



# TECHNICAL TENDER

## Collaboration Proposal

ESRA 2021 BID | Document Ref: 202004ESRA-01



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## LET'S GET SOCIAL



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A hand is shown in the lower-left corner, reaching out towards a network of blue nodes and lines that form a geometric pattern against a dark, starry background. The nodes are connected by thin lines, and the overall scene is illuminated with a blue and purple glow.

# **Introduction**

## ***Modus Operandi***

The logo for the ESRA 2021 congress features a stylized white figure of a swimmer in motion, positioned below a semi-circle of seven white stars. The text 'ESRA 2021 congress' is written in a bold, white, sans-serif font directly beneath the swimmer.

**ESRA 2021**  
**congress**

# Few words about ERA



## ABOUT OUR AGENCY

ERA Ltd was founded in 1998 by three of the most active business tourism professionals in Greece. They decided to join forces and take Greece's MICE industry to the next level and to higher standards. To date, ERA has grown to become one of the leading PCOs in Greece, with a team of 26 skilled and trained professionals, a great network of partners and local suppliers and a record number of more than 1100 congresses, meetings and business travels.



**IRENE  
CHARALAMBOUS**

Executive Partner

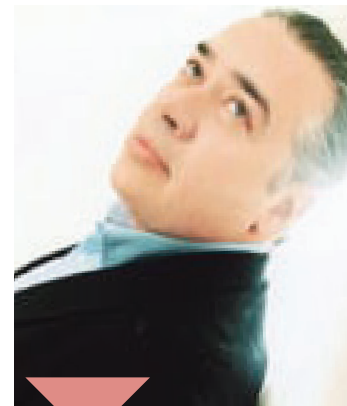
Irene Charalambous has specialized in the business travel, incentives, company events and international congresses sectors since 1995. She is responsible for the overall coordination, supervision and human resource management of ERA's projects.



**RENA TOLIS**

Executive Partner

Rena Tolis started working in the MICE industry back in 1981 and has since been responsible for the organization of more than 1000 Greek and international congresses. She is the Managing Director of ERA and President of the Hellenic Association of Professional Congress Organizers.



**ANDRÉ LANCELIN**

Executive Partner


André Lancelin, with more than 30 years experience in the tourism industry, has been involved in more than 1000 congresses over the course of his career. He is the CFO of ERA and in charge of the financial management of all congresses and events the company undertakes.

# What **ERA** can do for you

Carrying a legacy of **nearly 20 years in the MICE industry**, yet with a dynamic and refreshing approach, **ERA** has consistently proven itself efficient and effective in the successful organization of major congresses, symposiums, conferences, educational meetings, business meetings and events.

The broad range of skills and experience of our team, the strength of our networks of partners and collaborators, allow us to identify the divergent interests and expectations of our clients. In cases where expertise is required for a specific area, we have in our disposal a group of suitable consultants from all Member States highly qualified in the field of event handling and organisation and work closely them. In doing so, we are able to find the best possible solution for the tasks at hand.

We go beyond our client's needs and expectations and we are proud to have a



**A team of 25+ qualified professionals** comprising of Senior & Junior Event/ Conference Managers, Events consultants, Sales & Marketing experts, Event Assistants, Travel Specialists, Journalists, Web & IT Developers, ensure the smooth functioning of the project in terms of organisation, management and quality control. This guarantees the efficient planning of tasks and resources, respect for deadlines, as well as effective monitoring of project processes.

high percentage of recurring clients! Our long list of clients include International & European Associations, Multinational Corporations, University Institutions, Academia, Local Government, Letters & Art Foundations, along with a large portfolio of local medical and technological societies (small sample of previous and current cooperation and clients can be found below and on our **website [www.era.gr](http://www.era.gr)**).

At ERA we know the different needs, objectives, challenges and organizational tasks of events and conferences and we are confident that we can deliver impeccable results in the shortest possible deadlines. Our long list of successfully delivered projects is testament to our ability to provide, at any given time, a complete overview of event venues and meeting facilities and their technical specs in the whole of Greece and in the main EU Member States Capitals.



# What ERA can do for you

For the success of any action in this domain ERA has identified three vital factors:

- ▲ A good internal company structure and procedures.
- ▲ A strong and rapid understanding of the issues and of the client's priorities.
- ▲ An experienced and passionate group of professionals with service oriented state of mind.

Our aim is no other than to offer innovative and flexible solutions and to anticipate and address the clients' needs and objectives in a timely manner. This level of service and response extends to all levels of operation and management of a meeting, from the direct communication with the client and all involved partners to addressing the individual needs of each and every single delegate and invited speaker.

To ensure that we are up to date with the industry's trends and remain technologically savvy, we invest in international networking and best practice exchange with peers from other countries. ERA retains membership at the finest MICE associations globally and we are also members of ASCONET a private network of PCOs (*see more in paragraph 2.11.2 Accreditation*).

The objective for ERA is to provide a jargon free and smooth organization period, throughout the preparation of a meeting, by absorbing and handling on behalf of the client all management, logistics, communication issues that might arise. Our prevalent goal remains to provide the utmost meeting experience for organisers and delegates.



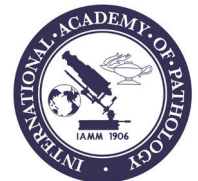
# Some of our Clients



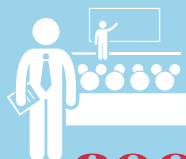
ΕΛΛΗΝΙΚΗ ΟΦΘΑΛΜΟΛΟΓΙΚΗ ΕΤΑΙΡΕΙΑ  
HELLENIC OPHTHALMOLOGICAL SOCIETY



Human Brain Project



# ERA in numbers



**800+**

Congresses  
Symposiums  
Meetings



**300.000+**

Delegates from  
around the world



**350+**

Clients  
[bodies, organisations,  
companies & groups]



**250+**

Business meeting  
and Events



**10.000+**

Incentives and  
Business Trips



**6.500+**

Air tickets  
per year



**20.000+**

Overnights  
per year



**350+**

A wide network  
of suppliers in  
Greece & globally



**25+**

Highly experienced &  
passionate consultants  
at your service



**20+**

Years of operation  
and experience



# PCO Services Requested



## 2.1



### GENERAL COORDINATION AND FINANCIAL MANAGEMENT

We provide our clients with the means, the know-how, the expertise and the enthusiasm for the materialization of every type of professional event with the utmost dedication and commitment. We undertake the overall pre-financing, organization and management of your events for all the tasks involved in preparation, execution and evaluation phases of a congress organizing project.

Once ERA is assigned the organisation of a congress we design and submit to the Organizing Committee an implementation time schedule for the tasks involved in the period before, during and after the conference. The “at a Glance” tasks list of each phase is provided at the paragraph **(2.1.4 Congress Tasks at a Glance)**. Our detailed processes and execution approach for the most important of them is further analyzed in the following sections according to the bid template structure *(e.g venue selection is covered in 2.3.1 Congress Center Proposals, registrations in 2.4.1 Online registrations etc)*.

In addition our project management monitoring, coordination and execution principles are described thoroughly in section: **“Project Management Principles in ERA”**, at page **53 to 56**.

#### 2.1.1 TYPICAL CONTROLS FOR HANDLING AND SECURING ONSITE CASH

The onsite cash amounts that we are handling in our congresses have been substantially reduced by providing onsite the options for credit card and online payments.

Nevertheless when it comes to cash handling, the main principle that we apply is the segmentation of duties. The essence of segregation of duties is that no one is put in a position in which they are able to both commit and conceal an error or fraud.

- ▶ Our onsite staff responsible for receiving cash do not have accounting responsibility except, possibly, summarizing cash receipts.
- ▶ Payment receipts are issued onsite immediately as cash received and in the presence of the customer.
- ▶ Daily cash reports are reviewed by the project manager with careful agreement of amounts reported by our system cash register reports. Any discrepancies (e.g between onsite registrations and amounts received) require full explanation and documentation.

# PCO Services Requested



- 2.1.1** ▶ PMs forward the approved cash report directly to Accounting Services. Cash reports that have not been forwarded directly are not accepted by the accounting dept.
- ▶ Correction of cash register entry errors require the intervention of a manager located in our office.
  - ▶ Cash are deposited in bank accounts if possible on a daily basis.
  - ▶ Deposit discrepancies are investigated by someone other than the staff member responsible for preparing the deposit.
  - ▶ Refunds are processed and authorized by dedicated ERA staff.

## **2.1.2** ADVISORY IN LOCAL TAX LAWS

We are aware that handling taxes is crucial. Noncompliance has severe implications and in each country there are many regulation and penalties in place to punish those who do not comply.

We have chosen to use the services of an experience accounting and consulting firm (ALPHA accounting & consulting S.A) to guide us and our customers through all these obligations and taking part of the burden of this task and responsibility off our shoulders.

Alpha Accounting & Consulting S.A. is a member of UHY, an international association of independent accounting and consultancy firm. UHY is one of the world's leading businesses advisory, consulting and accounting networks, with teams operating across 296 offices in 89 countries worldwide and staff over 7.850 professionals.

Their team always ensures that we comply with all the requirements and obligations of each country providing also advice on how to maximise tax benefits and save tax legally.



## 2.1.3 EXAMPLES OF BUDGETS AND MONTHLY REPORTS

Budget and monthly reports templates are provided in the supporting documents sub-folder (files 1 and 2 respectively). The items displayed on the template documents are indicative examples. Their final structure is driven by the specific needs of each project. Project manager prepares / updates budgets and monthly reports but the documents are reviewed by the senior partner that has the directing control of the project (*see paragraph 4.1.1 Directing Project*).

## 2.1.4 CONGRESS TASKS AT A GLANCE

### Preparation Stage

- ▶ Prepare and finalize task timeline in cooperation with the Organising Committee (O.C.).
- ▶ Prepare venue proposals and organize inspection visits.
- ▶ Compose the budget and securing financial viability.
- ▶ Enter into correspondence with invited speakers both locally and abroad on behalf of the O.C.
- ▶ Assume advisory role and negotiate with companies in charge (e.g. audiovisual equipment, systems, interpreters, and other suppliers).
- ▶ Set up and activate all the online channels (e.g. web site, registration portal, abstract portal etc).
- ▶ Maintain correspondence register (incoming/outgoing).
- ▶ Compose official documents and enter into correspondence with state/private agencies, in order to obtain necessary permits or to secure support of any kind (e.g. issuance of funding permit or to organise events under the auspices of an organisation).
- ▶ Keep the O.C constantly updated, regarding the progress of tasks and the financial course of the congress.
- ▶ Communication with the media (press releases, press conferences).

### Execution Stage

- ▶ On site participant, accompanying person, dignitary and invited speaker reception.
- ▶ Conference material and informational packet distribution to participants.
- ▶ Check in and on-site registration procedures.
- ▶ Conference opening ceremony, welcome addresses and welcome reception.
- ▶ Smooth flow of presentations and events during the conference.
- ▶ Coffee breaks – lunches – dinners and other catering services.
- ▶ On-site secretarial support services.
- ▶ Implementation of conference tourist activities.
- ▶ Equipment and setup check for proper operation.
- ▶ Press coverage and memento pictures.
- ▶ Conference closing ceremony and farewell reception.
- ▶ Departure of participants and check out procedures.
- ▶ Return of equipment and removal of material from venue.

### Evaluation Stage

- ▶ Conference evaluation review (statistics, registration list, questionnaire data entry and analysis).
- ▶ Financial report.
- ▶ Billing - payments.
- ▶ Letters of appreciation.

# PCO Services Requested



## 2.2



### SCIENTIFIC PROGRAM / SUPPORT & ABSTRACT HANDLING

ERA undertakes assembling and organising the material for the scientific programme of the conference (invited speakers' abstracts and authors' abstracts for oral as well as poster presentations) according to the directions of the Scientific Committee (S.C.).

### Our services include:

Call centre support & correspondence with authors: resolving queries\* and issues of a technical nature, informing about changes, dispatching informational material

Easy and secure ways available for abstract submission via the abstract portal

*(see more at paragraph 2.2.1 Abstract Portal).*

*Data entry and computerized filing of submitted abstracts. Abstract receipt confirmation to authors*

**Dispatch of collected material to abstract reviewers for evaluation**

**Option for reviewers to submit their grading electronically**

**Classification of the reviewed abstracts. Alphabetical indexing to facilitate retrieval**

Correspondence with authors regarding their abstract submission (acceptance/ non-acceptance, time, location and presentation format). The system can automatically generate emails upon submission, acceptance etc.

Processing and formatting of abstracts for inclusion in final programme and abstract book. Printing supervision

*Preparation of awards, award ceremony and communication with awarded authors (if requested by the S.C.)*

\* After discussion and consultation with the Scientific Committee or the designated abstract review committee of the conference.

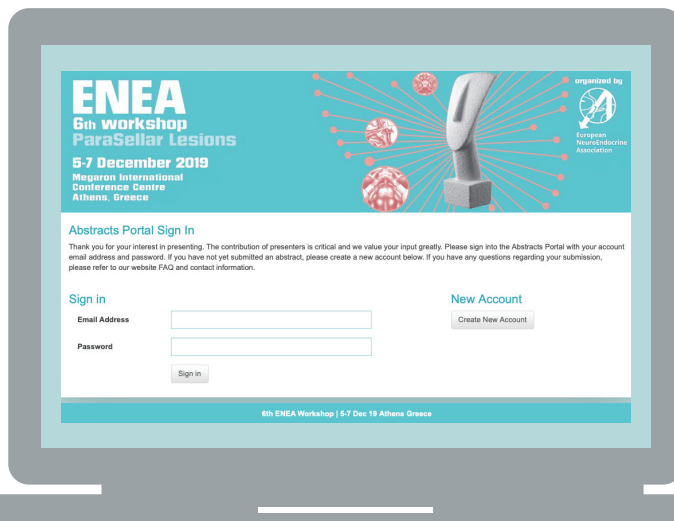
## 2.2.1 ABSTRACT PORTAL

Our approach on standardization goes beyond of designing template documents and master slides. We **standardize the whole process** of submitting abstract, papers and presentations by facilitating the features provided by our **online abstract / presentation portal tool**.

These features include:

- ▶ A submission system to accept abstracts and papers submissions from prospective speakers. We have the option to organize the submission process with themes, sub-themes and keywords that can be used by submitters to help categorize their abstract submissions and by reviewers to allocate presentations to sessions. Beside categorization fields we can collect by using dedicated field all types of information, such as:
  - Authors
  - Affiliations
  - Biographies
  - Countries
- ▶ Assign chairpersons (and other Session Roles) for specific tracks, and reviewers to look at, read and rate all submitted presentations.
- ▶ Create an approval process (usually by committee or track chairperson).
- ▶ Create a follow-up process for communications of acceptance, invitation to accept, and a speaker registration process.
- ▶ Create a speaker checklist to track all speaker deliverables, such as biographies, photos, final presentations (in the correct format), travel, and accommodation arrangements.

Invited Speakers are the VIPs of a conference and such they form key elements of a conference and play a catalytic role to a conference's success. We need to make sure they feel cherished and well respected. ERA caters to communication, correspondence, travel and accommodation needs and in general all services related to the invited speakers for the conference (*see more in paragraph Invited Speakers and liaison 2.2.2 Invited Speakers and liaison*).



click  
HERE

*to view a live demo of our  
abstract submissions portal.*

*You can experience the process of  
submitting an abstract.  
You will be asked to create an account  
using your email and a password.  
No training is needed just follow  
the online instructions.*

# PCO Services Requested



## 2.2.2 INVITED SPEAKERS AND LIAISON

Invited Speakers are the VIPs of a conference and such they form key elements of a conference and play a catalytic role to a conference's success. We need to make sure they feel cherished and well respected. ERA caters to communication, correspondence, travel and accommodation needs and in general all services related to the invited speakers for the conference. For the successful handling of all types of arrangements of the invited speakers we perform the following services:



- ▶ Create, in cooperation with the Organising Committee, a list of invited speakers with full demographic data. This will also enable us to identify speakers who need special care (People with Reduced Mobility) when traveling or travel VISA. It will also enable us to suggest OC with ideal travel bookings deadlines so as to ensure budget sufficiency and savings, whenever possible.
- ▶ Communicate and send invitations on behalf of the O.C. to speakers based on the suggested and agreed timetable. Keynote speakers are best to be confirmed 6 to 8 months in advance. All speakers will be contacted individually by our event consultants that will record their preferences, travel schedules, preferred travel times, VISA information and edition procedures (if outside the EU- Schengen Area), special requirements, room bookings, private transfers. We will provide assistance to drafting Visa request letters for invited speakers and liaise with Embassies to secure the facilitation and acceleration of Visa process. It is important to stress at this point that in order to be able to successfully secure the issue of VISA for third country nationals it is important to have all information at least five weeks prior to travel dates.
- ▶ Follow up and maintain correspondence history. Brief O.C. on a regular basis. The OC will be briefed either upon request or on a weekly basis. Towards the final few weeks of preparation of the conference, a weekly report will be sent with regards to the status of invited speakers bookings and travel needs. Additionally, an updated list of all speakers bookings and requests will be made available through the event management software which will provide direct access to OC to monitor real time the progress of invited speakers' confirmation status.
- ▶ Provide invited speakers in writing with information concerning their participation in the scientific programme (topic, date, time, presentation format and benefits) should this be required from OC. Gather all presentations from speakers and make sure to provide assistance in adapting their presentations to the agreed design that OC will decide after three different proposals from the contractor.
- ▶ Provide services to support traveling for faculty members and invited speakers (*see details paragraph 2.9 Organization of travel of faculty members & invited guests*).

# PCO Services Requested



## 2.3



## CHOICE OF CONGRESS CENTER AND LOGISTICS

### 2.3.1 CONGRESS CENTER PROPOSALS

Choosing the right venue is the most important element of a successful conference organization. The venue needs to correspond to the location, capacity and technical criteria of an event's specifications. For that purpose, we make sure to present our clients with venues that match the qualification criteria set forth by our client. We always seek to offer an option among a selection of venues and we brainstorm with our client while discussing the positives and negatives elements of each suggested venue.

At ERA we offer complete services regarding **venue booking and management** and we successfully undertake the following tasks:

- ▶ Selection of the appropriate Venue
- ▶ Site mapping and facilities
- ▶ Handling of pre-booking and contracts
- ▶ Financial management
- ▶ Design of Floor Plans
- ▶ Venue set up for the meeting room and additional space such as registration area, offices and speaker preview room
- ▶ Coordinate signposting throughout the venue
- ▶ Security & cleaning services

ERA handles a minimum of 200 venue finding requests per year for congress and event organization, business and corporate meetings and incentives for Greece and abroad. The volume of requests our company handles with strict deadlines is proof of our ability to not only scan for the best possible venues that meet our client's needs and objectives, but also to provide timely and cost effective solutions.



# PCO Services Requested



## 2.3.1 Our methodology is simple and clear:

- ▶ First, we analyse the venue specifications and draft a list of venues that could successfully accommodate our client's needs. We then contact the venues to receive their offer and availability. We make sure to request for a pre-booking period that will allow us to ensure availability or at least to agree with the venue on a shared option while we discuss with our client (i.e. if the venue receive from a third party a request on the same dates they will keep us inform and we have the option to instantly book the venue by pre paying the contract).
- ▶ Once we confirm availability and receive the financial offer from the venues we conduct a SWOT (Strength, Weaknesses, Opportunities, and Threats) analysis and prepare a presentation of our shortlist to the client. This way we guarantee that our end client is satisfied that their needs are met and they feel happy and secure with the choice of venue. A very important element of the SWOT analysis we produce is the flexibility of the venue and the amenities it provides to our client.

- ▶ We then invite the client to a site visit to the suggested venues where they will also have the opportunity to meet with the representatives of the venue. We believe it is very important for the end client to get acquainted with both the venue and its people even if they won't be in direct contact with them.
- ▶ Once the venue is agreed and confirmed by the client we sign a contract with the venue and proceed to down payment as per the venues payment policies. Following the contract, ERA is in constant contact with the venue, technicians, caterers, AV company and any other party that is intended to render service during the conference.
- ▶ A team meeting is arranged, where the client is welcome to be present, to run the "script-timetable" of the conference set up and conference days works so that all parties involved are in line.



# PCO Services Requested



## 2.3.2 CATERING SERVICES PROPOSALS FOR SOCIAL EVENTS

At ERA we invest in the creation of an attractive social programme as an important element of a conference which acts as an incentive for delegates to attend and offers good networking opportunities among peers in the industry.

For that purpose, we pay special attention to proposing venues that not only meet the capacity needs of the Group but that are also bound to create memorable experiences to delegates.



### **Our services include preparation of cultural & artistic events program and/or location of possible venues for the following:**

- ▶ Opening Ceremony
- ▶ Welcome Reception
- ▶ Gala Dinner
- ▶ President's Dinner
- ▶ Coffee/lunch breaks
- ▶ Arrangements for photographic coverage of events
- ▶ Design and preparation of formal invitation cards/letters and dispatch to invited guests
- ▶ Evaluation of catering services proposals according to the specific requirements of each function
- ▶ Communication with representatives from local authorities and other dignitaries to confirm participation
- ▶ Procurement of the necessary audiovisual equipment for the social events
- ▶ Booking of artistic performances program

# Catering – Coffee Breaks & Lunches

It's all about good coordination when it comes to the provision of refreshments throughout the duration of a conference; an element important for delegates' and speakers' wellbeing. As part of our venue management services, ERA undertakes the coordination with catering companies, whether in-house or outsourced, for the organisation of coffee-breaks & lunches during the conference.

At ERA we make sure to select the catering partner able to provide:

- ▶ **Excellent quality** of products and service.
- ▶ In a **timely manner**- The coffee- breaks are the relaxing intervals of a conference programme with very tight time schedule and specific demands.
- ▶ In a **professional manner** - with experienced personnel and set up. The set up needs to be well considered and include decoration flowers, nicely presented buffet and bar in split locations in the foyer area so as to ensure easy flow of delegates.

Apart from the coffee break service another element that we make sure to request is the timely provision of water for the panel of each session, the provision of two full time still and sparkling water stands outside the plenary room, continuous supply of water and coffee for the speakers' room, if requested.

## 2.3.3

### AV PROPOSALS

Over the last 20 years we have come to firm conclusions about what is of primary importance in AV services and equipments and which should be the critical criteria to evaluate different audio visual suppliers.

- ▶ The first thing we judge is whether the AV supplier makes a genuine effort to understand the specific environment and needs of each project. Their proposal should explain the benefits of proposed installations, and should not simply be a list of part numbers or components.
- ▶ AV proposal should be clear to all, not just to other technical experts, which means it should be relatively jargon free. Both our and the organizing committee project manager should be able to understand what they are getting for their money.
- ▶ All companies claim to provide customer-centric services and wonderful support, but whenever we are about to commence new cooperation with a supplier we follow a rigorous evaluation process that is mainly driven by checking the experience of their customers. As we do with the evaluation of any other type of supplier and accordance to our ISO quality system before setting off a new AV supply services agreement we have first to verify that effective processes were followed and an attitude that the customer comes first was evident in several previous projects.
- ▶ Price, cost and value are sometimes hard to measure. However by maintaining in our database an extensive list of previous quotations we can compare and secure that any AV proposal will respect budget levels and will provide the maximum benefits for the project.





2.4



## REGISTRATION

# PCO Services Requested

ERA provides all services necessary for the management of the conference registrations. Our services include:

- ▶ Set up electronic registration forms, that are accessible by any type of device (e.g pc, tablet, mobile)
- ▶ Call centre support & correspondence with interested participants: resolving queries and issues
- ▶ Correspondence with participants regarding confirmation of registration, settlement of fees and any other conference related financial transaction
- ▶ Monitoring of their financial obligations via specialized accounting software. Collection of registration fee payments
- ▶ Preparation of credentials (badges) and information pack
- ▶ Preparation of a fully customizable participant list
- ▶ On Site registration and secretariat support (*read more in paragraph 2.6.1 On Site Reception / Secretarial support*)

## 2.4.1 ONLINE REGISTRATIONS

Our online forms are accessible from all types of web enabled devices. They automatically resize to fit the device from which they are accessed in a clear and defined manner that maintains usability. They are intuitive to use, and able to capture all participant details needed.

- ▶ We can include in our registration forms validation and display logic to create dynamic registration paths based for example on the contact category (e.g contacts of type speakers might need to fill in different type of information from an attendee).
- ▶ Attendees can also search and book accommodation according to event's required profile and amenities. Through our registration system we can manage multiple hotels with multiple room types and different fee structures and all of the associated contractual obligations relating to room release schedules with ease.
- ▶ We create engaging, branded and responsive registration forms that automatically dispatch registration and accommodation booking confirmation emails to the participants upon the submission of the form.
- ▶ The registration form fields and lay out can be fully customized in your needs adding if it is needed "user defined fields" to capture any extra type of information that might not be supported by the out of the box functionality. There is no extra cost for that kind of customizations. Extra charges apply only if integration with 3rd parties systems is required.
- ▶ We create Data Processing Consent policies / statements shown to speakers and participants and obtain their necessary consent including for privacy and copyright information, prior allowing them to submit their registration. For further details please view section "Treatment of Personal Data & GDPR".
- ▶ Our online registration and accommodation booking platform is integrated also with secure online payment gateway. Depending on the configuration set up attendees can select to pay on line or via bank transfer.
- ▶ Payment receipts are automatically dispatched upon the settlement of the payment.
- ▶ Invoice billing details can be captured if different from contact details.



*to access a demo registration form.*

3-6 February 2020 - Athens, Greece  
Human Brain Project  
SUMMIT & OPEN DAY

Data Processing Consent

\* I agree to share my information with the organisers (Human Brain Project) and the secretariat (ERA Ltd) for the purpose of attending this event. I agree to receiving necessary e-mails containing information about the event and to receiving an evaluation survey after the event. I am aware that my information would be permanently removed from the event database 2 weeks after the event is complete, or earlier, at my request.

For further enquiries, please contact [data.protection@humanbrainproject.eu](mailto:data.protection@humanbrainproject.eu).

Your consent to terms marked with \* is required in order to start the registration process.

I give consent

HBP Newsletter Subscription

I would like to subscribe to the Human Brain Project newsletter to receive more information on their events and news. I consent to sharing my information with the organisers (Human Brain Project) for this purpose and I am aware that I can request removal of my information and unsubscribe from the HBP newsletter database at any time.

I agree

Sharing Contact Details

I agree that my information can be stored by the secretariat (ERA Ltd) who can pass them onto sponsors/exhibitors and used for inviting me for similar events. I am aware that I can request removal of my information from the ERA Ltd database at any time, at my request.

I agree

Start Registration

HUMAN BRAIN PROJECT - SUMMIT REGISTRATION - ATHENS GREECE 2020



# PCO Services Requested



## 2.4.2 MANAGE PARTICIPANTS

We are able to collect, organize and access comprehensive data about each participant quickly and logically including registration information, accommodation needs, special requirements, activity options, functions, and travel arrangements.

Extensive contact management functionality is provided including:

- ▶ Store contacts per event in one central database
- ▶ Allow import / export of contacts using Excel
- ▶ Find invitees quickly with advance search
- ▶ Enable contacts to update their own information
- ▶ Create custom contact groups
- ▶ Merge duplicate contacts into one contact record
- ▶ Segment contact database based on specific criteria (e.g specialty, title, organization etc).



## 2.4.3 REPORTING

Using powerful reporting we can generate hundreds of comprehensive standard reports, view report data that is always up-to-date in real time and filter data for an in-depth, precise snap shot of information.

Reports can be customized to view data as each project requires. We are able to provide our onsite team with real-time reports in the Mobile Organizer App.

**We would like to point out that our priority is always to provide transparency, quality and security to our partners and clients. Therefore to facilitate these objectives we allow users designated by Organizing Committee to monitor reports of attendee registrations and accommodation bookings in real time through our web client info portal.**

## HOTEL RESERVATIONS / ACCOMMODATIONS

ERA provides all the services pertaining to the accommodation and hospitality of conference participants as well as their accompanying persons. To prove our excellent track records and ability to successfully manage accommodation logistics from small to large scale conferences. We would like to highlight that during the last 3 years we are handling accommodation needs in Greece and abroad for 10.000 delegates on an annual basis.

We always carry out a thorough research and identification of ideal accommodation hotels for delegates and invited speakers based on the specifications set by our clients. Once we identify the most suitable accommodation options, we request for availability and offer and we try to negotiate the most affordable solutions. Apart from the best possible offer from the hotel we also make sure to guarantee the most advantageous payment and cancellation policies in order to allow our end client flexibility. **The main condition we set in our contracts with the hotels is to ensure the best room rates in comparison to the ones offered by online platforms**, provided that the same cancellation policies are applied.

Furthermore **when the congress takes place in a hotel, we are securing an overall attractive package** in relation to all services provided by the hotel (meeting hall rental, food & beverage package, accommodation etc).

More specifically, our services include:

- ▶ Thorough research and identification of ideal accommodation hotels.
- ▶ Negotiation as to secure the most affordable solutions.
- ▶ In case the congress takes place in a hotel, securing an overall attractive package in relation to all services provided by the hotel (meeting hall rental, food & beverage package, accommodation etc).
- ▶ Guarantee of the most advantageous payment and cancellation policies in order to allow our end client flexibility.
- ▶ The option of room reservations and payments through our registration portal in an easy and secure way (*see also paragraph 2.4.1 Online registrations*)
- ▶ Payment of required advances and signing of hotel(s) contracts.
- ▶ Dispatch of electronic reservation confirmation for every service provided (travel, accommodation, tours, transfers etc.).
- ▶ Room reservation at the conference hotel (to be chosen by the Organising Committee) as well as satellite hotels.
- ▶ Development of specially designed tourist programmes as well as technical tours for before, during and after the conference.
- ▶ Arrangement of group or private transfers from/to the airport for participants and invited speakers.

# PCO Services Requested



**Several other optional services might be provided upon customer request. Indicatively:**

- ▶ Room drop of welcome letters and gifts to speakers and delegates is a service that we make sure to coordinate with hotel's personnel.
- ▶ Arrangement of room allocation per category of delegates (VIPs, Speakers, OC, Participants).
- ▶ Arrangement of reception desk at the conference hotel as well as the airport if necessary to facilitate delegates upon their check in.

## 2.5.1 ACCOMMODATION COMMISSION POLICY

There are several factors in each project that shape our accommodation commissions policy (e.g total number of required rooms, framework agreements that we have with hotels specially in our region, supplementary services that might be asked from the customer). In general our commission rate varies from 8% to 10% according to the hotels, on the gross amount after deducting taxes.



### Note!

In case ESRA wishes to negotiate and sign the hotel contracts, ERA can still handle the respective reservations adding a handling fee of 10EUR per reservation.

## 2.6

# LOGISTICS ON-SITE: ACCESS AND RECEPTION

## 2.6.1 ON SITE RECEPTION / SECRETARIAL SUPPORT

ERA undertakes the operation of an on-site secretariat desk at the conference venue during the conference. We stand by the Organising Committee in an advisory, executive and administrative manner for anything that might be required, while the conference project manager functions as the communication link between the O.C. and every other conference-related party.

With the new software technology ERA uses for conference management, all badges will be printed on the spot in 30 seconds. Each delegate will arrive with the registration barcode they will receive prior to the conference. With the barcode scanners we will issue the badges automatically from the system without having to waste time looking for the right nametags. Experience has shown that even in events of 2000+ delegates, barcode scanning and printing on site remains the most time efficient manner to secure an easy badges and conference kits distribution.

Our onsite secretariat / reception services include:

- ▶ Assemble, arrange and transfer conference material to the conference venue.
- ▶ Organization of the:
  - On-site welcome desk
  - Sponsors and exhibitors help desk
  - General Information Hospitality desk
  - Invited Speakers helpdesk
- ▶ Computer set-up for on-site handling of registrations.
- ▶ Check & supervise signage and décor, in all conference areas. Change name placards for session chairs & speakers.
- ▶ On site payments and cash management.
- ▶ Preparation and distribution of meeting material such as name badges, tickets and bags. Conference bags will be prepared on the day before the conference so as to speed the registration process.
- ▶ Supervise and coordinate coffee, lunch breaks and all the social events according to the programme flow.
- ▶ Continuous online on site arrival and halls attendance statistics - this is guaranteed through barcode scanning which allows us to have real time information.
- ▶ Set up a presentations reception desk, staffed with AV technician to assist speakers with any issue that might have with their presentations.
- ▶ Supervision of human resources for the registration desks, doors control, Meeting halls attendants.
- ▶ Supervision of session halls including technical equipment.
- ▶ Management of a cloakroom.

# PCO Services Requested



## 2.6.2 SIGNAGE

ERA prepares and places signage at the conference venue (conference rooms, exhibition areas, session chairs' desk and public areas) as well as outdoor areas (airport arrival terminals, means of transportation, reception venues and restaurants).

Our signage services include:

- ▶ Secretariat, hospitality, information desk with congress logo.
- ▶ Design and manufacture of conference banners, signs and flags.
- ▶ Signage transportation, positioning and supervision.
- ▶ Banner signage of conference rooms & ancillary areas at the conference venue.
- ▶ Installation of digital name plates speaker's podium and session chairs' desk.
- ▶ Flower decorations at the secretariat and sessions chairs' desk.

## 2.6.3 CATERING SERVICES

We undertake and secure, without your own concern but always according to your wishes, the tasteful success of your event and the excellent service of your guests.

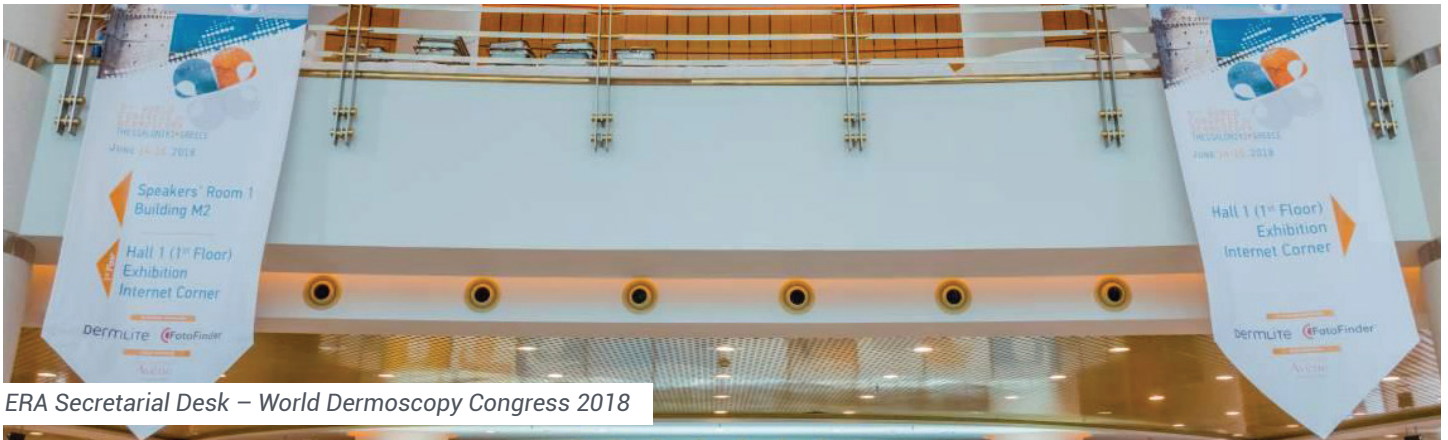
ERA project manager will be in liaison with the OC Program Manager and the catering supervisor to make sure that the service will run in the proper break hours. If there are any delays in the agenda, our onsite personnel will make sure to request the delay of serving the coffee break / lunch until the session is over.

Please refer to paragraph **(2.3.2 Catering Services Proposals for Social Events)** about the selection of catering services and the organization of the social events.

## 2.6.4 CONSTRUCTIONS

Our company collaborates with suppliers/manufacturers that specialize in metallic structures and possess a wide range of impressive and fully functional metallic constructions. More specifically we undertake:

- ▶ Exhibition booth construction for the exhibitors (provided this is requested).
- ▶ Construction & installation at the conference venue of the secretariat desk: a special, high end construction combining aluminium and wood, with LED lighting and plasma monitors for announcement boards. Accommodates up to 10 stations and each section is distinctly separated from the other according to the service offered (onsite registrations, cashier, pre-registered, information, tours etc).



ERA Secretarial Desk – World Dermoscopy Congress 2018



## 2.6.5 SHIPPING & FREIGHT MANAGEMENT

The number of tasks, processes and details that go into shipping of goods can be overwhelming. For international congresses we utilize the services of leading global logistics providers (e.g DB Shenker) that can address any need for land, ship & air freight all over the world.

We make sure that the selected provider:

- ▶ Has a track-record for quality and timely transportation.
- ▶ Provides direct delivery to the congress venue.
- ▶ Undertakes any type of shipment from a single parcel to whole container.
- ▶ Undertakes customs clearance.
- ▶ Provides our customers with an easy-to-use online tracking tool to get real-time information about the location and status of their shipment, and its current estimated time of delivery.

*Detail shipping instructions are included in our exhibition manual and one of our officers is appointed as a single point of contact for any type of assistance that might be needed on shipping management issues.*



# PCO Services Requested



## 2.6.6 PREPARATION OF POSTER AREA

ERA undertakes preparing a specially designed exhibition space (poster area), which will be used for the presentation of poster papers.

In more detail we:

- ▶ Secure the necessary exhibition space for poster display.
- ▶ Design a poster exhibition floor plan after architectural survey and inspection of the area.
- ▶ Position poster mounting boards or monitors (for e-posters).
- ▶ Number each poster board with specific labeling.
- ▶ Transfer boards and oversee area arrangement.
- ▶ Oversee positioning of poster boards and provide assistance with poster mounting and dismantling.



## 2.6.7 PREPARATION OF PRINTINGS AND CONFERENCE MATERIAL

ERA acts both as an advisor and administrator in the selection, design and production of the conference logo (which will appear on all printings as a trade mark) as well as all the conference publications.

- ▶ Briefing phase- Setting the Guidelines and Specifications.
- ▶ Creative conception of the product.
- ▶ Finalisation of concept & Design.

We also undertake preparing the conference material for all participants. The final selection will be made upon discussion with the Organising Committee.

## 2.7

### MANAGEMENT OF FACULTY AND ABSTRACTS

The processes regarding the management of faculty and the management of abstracts have been covered in the previous paragraphs.

However according to the questions imposed by the bid template, in this paragraph we provide the required clarifications about our experience working with Local OCs with International Structure, and about how we work on local social events.

We are using standards procedures and methods in the way that we organize and execute our work to ensure top level of quality and service regardless the OC structure and size (*see sections "Project Management Principles in ERA" and "Project Team Structure"*)

We feel confident for our processes and procedures since they have been "tested hard" and giving excellent results in co-operations and partnerships not only with OCs of local and international medical associations but also with OCs of international companies from different industries (e.g consulting, insurance, pharmaceutical, universities, tech companies and several others).

The following table depicts some of the co-operations that we had with local OCs that assigned to us the European/World congress of their association. Inevitably during the project we collaborated both with the local and the international representatives of the OC.

### Collaborations with Local and International OCs of Medical Associations

| ASSOCIATION   | EVENT   |
|---|---|
| Hellenic Society of Blood Transfusion                   | XV EUROPEAN CONGRESS OF THE INTERNATIONAL SOCIETY OF BLOOD TRANSFUSION (1500 participants)  |
| Hellenic Psychiatric Association                        | ADVANCES IN PSYCHIATRY BY WPA (1200 attendees)<br>WORLD CONGRESS OF THE WORLD FEDERATION FOR MENTAL HEALTH in 2009 (1000 attendees) |
| Hellenic Society of Endodontics                         | 8 <sup>TH</sup> WORLD ENDODONTIC CONGRESS (1000 attendees)  |
| Hellenic Division International Academy of Pathology    | XXVIITH CONGRESS OF THE INTERNATIONAL ACADEMY OF PATHOLOGY (2500 attendees)   |
| Hellenic Angiological Society                           | XXIII WORLD CONGRESS OF THE INTERNATIONAL UNION OF ANGIOLOGY (1500 attendees)   |
| Hellenic Society for Ultrasound in Medicine and Biology | EUROSON 2015 (1600 attendees)   |
| HDS Hellenic Dermoscopy Association                     | 5th WORLD CONGRESS OF DERMOSCOPY (2500 attendees)   |
| Athens Research Center Athina                           | ICRI 2015 (1050 attendees)<br>HBP 2020 (750 attendees)  |

We undertake the full responsibility and the management of social events. Our extensive experience on organizing all kinds of such events, from a small size corporate party to a Gala dinner of 3000 persons, has given us valuable knowledge and ideas, that we love to share with our clients. Thus almost all social events, whether they are independent projects or part of a social meeting / conference program, are managed internally. Certainly for the delivery of them we are utilizing services of third parties (e.g flower decorator, catering services, photographer etc) but their selection and supervision is under our control to ensure that we remain focus on each detail agreed with the OC.

# PCO Services Requested

2.8

## ADDITIONAL NEEDS / SERVICES

### 2.8.1 PROMOTE THE CONGRESS

ERA provides all the services involved in promoting and publicizing the conference, utilizing all available channels of communication:

#### Announcement posters



- ▶ Printing and Mailing of Announcement.
- ▶ Letters and posters dispatched to department directors in main hospitals/ health units.
- ▶ Posters placed at least twice in the hospital areas.

#### Social Media & Other



- ▶ Video production for promotional use.
- ▶ Pay per click advertising (including coordination, media, design).
- ▶ Promotion to journals.
- ▶ Barter agreements.



#### Mailing List

- ▶ Use of the company's extended mailing list with the option of adding names and/or incorporating lists provided by the O.C.
- ▶ Design and dispatch of Newsletters.
- ▶ Bulk mailing of promotional printed material in Greece, Europe and countries in other regions.
- ▶ Repeated mailing for First and Second Announcement as well as Preliminary Programme.
- ▶ Use of electronic mailing list; option of bulk mailing soft copy via e-mail.



#### Mass Media

- ▶ Preparation of communication material (printed & electronic).
- ▶ Complete media exposure in cooperation with established journalists.
- ▶ Advertisement listings in specialized press magazines.
- ▶ E-mail and newsletter advertising campaign launch.
- ▶ Press conference set up.
- ▶ Press release dispatch to all Media (newspapers, magazines, television & radio stations).

## Conference website

For informative reasons and in order to provide a holistic view of our services, we describe hereinafter our approach for the design and development of a conference website although the bid specifies that ESRA will undertake this task.

Our extensive experience in developing websites for events and conferences guarantees the delivery of an attractive and friendly user interface.

We design our websites by applying basic yet important principles emphasizing on delivering a fully responsive website that its pages render well on a variety of devices and window or screen sizes. With mobile devices traffic already surpassed normal desktop traffic we are aware that responsive web design is no longer an option but a must.

In parallel we always try to keep the website layout simple and functional to make it easier to load, navigate, and use on different platforms and devices. An easy to navigate menu simple to follow and standard in appearance helps users feel comfortable to move throughout the site.

We use clear calls to action (e.g registration form buttons, abstract submission) and design them in a way that makes them stand out to a visitor scanning the website (e.g buttons text is short and direct, and use contrasting accent color for important buttons). In cooperation with our graphic designer associates we enhance our website design with eye-catching colors and graphics based on the Institutional Style Guides of each client. As far as IT is concerned, our websites code is very clean and simple, making it easy for search engines to read and index site's content. In addition, each page and image can have its own meta tag keywords, description and title, and can be optimized for specific keywords, allowing for very precise search engine optimization.

### Our services include:

- ▶ Domain name registration for two years.
- ▶ Care for website's visual appeal and design. The final content and the design of the website will be agreed in cooperation with OC.
- ▶ The website will be in English.
- ▶ Confirmed website hosting for two years.
- ▶ Access to our online registration and accommodation booking platform integrated also with secure online payment gateway.
- ▶ Website listing in major search engines.
- ▶ Website link reference in catalogues and other websites related to the conference subject area.
- ▶ Careful selection of appropriate keywords to secure high ranking in search engine results (search engine optimization).



# PCO Services Requested



## 2.8.2 CONFERENCE MOBILE APP INCLUDING ACCESS TO A PRIVATE SOCIAL NETWORK

When you keep participants informed and involved, it enhances their experience and maximizes the opportunity for success. To do this, we need to send news, communicate changes, provide value-add features, supply important information and keep communications secure.

Using our cloud platform infrastructure we can communicate with participants and let them communicate with one another through powerful Mobile Attendee Apps, by using a private event social network and by creating fun and engaging “games” for attendees to connect with other attendees, speakers and exhibitors.

Our Mobile App can be deployed **as native (iOS and Android) as well as HTML5** so they will work on all mobile devices used by your participants. Native Apps can be downloaded from Apple Store or Google Play.

Our Mobile App can be deployed as native (iOS and Android) as well as HTML5 so they will work on all mobile devices used by your participants. Native Apps can be downloaded from Apple Store or Google Play.

### Note!

To enhance marketing and communication tasks efficiency, we can deploy a native conference mobile app and utilize our private social network.



# Private Social Network



- ▶ Our private social network, EventStream, provides a platform for your attendees to post photos, videos, comments and share in the social experience exclusive to your event. Your attendees can participate in EventStream through their Mobile. You can even automatically re-post Twitter postings that are identified by a hashtag.
- ▶ You can manage the entire EventStream experience with the EventStream Manager, add in sponsor advertising and choose to moderate all postings. You are also able to generate the EventStream Album, which is an automated video highlighting images from EventStream to share with your attendees at the conclusion of your event.
- ▶ We can set up various objectives (goals) to define a “game”. These goals are related to specific objectives such as checking into an event room, exchanging contact information with another attendee, posting comments, photos or videos on EventStream and much more.
- ▶ Prizes and badges can also be assigned to attendees based on the goals that they have achieved.

# PCO

## Services Requested

### 2.8.3 HANDLE THE PROCESS OF OBTAINING CME

We examine thoroughly the criteria set by each authority (e.g the education provided must be free of any form of advertising etc) and verify that our application is fully comply before applying for accreditation. We collect all required documentation and dully complete the application as per provider's guidelines (EACCME, AMA etc) and we also provide consulting to the Local Organizing Committee in case special rules apply for the host city (e.g Germany, Italy).

The accreditation process is required for the vast majority of our medical congresses and it is a core service that we provide during the initiation phase of the project.

During the execution phase of the congress we set up our system according to the certification information and requirements and we take it from there.

*We allocate CME credits depending on the time spent in different activities (e.g sessions, workshops, questionnaires etc*

**Monitoring the attendance of each activity**

**Self service stations for the attendees to be informed about their collected CME credits**

**Provide the option for online submission of the evaluation form**

**Design the certifications**

Dispatch electronically the certifications of attendance. Optionally onsite printing of certifications is also provided

*Prepare and submit final congress report and ship final program (hard copy) to UEMS*



## 2.9

### ORGANIZATION OF TRAVEL OF FACULTY MEMBERS & INVITED GUESTS

We perform and arrange all reservations pertaining to the travel and accommodation requirements of faculty members & invited speakers. Plan early, is the rule of thumb to negotiate best traveling prices. Our congress manager and in cooperation with a travel specialist from our travel dept will provide two to three travel options to each speaker in an effort to find the most suitable solution to their schedule and other professional responsibilities.

During congress our services for faculty members & invited guests include:

- ▶ Receive and assist invited speakers upon arrival at the airport.
- ▶ Arrange for gifts or information packets to be placed in the guest rooms reserved for invited speakers and other dignitaries.
- ▶ Assign specific person(s) at the registration desk for invited speakers and VIP's to ensure faster service and coordination.
- ▶ Accommodate invited speakers' requests and facilitate the departure process for their return.



# PCO Services Requested



## 2.10



### ORGANIZATION OF MID-TERM BOARD MEETING

ERA can take care of the preparation, land arrangements and logistics for the Mid-Term Board meeting. Our services include:

- ▶ Communication and coordination with all ESRA and EDRA representatives
- ▶ Travel arrangements, local transportation, accommodation and social functions during the days of the meeting
- ▶ Communication with the venue, hotels, local suppliers so as to schedule all related site visits
- ▶ Agenda preparation for the meeting and distribution to those involved
- ▶ Preparation of all documents as per the items described in the agenda (financials, statistics, scientific program files, progress reports, presentations)
- ▶ Securing meeting halls, food and beverage arrangements (coffee breaks, lunches etc as per meeting's schedule) and all necessary technical equipment
- ▶ Organize a social program during the meeting
- ▶ Keeping minutes of the meeting and distribution among the participants

Provided that the meeting takes place either in the congress venue or in one of the headquarters hotels, ERA will be able to negotiate for free meeting halls rental cost and accommodation and additionally offer the best possible price with regards to all other services provided.

#### 2.10.1 FOR ESRA'S SMALL MEETINGS

ERA will organize all ESRA's smaller meetings using the same methodology as previously described. We believe that each meeting needs our full attention and professionalism regardless the number of its participants. Our staff is fully experienced in organizing apart from big congresses or events, scientific courses, workshops, cadaveric workshops, hands-on sessions, etc. We are able to provide all services requested and deal with all specific features that those exclusive educational activities request demand.

## 2.11

### CONDITIONS OF APPOINTMENT

#### 2.11.1 ABILITY

We consider that in addition of our vast experience in the areas of congresses and events organization, our dedication and perseverance in Technology, Quality and Project Methodology is a key element for the establishment of ERA as one of the leading PCOs in our region.

As we exemplify in the following paragraphs, for each one of these three facets we have invested heavily both in the development of our human resources skills and abilities and in the exploitation of enterprise IT systems, aiming always to maintain high standards of performance and to provide elaborate services and solutions.



## 2.11.2 ACCREDITATION

Having been at the forefront of the events industry for more than two decades, we seek to continuously expand our network of partners and clients at Local, Regional and International Level. Our dynamic engagement in various organizations enables us to educate our team and partners and to raise higher standards throughout the MICE sector as a whole. **ERA is a member of**



Furthermore ERA has been selected to represent the Greek partnership at the **ASCONET** network.



**ASCONET** is a global network of professional, conference organizers, with expertise in every aspect of the conference management process.

Each partner is carefully selected for proven thought leadership and organizational experience in their country of operation, bringing a strong reputation, the stability of a long and successful track record, and a wealth of local knowledge. **ASCONET** members have established common standards and practices and they are collaborating by sharing resources and know how whenever they organize congresses in another member state.

Currently the **ASCONET** network has presence in **Austria, Italy, France, Switzerland, Spain, UK, Germany, Denmark, Norway, Greece and Singapore.**

**PCO Services**  
**Requested**

## 2.11.3 ELECTRONIC MANAGEMENT - IT INFRASTRUCTURE

We consider that in addition of our vast experience in the areas of congresses and events organization, our dedication and perseverance in Technology, Quality and Project Methodology is a key element for the establishment of ERA as one of the leading PCOs in our region. As we exemplify in the following paragraphs, for each one of these three facets we have invested heavily both in the development of our human resources skills and abilities and in the exploitation of enterprise IT systems, aiming always to maintain high standards of performance and to provide elaborate services and solutions.

ERA leads the way to efficient event management applications for Congress Organisers and Meeting Planners by incorporating a new cloud software system. Since March 2018 we back our operations using EventsAIR by Centium Software which is a cloud solution designed for event organizers who want to manage events more efficiently. **It is built on the powerful and scalable Microsoft Azure cloud environment, and offers the industry's highest level of security and productivity.** Designed by meeting planners who understand the challenges of event management, EventsAIR offers tools and processes that let us work smarter and more efficiently.

We can accommodate every type and size of event, from small, one-time meetings through multi-class training courses to large-scale global events. Some of the landmark world events that have been supported by EventsAir solutions include three Olympic Games, Rugby World Cup, G20, APEC and CHOGM political meetings, as well as the United Nations World Summit. Our systems infrastructure contains all those features that combined with our proficiency and expertise guarantee a successful event management.

Our systems infrastructure contains all those features that combined with our proficiency and expertise guarantee a successful event management.

Although some of these features have been described in the previous paragraphs it is impossible within the context of a bid to cover in detail the full spectrum of

supported “bells and whistles”. The functionality areas covered by the system include:

- ▶ Financial Management
- ▶ Online Registrations & Payment Gateway
- ▶ Workshops management
- ▶ Social Events Management
- ▶ Accommodations
- ▶ Electronic Surveys
- ▶ Communications (*both bulk marketing and personal emails that can be dispatched automatically, triggered by attendees actions e.g confirmation emails upon a registration submission*)
- ▶ Conference Mobile App (*including Live Polling and Q&A functionality*)
- ▶ Electronic Voting
- ▶ Web Site
- ▶ Reporting (*including online reporting functionality of OC members*)
- ▶ Abstracts Portal
- ▶ OnSite Portal (*including badges & certifications of attendance*)
- ▶ Exhibitors and Sponsors portal (*e.g online reservations of exhibition booths, view floor plan, view sponsorship manual, book online sponsorship options*).
- ▶ Access Control
- ▶ Self Service Registration Kiosk
- ▶ CRM (*Customer Relationship Management*) functionality

**The system has been upgraded recently with the new OnAIR module that facilitates the organization of virtual and hybrid meetings and congresses.** It allows attendees, speakers, sponsors, and exhibitors to meet in a secure space and present, showcase, learn and discuss business.



**Watch a short  
video from  
EventsAIR**

## **This new online event environment is a game-changer for the event industry:**

- ▶ Create dedicated registration types authorized to view one or more Live Stream sessions.
- ▶ Be able to register a Live Stream attendee for a different fee and provide access to specific presentations.
- ▶ Attendees and Exhibitors can participate in one-on-one meetings, including lead management.
- ▶ Sponsors can purchase advertising options to display in the portal.
- ▶ Attendees can download material from Sponsors and Exhibitors.
- ▶ Engage online attendees with live Q&A and polling. Attendees can record notes on meetings and sessions.
- ▶ Record your sessions and make them available also through our eLearning Management Platform.
- ▶ Prepare and disseminate electronic tests and surveys.
- ▶ Get real time statistics for online participants attendance.
- ▶ Allow your online attendees to have access with any type of device (pc, tablet, mobile phone).

*See more about our Webinars & e-Learning Services on our web site.*



**WEBINAR**  
**ONLINE**  
**CONFERENCE**

# PCO Services Requested



## 2.11.4 STAFFING – ERA TEAM

In ERA we are managing and monitoring our projects according to the principles of **PRINCE2** (P**R**oject **I**N **C**ontrol **E**nvironment) project management methodology.

We had chosen to adopt **PRINCE2** methodology because it is a method that can be applied regardless of project scale, type, organization geography or culture and is also aligned with our **ISO 9001:2015 quality system**.

Furthermore the head of our operations & quality department is a certified **PRINCE2** Practitioner with previous experience in PM processes in IT and Financial Institutions having the knowledge and the experience required to tailor the methodology to suit our projects environment.

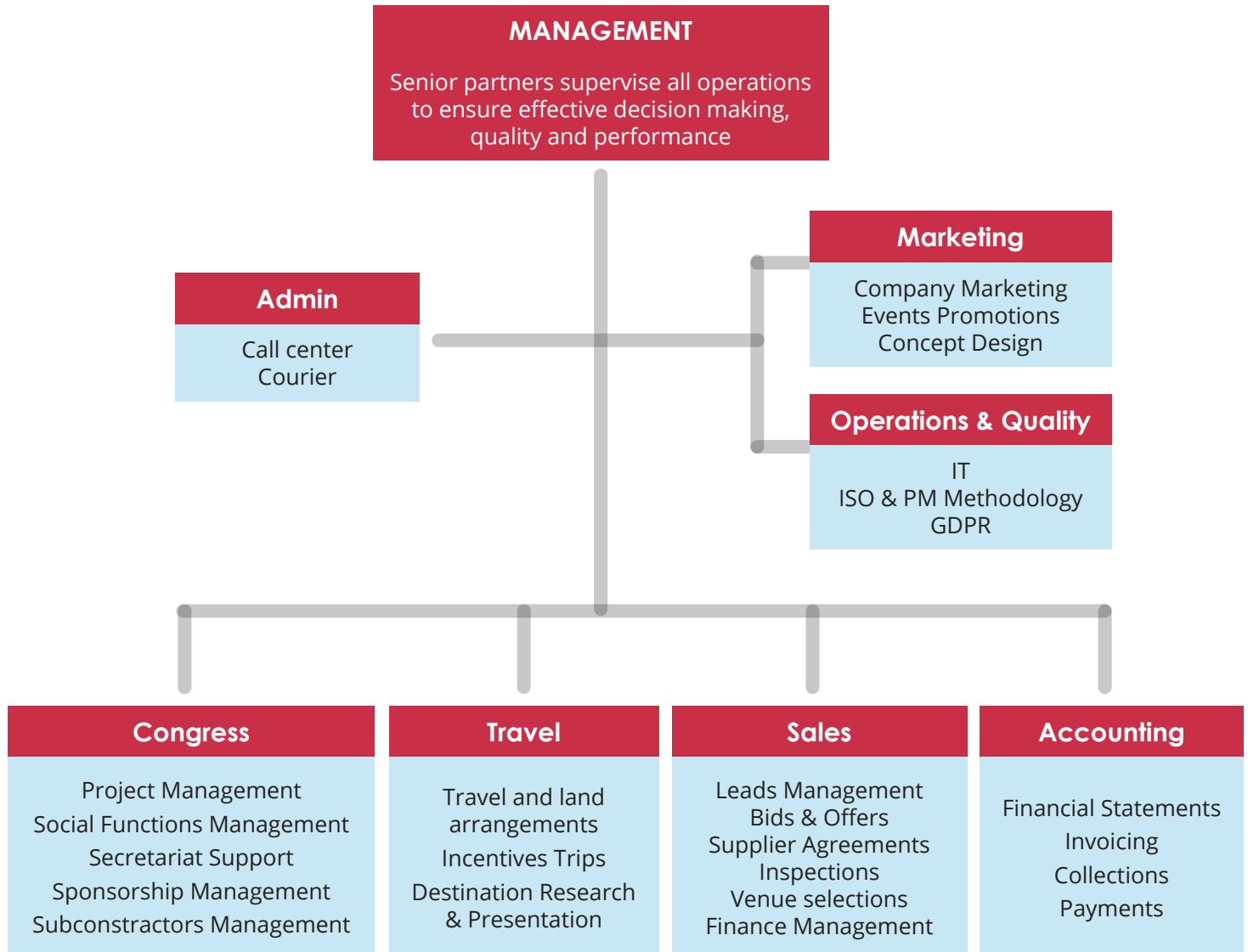
We manage and operate each project as a temporary organization that is created to deliver according to agreed conditions one or more predefined services. Our project teams are staffed mainly from personnel that belongs to the divisions depicted in functional organizational structure diagram.

Information about our project management principles and about the structure and management of our project teams are provided below in two separate chapters of the proposal. Project management is one of the core functions of our industry and we believe that is important to provide as much as possible information about how we organize and run our projects.





# ERA Ltd Organization Chart & Dept Functions



# PCO Services Requested



## 2.11.5 FEES AND COST STRUCTURE

Please review the *ESRA tableau*. Some comments and clarifications that are needed are marked in this file in red.

## 2.11.6 FINANCIAL MANAGEMENT & VIABILITY

### Viability

Our financial statements for the last 3 years are provided in the supporting documents sub folder file #3\*.

Kindly note that our annual financial statements are finalized and published on April. However this year due to COVID19 incident, the statements will be published end of May. Nevertheless we do not anticipate fluctuations compared to the results of 2018.

The company is not burdened with bank loans, is profitable every year and has strong liquidity to finance its operations even during the recent challenging period.

\* The provided documents are translations of the original documents and are not digitally signed. The original documents are in EL (Greek) language and are in your disposal upon request.

On a project level our teams are managed by senior project managers, having broad experience of more than 10 years in MICE industry. Furthermore by maintaining a high personnel retention rate we reap the benefits of the high level training we offer to our staff (e.g IAPCO EDGE Seminars, ICCA seminars etc). The result is an extensively competent team armed to offer quality services.

### Management

ERA Ltd was founded in 1998 by three of the most active business tourism professionals in Greece. They decided to join forces and take Greece's MICE industry to the next level and to higher standards.

They still remain ownership of the company (see files #5 and #6) and they have active role as senior partners in the management of the company.

## 2.11.7 PROVEN TRACK RECORD

A very short indicative list of national and international congresses and meetings of different scales is provided hereinafter. Please also review the table of *paragraph 2.7*. A detailed list is available at the supporting documents subfolder at file #4.

### Short Indicative list of congresses / meetings

| EVENT  |
|--|
| <b>World Dermoscopy Congress 2018</b><br>Thessaloniki, Greece, 2500 participants<br>Organized in cooperation with the Interantional Dermoscopy Society   |
| <b>Panhellenic Congress of Regional Anaesthesia,<br/>Pain Management &amp; Palliatvie Care 2019</b><br>Ioannina, Greece, 500 participants  |
| <b>Panhellenic Ophthalmology Congress 2019</b><br>Athens, Greece – 1000 participants   |
| <b>Human Brain Project 2020</b><br>Athens, Greece – 750 participants<br>HBP is one the biggest research projects funded by EU, aiming to put in place a cutting-edge research infrastructure that will allow scientific and industrial researches to advance our knowledge in the fields of neuroscience, computing and brain related medicine |
| <b>1st World Biogas Association Congress 2019</b><br>Athens, Greece – 250 participants   |
| <b>Vulnerable Patient Meeting (VPM) 2019</b><br>Stresa, Italy - 80<br>VPM is an annual event hosted by Cardialysis over the last decade. Participation is by invitation only and includes a selected faculty of opinion leaders, regulators, industry experts and decision makers  |
| <b>4th International Conference of the Sylvia Ioannou Foundation</b><br>Nicosia, Cyprus – 350 participants   |



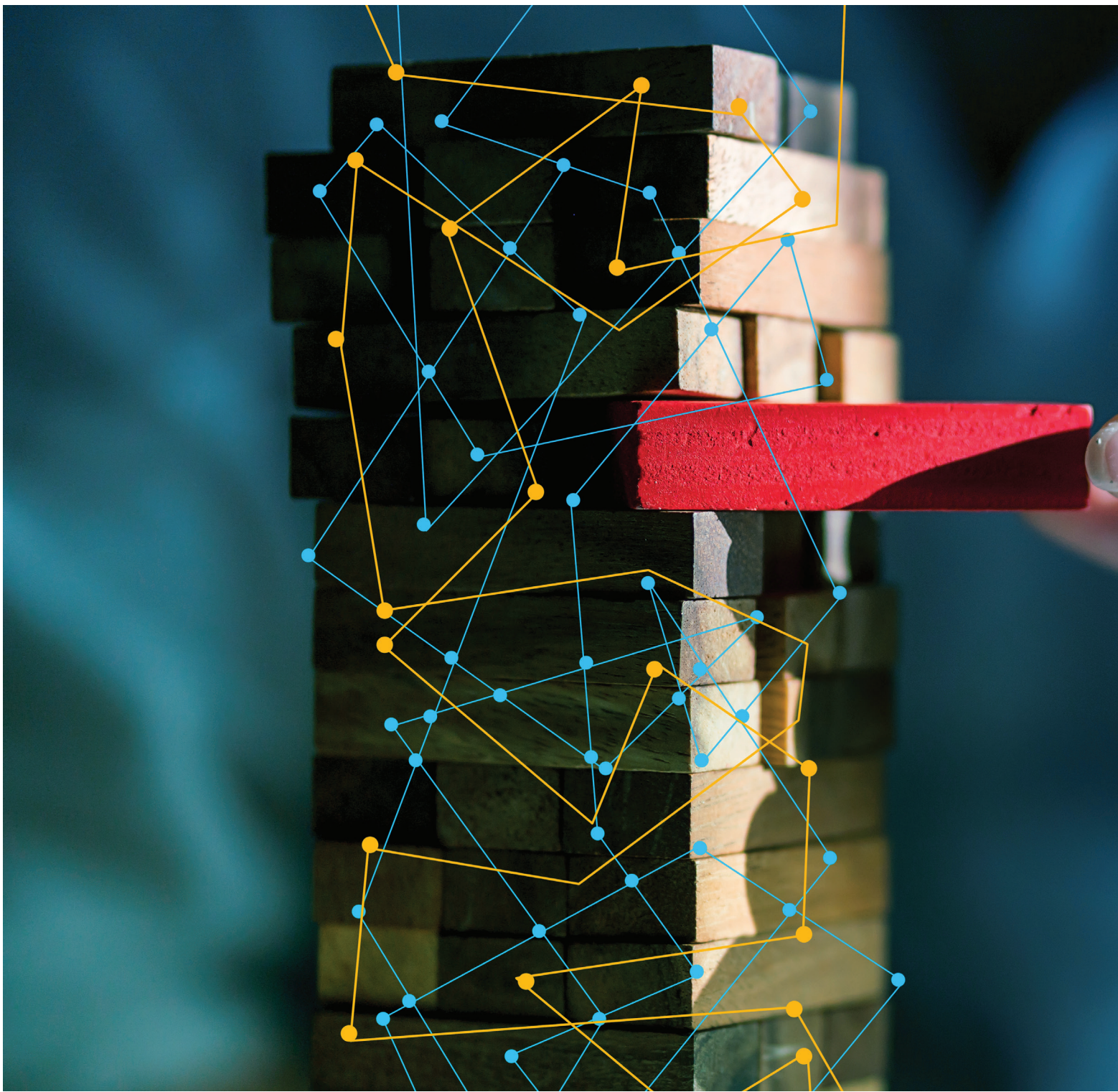
[Click here to view a video](#)



[Click here to view a video](#)

## 2.11.8 INSURANCE COVERAGE

Under the Greek Presidential Decree – Law 339/1996, pursuant to Directive 90/314/EEC our of- fice has a **Travel Agents Professional Indemnity insurance** placed with AIG Europe Limited, Greece. Depending on the operational risks that might be identified during the initiation phase of the project other types of insurance coverage could apply to mitigate them.



# Project Management Principles in ERA



# Planning & Monitoring



We have established a central corporate management process that monitors and approves all the individual project plans and ensures that resources are not over-allocated.

We believe that planning can only be done to a level of detail that is manageable and foreseeable. A great deal of effort can be wasted on attempts to plan beyond a sensible planning horizon. Therefore a core part of our project management methodology is the “manage by stage” principle. That means that our projects are planned, monitored and controlled on a stage by stage basis.

These stages provide senior management with control points at major intervals where corrective actions can be taken to ensure that the stage remains within tolerance including in staff turnover cases. At the end of each stage, the next detailed Stage Plan will be produced and the Project Plan will be updated and reviewed by the central directing project process.

The total number of stages varies depending on the complexity and the risks of each project. However there are at least two management stages. The initiation stage that ensures that there is a firm basis for the project and at least one other management stage to cover the remainder of the project.

Depending on the event requirements and complexity additional management stages may be needed to enable the project management team to have an optimal level of planning and control.



## 3.1

### INITIATION STAGE

For every event we create we start at the beginning. With equal parts inspiration, ambition and vision we assemble our team and start the project journey.

The objectives of the Initiation Stage is to ensure that:

- ▶ Review the project mandate and check understanding. In cooperation with the customer we verify that sufficient information is available to define and confirm the scope of the project. Therefore time is not wasted initiating a project based on unsound assumptions regarding the scope, timescales, acceptance criteria and constraints.
- ▶ Appoint a project manager and confirm his/her availability.
- ▶ Confirm that lessons from previous similar projects have been reviewed and incorporated.
- ▶ Identify the main risks (if any) that might affect the viability of the project and discuss and agree with the customer the way around.
- ▶ Obtain or commit the resources needed by project (these will be released to the Project Manager on a stage by stage basis).
- ▶ Review the budget that has been submitted during the bid phase.
- ▶ Prepare the overall plan.
- ▶ Confirm the validity and achievability of the high level project plan (focus at this stage on key milestones).
- ▶ Prepare the detailed plan for the first managed stage.



## 3.2

### MANAGING STAGE(S)

During a managing stage the actual project work is done and monitored. The project work is broken down to work packages. Some work packages might be completed within one stage (e.g venue inspection) whilst others might span several managing stages (e.g managing registrations or managing abstract submissions).

The project manager has the responsibility for delegating work packages and for monitoring their progress. Although we leave a level of autonomy within a project team it would be chaotic to have the people working on the project starting activities whenever they think fit. It is therefore important that work only commences and continues with the consent of the project manager.

If any forecasts indicate that a work package is likely to exceed the agreed time plan tolerances then the possible deviation should be referred to the central corporate review board lead by a senior partner to get decisions on corrective actions.

The PM defines at the beginning of each project and based on its complexity the types and the frequency of checkpoint reports and maintains a set of project registers and logs. Close to the end of each management process the PM prepares the final stage report to assure the central corporate review board that all work packages for the current stages have been completed or remain in tolerance in order to be continued in the next stage and also prepares the detailed stage plan for the next stage.

## 3.3

### CLOSING A PROJECT

We believe that any successful organization learns from their experiences with projects. Therefore closing and evaluating a project is an essential process of our PM methodology. The objective of this step is to assess how successful the project has been in comparison with the original intent as agreed in the initiation stage.

**The PM prepares the End Project Report that includes:**

- ▶ A summary of the project performed
- ▶ A review of the project performed against its planned targets including a financial review
- ▶ A review of team performance





# Project Team Structure

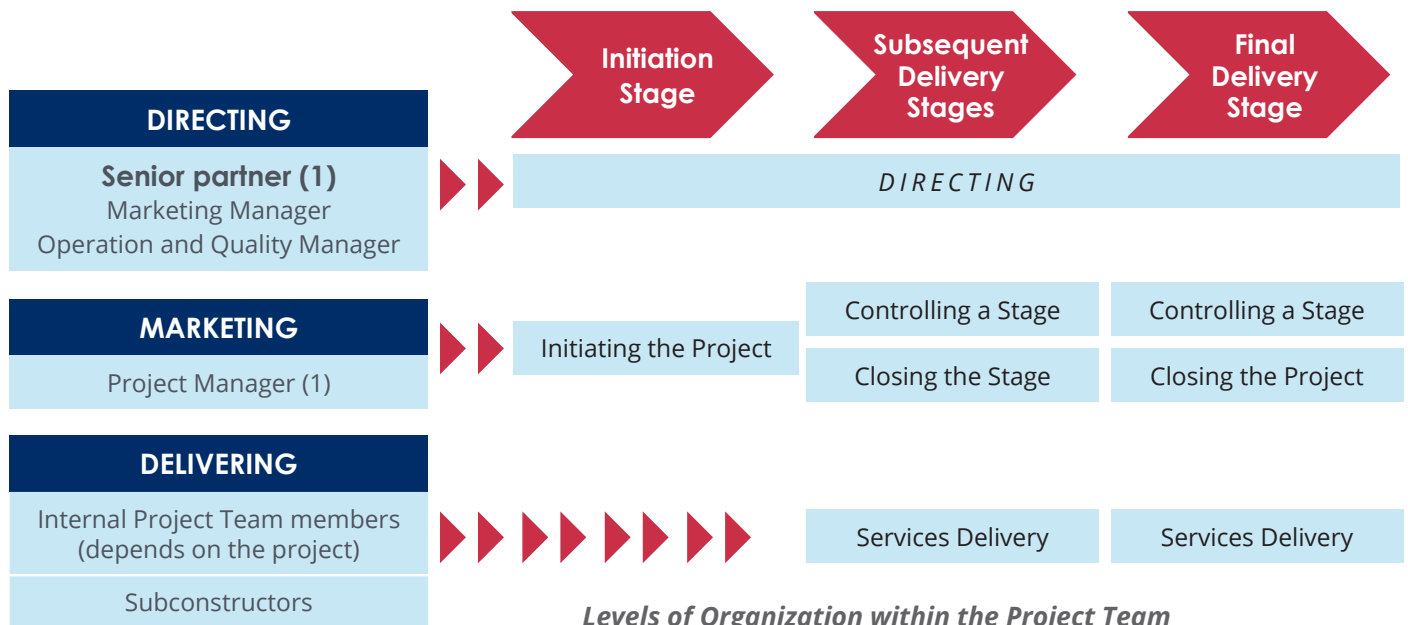


We assign to each event an explicit project management team structure consisting of defined and agreed roles and responsibilities for the people involved in the project and a means for effective communication between them. Furthermore, our project managers have extensive experience and excellent managerial skills to ensure the smooth functioning of the project in terms of organisation, management and quality control. This guarantees the efficient planning of tasks and resources, respect for deadlines, as well as effective monitoring of project processes.

## 4.1 PROJECT INTERNAL TEAM

Each project team has three levels of organization:

- ▶ Directing
- ▶ Managing
- ▶ Delivering



### 4.1.1 DIRECTING PROJECT

A senior partner is responsible for the overall direction and management of the project. He / She approves all major plans and resources, approves the completion of each stage and authorize any deviation that exceeds or is forecast to exceed stage tolerances (in cost, scope, time, risk, quality). The senior partner is not involved on a day to day basis with the project but he has the experience and the authority to ensure effective decision making and effective communication both within the project team and with external stakeholders. Depending on the complexity of the project and especially during the initiation phase our operations manager also participates in directing review meetings to verify that all the technical aspects of the project can be accommodated or to indicate the requirements for which customizations might be needed. An equal importance role in the review meeting has the head of the marketing department that plans the marketing activities to increase event awareness among prospect delegates.

### 4.1.2 MANAGING PROJECT

The Project Manager is responsible for the day-to-day management within the constraints set by the Directing Level. The PM's prime responsibility is to ensure that the project produces the required services and deliverables in accordance with the project goals. The role of PM is essential for the successful implementations of our projects and for that reason PM responsibility is assigned only **to senior congress planners and consultants** (i.e more than 7 years of experience) that have been trained also to our PM methodology.

### 4.1.3 DELIVERING

Team members are responsible for delivering the project's services to an appropriate quality within a specified timescale.

## 4.2



### ASSIGNING ROLES AND RESPONSIBILITIES

In order to be flexible and meet the needs of different events we do not allocated management jobs to people on a one-to-one basis. We define roles each of which has an associated set of responsibilities. Roles might be shared or combined according to the project's needs and the responsibilities must always be allocated (e.g two people might share the responsibilities for accommodation and travel arrangements, or one people might take care the aforementioned responsibilities and the management of the registrations). When we combine roles consideration is given to verify that the person has the capacity to undertake the combined responsibilities and that no bottlenecks might be created as a result.

## 4.3



### PROJECT STAKEHOLDERS

We acknowledge that each event has the following three primary categories of stakeholders and the interests of all three must be satisfied if the project is to be successful.

▶ **Customer**   ▶ **Era Ltd**   ▶ **Sub-contractors**

Therefore throughout the project duration we always work closely with the customer representative that endorse the event objectives and ensures that our services provide value for money, and of course we work side by side with our sub-contractors that provide the resources and expertise required by the event and that do not directly covered by a Professional Congress Organizer (e.g AV, Interpretation, Construction etc.).

# Treatment of Personal data and GDPR Compliance



**ESRA 2021**  
congress



NODE 01

NODE 04

NODE 05

NODE 02

NODE 03

BLOCK 01

BLOCK 01

NODE 01

```
... == "MIRROR_X":  
mirror_mod.use_x = True  
mirror_mod.use_y = False  
mirror_mod.use_z = False  
operation == "MIRROR_Y":  
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
operation == "MIRROR_Z":  
mirror_mod.use_x = False  
mirror_mod.use_y = False  
mirror_mod.use_z = True
```

```
selection at the end -add  
obj.select= 1  
obj.select=1  
context.scene.objects.active  
"Selected" + str(modifier)  
obj.select = 0  
bpy.context.selected_objects  
data.objects[one.name].select  
print("please select exactly
```

OPERATOR CLASSES

```
types.Operator):  
X mirror to the selected  
object.mirror_mirror_x"  
mirror_x"
```

# GDPR Compliance



Committed to providing top-notch services and to preserving our partners' and clients' rights to privacy, ERA Ltd is implementing effective internal data processing in full compliance with the new GDPR. Our data protection policy is available on our web site at <http://era.gr/personal-data-policy/>. Our event management software provides special features to ensure GDPR compliance:

## 5.1



### DATA PROCESSING CONSENT

For each event we can create Data Processing Consent policies / statements shown to contacts and obtain their consent prior allowing them submitting personal information.

These statements describe how we plan to use a contact's personal data, including:

- ▶ Our organization's contact details
- ▶ Our Data Protection Administrator's details
- ▶ The purpose in collecting personal data
- ▶ Any third parties that would view or receive personal data
- ▶ Any additional information regarding your use of the contact's personal data



## 5.2



### ANONYMIZE CONTACT DETAILS

We provide the option an attendee to can ask for their data to be forgotten (removed). Although this might conflicts with the need to keep financial data for many years our platform includes the ability to Anonymize contacts, which removes any personally identifiable fields.

Anonymizing a contact record allows us to keep all the non-personal data about an attendee. All the module information (eg. hotel booking, function tickets etc) is retained. By anonymizing a record, the system removes all personal fields including name, email, address, photo, social media accounts etc, and all fields marked as “Contains Personal Data”. The contact is renamed Attendee + ID (eg Attendee5632). As all the module information is retained, we can still run statistical reports (eg. number of tickets sold) and any list, although anonymized records will appear as “Attendee5632” for example.

When a contact is anonymised, their name, email, and phone number are stored in an encrypted field that is only available for Data Administrators to search and only from the Attendee Panel. This is used to access historical financial information which must be kept for many years, while respecting the contacts right to be forgotten.

## 5.3



### DATA PROCESSING STATEMENT

Another special function related with the GDPR is the ability to create a Data Processing Statement. If an attendee wants to see all personal data stored about them (potentially across multiple events), a Data Processing Statement contains everything. Due to the high sensitivity of the information in this document, it can only be created by Data Administrator, who should follow a documented procedure to verify the identity of the individual requesting this data.

# Quality Assurance



**ERA** adheres to the principle that quality must run through all the stages of a project and that our customers get consistent, good quality services, which in turn brings many business benefits.

Our quality system is certified with **ISO 9001:2015** and is an integrated part of our project management processes. The **ISO 9001:2015** standard is based on a number of quality management principles including a strong customer focus, the motivation and implication of top management, the process approach and continual improvement.

Our Quality is supported and guaranteed by:

- ▶ **A strong management team.**
- ▶ **The preparation and strict adherence to detailed activity time schedules for the project.**
- ▶ **The functional allocation of human and technical resources.**
- ▶ **The commitment to provide solutions to its customers within 24 hours from relevant requests.**
- ▶ **The focusing on feedback received from its clients.**
- ▶ **Provision for even the tiniest detail in any service provided to our customers.**
- ▶ **Personalization of services and establishment of loyal relationships with the customers.**
- ▶ **Rigorous selection of suppliers based on strict quality and reliability criteria.**

Our company meets the licensing requirements defined by the Greek National Tourism Organisation and we are a certified member of **IAPCO** (International Association of Professional Congress Organizers) and **HAPCO** (Hellenic Association of Professional Congress Organizers).

We emphasize on keeping our personnel informed about new regulations that might affect our operations. This allows us to always act proactively to minimize the impacts of local complexities and specificities. Furthermore we have established on-site inspections to venue premises and regular meetings with our local suppliers where we examine new type of services that we can offer to our customers.

Finally on June 2018 we announced our membership to the International Congress and Conference Association -**ICCA** and our henceforth active involvement in the Association's events, seminars and works. The **ICCA** Membership reflects the company's prospect on managing a greater number of international congresses and events and on its intention to keep investing in the exchange of know-how and best practices among meeting planners.

The background of the slide is a blurred photograph of a city at night. It features a grid of lights, possibly from a building facade or a digital display, with a bokeh effect. The colors are primarily blue and white, with some warmer tones like yellow and orange. The overall effect is a sense of depth and digital connectivity.

# ESRA Tableau

# ESRA Tableau

It will be much appreciated if submitters can use the following calculation process for their fees presentation:

| TOTAL Congrès                                  |  |          | N° participants | PCO PROPOSAL         |
|--|--|----------|-----------------|----------------------|
| PCO  | General management   | €        |                 | 55.000 €             |
|  | Logistics  | €        |                 | Incl.                |
|  | Financial management   | €        |                 | Incl.                |
|  | General Coordination   | € ou %   |                 | Incl.                |
| SCIENTIFIC PROGRAM                             | Support and abstract handling                                  |          |                 |                      |
|  | Scientific Program management                                  | Free     | 200             | 0,00 €               |
|  | Secretariat / speakers management                              |          |                 |                      |
| REGISTRATION inscriptions                      | On-line registration   | 15,00 €  | 1500            | 22.500 €             |
|  | Registration during Congress                                   | 15,00 €  | 300             | 4.500 €              |
|  | Speakers management  | Free     | 150             | 0,00 €               |
|  | Free registration management (guests, VIP)                     | Free     | 300             | 0,00 €               |
|  | Creation of registration Form and Abstracts Form               | 4,000 €  |                 | 4.000 €              |
|  | Central reservation platform                                   | 2.000 €  |                 | 2.000 €              |
|  | Congress Badges preparation                                    | 2,00 €   | 2000            | 4.000 €              |
|  | Cost of Congress Reception staff                               | 15.000 € |                 | 15.000 €             |
| HOTEL RESERVATION / ACCOMODATION AND TRANSFERS | Hotel booking and management /participants                     | 10,00 €  | 1.500           | 15.000 €             |
|  | Hotel booking and tranfert /speakers (no handling fee for ERA) | Free     | 150             | 0,00 €               |
|  | Unit costs plane/train tickets                                 | €        |                 | 15-35 € handling fee |
|  | Hôtel Retrocommission for accommodation <sup>1</sup>           | €        |                 | 8-10%                |

| TOTAL Congrès               |  | N° participants    | PCO PROPOSAL     |
|-----------------------------|--|--------------------|------------------|
| COMMUNICATION               | Number of emailing for Congress Promotion <sup>2</sup>     |                    | €                |
|                             | Emailing costs (marketing)                                 |                    | 8.000 €          |
|                             | Promotion Congress / other actions <sup>3</sup>            |                    | 25.000 €         |
|                             | Website <sup>4</sup>                                       |                    | 3.500 €          |
| BUDGET                      | Estimated Budget updated and sent to the CO every 2 months | Yes/No             |                  |
|                             | Debts recovery included                                    | Yes/No             |                  |
|                             | Evolution of fees over 3 years                             | 2021 / 2022 / 2023 |                  |
|                             | Treasury advance   | Yes/No             |                  |
|                             | Benefit payment schedule                                   | Yes/No             |                  |
|                             | Accounting fees  | €                  | Incl. in our fee |
| ADDITIONAL NEEDS / SERVICES | Organization and coordination of social programs           |                    | Incl. in our fee |
|                             | Database update  |                    | Incl. in our fee |
|                             | Statistical report after Congress                          |                    | Incl. in our fee |

- <sup>1</sup> 8-10% Commission from turnover fee after deducting taxes (further details at page 30).
- <sup>2</sup> We didn't fill this cost as we cannot understand how this item differentiates from the following one (email costs).
- <sup>3</sup> This is an estimation based on previous experience. For an accurate estimation of promotion costs further detailed specs are required and clarifications are needed about which are the marketing activities that will be undertaken by OC.
- <sup>4</sup> According to the bid website design is a task undertaken by ESRA.



[www.era.gr](http://www.era.gr)