on average around the **7%** of the total expenditure.

ICOM Royalties

Covers fees for the use of ICOM's intellectual property and branding. It is a variable cost related to ticketing typically account for approximately **8%.**

E.　Procurement

This section defines the comprehensive range of goods, services, and other essential items required for the successful delivery of the ICOM General Conference for which the PCO is responsible.

Venue Specifications

The General Conference offers the option to be hosted at either a single venue or across multiple venues within the host city or country, ensuring a dynamic and immersive experience for attendees.

Based on the previous ICOM General Conferences, the primary venue shall be a congress center or similar facility, with the capacity to accommodate 3,500 to 4,000 participants.

This main venue must feature a large auditorium with a seating capacity of up to 2,000 people and provide necessary number of breakout rooms of different capacities to facilitate the concurrent sessions of the scientific programme.

It should also include approximately 2,000/3,000 sqm of exhibition space for the Museum Fair, accommodating around 250-300 booths.

In the congress center, dedicated spaces are required to facilitate ICOM operational functions, including: the President's Office (around 25 people), Director General's Office (around 10 people), Secretariat Office (around 15 people), Membership Office (around 5 people), Election Office (around 10 people) and a storage of 20 square meters.

For International Committees Day, the host may propose either city museums or the congress center as suitable venues. The host must provide each of the 34 International Committees with a dedicated meeting room at the main congress center or offer alternative venues such as city museums or cultural institutions. Additionally, ensure there are sufficient meeting rooms to accommodate all committees and overall Conference participants.

All Conference venues must be accessible and inclusive, catering to attendees of all abilities and backgrounds, and comply with relevant safety regulations and certifications.

Technology and Equipment Availability

The host is requested to provide the following technology and equipment:

- **Audio-Visual Equipment:** high-quality sound systems, including microphones and speakers

- **Projection and Display:** screens and monitors for multimedia presentations and visual displays

- **Technical Support:** on-site technical staff to manage and resolve any audio-visual or technological issues

- **Lighting and Staging:** lighting setups for stages, booths, and event areas

- **Internet Access:** free high-speed Wi-Fi across the entire event venue

- **Computers and IT Support:** computers for registration, information desks, and operational needs, as well as IT support

- **Live Streaming:** equipment for live streaming sessions.

- **Simultaneous interpretation:** services including interpreters and necessary equipment such as soundproof booths, microphones, and headsets.

- **Furniture and Infrastructure:** including chairs, tables, podiums, and any other required items for attendees, speakers, and exhibitors.

Platforms

The host is requested to provide the following platforms for the Conference:

- **Registration Platform:** Must interface with the ICOM Database and offer a user-friendly registration process. Features should include multi-language support, secure payment options, customizable registration forms, attendee data management, integration with event management systems, and customer support.

- **Website:** Must be user-friendly, multilingual, and accessible, providing clear navigation, up-to-date content, and compatibility with various devices and browsers to ensure a seamless experience for all attendees.

- **Event Platform (optional):** If the host proposes a hybrid event format

If significant technological advancements occur by 2028, the host should consider adopting the most effective and innovative platforms available at that time.

Transportation and Accommodation

The host is requested to address the following accommodation and transportation considerations for the attendees:

- **International and Domestic Connectivity:** detail the connectivity options available for international and domestic travellers arriving at the host city. Include information on major airports, train stations, and other transport hubs.

- **Local Transportation:** outline the local transportation options available for attendees within the host city, including public transportation (buses, trams, subways), taxis, ride-sharing services, and car rentals.

- **List of Recommended Hotels:** provide a comprehensive list of recommended hotels in the vicinity of the conference venue, catering to various budget levels and preferences

- **Room Blocks and Rates:** arrange room blocks at selected hotels for conference attendees.

Catering

The host must provide daily refreshments and a light lunch for all attendees during the entire Conference. Additionally, a light cocktail dinner must be organised for the Opening and Closing Parties.

Human Resources

The host is responsible for assembling of a dedicated Project Team and Event Staffing to support the Conference. This includes hiring and managing staff for various roles essential to the Conference's success.

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- **Project Team:** a range of 25 to 30 professionals with expertise in project management, communication, scientific and social programme coordination, fair coordination, sponsorship coordination, technical support, registration, IT, marketing, travel coordination. This team must be fully operational from 2027 to 2028, with key personnel engaged from 2026.

- **Event Staffing:** In addition to the core project team, a comprehensive staffing plan is essential to ensure smooth operations during the event, including but not limited to event managers, registration clerks, technical support staff, security officers, and hospitality personnel.

Visual Identity

The host is required to develop a comprehensive Visual Identity that reflects the theme and branding of the Conference. This includes the creation and consistent application of visual elements across all Conference materials and platforms. Key components include:

- **Logo Design:** Develop a distinctive and versatile conference logo that embodies the essence of the event and aligns with ICOM's branding guidelines.

- **Brand Guidelines:** Establish detailed brand guidelines to ensure consistency in the use of colours, fonts, and design elements across all materials, including digital and print formats.

- **Conference Materials:** Design visually cohesive materials such as brochures, banners, flyers, signage, and programs that adhere to the established visual identity.

- **Online Presence:** Create and maintain a visually appealing and user-friendly Conference website that integrates the visual identity and serves as the primary platform for information and updates.

- **Social media:** Design engaging graphics and promotional content for social media channels that are consistent with the Conference's visual identity and help in building awareness and engagement.

- **Merchandise:** Develop branded merchandise such as badges, lanyards, and Conference bags that incorporate the visual identity and enhance the attendee experience.

Publications

The host is requested to prepare following E-Publications for the 28th ICOM General Conference:

- **Conference Booklet:** Detailing the Conference programme
- **Sponsorship Prospectus:** Outlining sponsorship opportunities
- **Fair Prospectus:** Presenting exhibition opportunities at the Museum Fair
- **Conference Report:** Summarizing Conference outcomes, including satisfaction survey results
- **Conference Proceedings:** Compiling presentations, discussions, and outcomes of the Conference
- **Financial Report:** overview of the Conference´s financial performance

All publications shall be provided in English and, if desired, in the local host language. However, the Conference Booklet must be available in the three (3) ICOM statutory languages: English, French and Spanish
A limited number of hard copies must also be provided to ICOM for archival purposes.

Travel and Accommodation for Speakers

The host is responsible for arranging and covering the costs of travel and accommodation for speakers. Typically, around 30 speakers are anticipated.

Travel and Accommodation for ICOM Representatives

The host is responsible for arranging and covering the costs of travel and accommodation for ICOM representatives during the 28th ICOM General Conference. This includes providing accommodation for up to 17 representatives of ICOM Governance for a maximum of 10 nights and 12 representatives of the ICOM Secretariat for up to 10 nights.

Security and Safety

The host is requested to implement comprehensive security and safety measures that adhere to all applicable local laws and regulations, while also conforming to recognized international standards for hosting international events, such as ISO 22379:2022 — Security and resilience — Guidelines for hosting and organizing citywide or regional events. These measures are crucial in safeguarding attendees, staff, and the overall integrity of the Conference. Specifically, the host must:

- **Comply with Local Laws and Regulations:** Adhere to all local security and safety regulations relevant to the hosting of international events.

- **Meet International Standards:** Conform to recognized international standards, such as ISO 22379:2022, to ensure best practices in security and resilience.

- **Develop Comprehensive Security Plans:** Implement detailed security plans covering all aspects of the Conference, including perimeter security, access control, emergency response, and crowd management. Ensure that first aid stations and ambulance services are readily available and integrated into the emergency response plan.

- **Coordinate with Local Authorities:** Work closely with local law enforcement and emergency services to ensure coordinated security efforts and quick response to any incidents.

F.　FAQ

01. Can any country host?

Only countries with an established ICOM National Committee are eligible to host the ICOM General Conference. Here is the list of the 120 ICOM National Committees.

02. Can a country that has previously hosted the conference apply to host again?

Yes, a country that has previously hosted the ICOM General Conference is eligible to apply to host the Conference again.

03. Who can apply?

Eligible candidates to host the ICOM General Conference are the ICOM National Committees, supported by a Professional Conference Organiser (PCO) and/or Convention Bureaus (CVB).

04. I am a National Committee; what should I consider when applying?

As a National Committee, you should consider the following when applying to host the ICOM General Conference:

- **Vision for the Event:** Develop a clear and compelling vision for the Conference, outlining your objectives, themes, and how you plan to deliver a memorable and impactful Conference.

- **Stakeholder Engagement:** Engage key stakeholders, including local government, cultural institutions, and industry partners, to gain their support and ensure their active participation.

- **Public Funding:** Identify and secure public v funding opportunities to support the Conference, ensuring you have a sustainable financial plan in place.
- **Professional Conference Organiser:** Select a qualified PCO with experience in managing large-scale international conferences to assist in the planning and execution of the Conference which adhere to ICOM's standards.
- **Convention Bureau:** Optionally consult with Convention Bureau to ensure that venue selection and related services meet the needs of the Conference.

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05. I am a PCO - what should I do to apply?

If you are a Professional Conference Organiser, you should:

- **Contact your ICOM National Committee:** Reach out to the [ICOM National Committee in your country](#)

to discuss its interest in hosting the Conference and assess their willingness to apply. Then, collaborate with the National Committee to submit the application by providing expertise, resources, and planning assistance as needed.

06. What documents are required for submission, and what are the deadlines for each?

You shall submit two documents:
- **Expression of Interest (EOI):** by 1 November 2024
- **Questionnaire:** by 28 February 2025

07. When will the host for the 28th ICOM General Conference be elected?

The host city for the 28th ICOM General Conference will be elected by the ICOM General Assembly on 14 November 2025 that will be held in Dubai within the framework of the 27th ICOM General Conference.

08. Can I be assisted in the application phase?

Yes, you can be assisted in the application phase. The Institutional Events Department of ICOM is happy to support National Committees and partners throughout the application process. If you have any questions or need assistance, please contact us at conference@icom.museum to book a meeting.

09. Is there a specific format or layout required for the application?

There is no specific format or layout required for the application; you can use the graphic style you prefer. However, please ensure that the application is formatted in A4 size. A3 size may be used, when necessary.

10. In which languages can I submit the application?

You can submit the application in one of the three (3) ICOM official languages (i.e. English, French and Spanish). The present Application Manual and documents will be provided in French and Spanish, upon request.

G.   Contact Information

For any questions, please contact the Institutional Events Department of ICOM at conference@icom.museum.

In 2022 the ICOM General conference was hosted in Prague, Czech Republic.

H. Appendices

Appendix A: Previous General Conferences

28 June -3 July 1948, Paris, France

17-22 July 1950, London, England
Exchange of collections and conservation personnel; inventory of scientific instruments; museums and education; problems of professional training.

6-12 July 1953, Genoa, Milan and Bergamo, Italy
Problems of museums located outside; problems of museums in undeveloped areas; the architecture of museums and museums in modern town-planning.

2-9 July 1956, Basle, Zurich, Geneva, Switzerland
The museum in our time; the natural history museum in the modern world; the problem of history museums in our times; the planning and Organisations of the modern technical museum; Babel's Tower.

1-8 July 1959, Stockholm, Sweden
Museums as mirrors: their potentialities and limitations.

4-11 July 1962, The Hague, Netherlands
Precautions against theft of art works; conservation of cultural property; the role of history and folklore museums in a changing world; observations on the museum profession; the objectives of the museum:

research centres or exhibition halls; the educational role of museums.

22 September-3 October 1965, New York, U.S.A
Training of museum personnel.

27 July-9 August 1968, Cologne, Munich, Federal Republic of Germany
Museum and research.

29 August-10 September 1971, Paris, Grenoble, France
The museum in the service of man, today and tomorrow: the museum's educational and cultural role.

3-14 June 1974, Copenhagen, Denmark
The museum and the modern world.

23-29 May 1977, Moscow, USSR
Museums and cultural exchanges.

25 October-4 November 1980, Mexico City, Mexico
The world's heritage - the museum's responsibilities.

24 July-2 August 1983, London, England
Museums for a developing world.

26 October-4 November 1986, Buenos Aires, Argentina
Museums and the future of our heritage: emergency call.

27 August-6 September 1989, The Hague, Netherlands
Museums: generators of culture.

19 September-26 September 1992, Québec, Canada
Museums: re-thinking the boundaries?

2-7 July 1995, Stavanger, Norway
Museum and communities.

9-16 October 1998, Melbourne, Australia
Museums and cultural diversity: ancient cultures, new worlds.

1-6 July 2001, Barcelona, Spain
Managing Change: museums facing economic and social challenges.

2-8 October 2004, Seoul, Korea
Museums and Intangible Heritage

19-24 August 2007, Vienna, Austria
Museums and Universal Heritage.

7-12 November 2010, Shanghai, China
Museums for Social Harmony.

7-17 August 2013, Rio de Janeiro, Brazil
Museums (memory + creativity) = social change.

3-9 July 2016, Milan, Italy
Museums and Cultural Landscapes.

1-7 September 2019, Kyoto, Japan
Museums as Cultural Hubs: The Future of Tradition
20-28 August 2022, Prague, Czech Republic
The Power of Museums.

…and the next one is expected in 2025 in
 Dubai, Future of Museums in Rapidly
Changing Communities.

Kyoto, Japan was the ICOM General Conference host city in 2019.

Appendix B: ICOM Membership Country Category

Category 1:	Iceland	Republic of Korea	Holy See	Qatar
Andorra	Ireland	San Marino	Iceland	Republic of Korea
Australia	Italy	Andorra	Ireland	San Marino
Austria	Japan	Australia	Italy	Saudi Arabia
Bahrain	Kuwait	Austria	Japan	Singapore
Belgium	Liechtenstein	Bahrain	Kuwait	Sweden
Brunei Darussalam	Luxembourg	Belgium	Liechtenstein	Switzerland
Canada	Malta	Brunei Darussalam	Luxembourg	United Arab Emirates
Denmark	Monaco	Canada	Malta	United Kingdom of Great
Finland	Netherlands	Denmark	Monaco	Britain and Northern Ireland
France	New Zealand	Finland	Netherlands	United States of America
Germany	Norway	France	New Zealand	
Holy See	Qatar	Germany	Norway	

Category 2:	Czech Republic	Latvia	Portugal	Spain
Bahamas	Estonia	Lithuania	Romania	Trinidad and Tobago
Bulgaria	Greece	Malaysia	Russian Federation	Türkiye
Chile	Hungary	Oman	Seychelles	Uruguay
Croatia	Israel	Panama	Slovakia	
Cyprus	Kazakhstan	Poland	Slovenia	

Category 3:	Brazil	Georgia	Mexico	Saint Vincent and the Gren-
Albania	China	Grenada	Mongolia	adines
Algeria	Colombia	Guatemala	Montenegro	Serbia
Antigua and Barbuda	Costa Rica	Guyana	Morocco	South Africa
Argentina	Cuba	Indonesia	Namibia	Sri Lanka
Armenia	Dominica	Iran (Islamic Republic of)	Nauru	Suriname
Azerbaijan	Dominican Republic	Iraq	North Macedonia	Syrian Arab Republic
Barbados	Ecuador	Jamaica	Palau	Thailand
Belarus	Egypt	Jordan	Paraguay	Tunisia
Bhutan	El Salvador	Lao People's Democratic	Peru	Turkmenistan
Bolivia (Plurinational State of)	Equatorial Guinea	Republic	Philippines	Ukraine
	Eswatini	Lebanon	Republic of Moldova	Uzbekistan
Bosnia and Herzegovina	Fiji	Maldives	Saint Kitts and Nevis	Vietnam
Botswana	Gabon	Mauritius	Saint Lucia	

Category 4:

Angola	Congo	Kenya	Nepal	Senegal
Bangladesh	Côte d'Ivoire	Kyrgystan	Nicaragua	Sudan
Belize	Democratic People's Republic of Korea	Libya	Nigeria	Tajikistan
Benin	Djibouti	Marshall Islands	Pakistan	Tonga
Cabo Verde (Republic of)	Ghana	Mauritania	Palestine	Tuvalu
Cambodia	Honduras	Micronesia (Federated States of)	Papua New Guinea	Venezuela (Bolivarian Republic of)
Cameroon	India	Myanmar	Samoa	
			Sao Tome and Príncipe	

Category 5:

Afghanistan	Congo	Lesotho	Sierra Leone	Vanuatu
Burkina Faso	Eritrea	Liberia	Solomon Islands	Yemen
Burundi	Ethiopia	Madagascar	Somalia	Zambia
Central African Republic	Gambia (Republic of The)	Malawi	South Sudan	Zimbabw
Chad	Guinea	Mali	Timor-Leste	
Comoros	Guinea-Bissau	Mozambique	Togo	
Democratic Republic of the	Haiti	Niger	Uganda	
	Kiribati	Rwanda	United Republic of Tanzania	