

## **Tender Process for Hosting the BAM Annual Conference**

The number of venues expressing an interest in hosting the BAM annual conference has increased with the continued success of the event. To ensure fairness and transparency BAM has implemented a formal tendering process. This process will be overseen by the Membership Services and Conferences sub committee who will present recommended venues to BAM Executive and/or Council for ratification.

Any interested institutions or venues should normally submit an 'expression of interest' at least by the end of October two years before the conference (e.g. by October 2011 for the 2013 conference, and by October 2012 to host BAM in 2014).

To facilitate longer term planning, we are currently inviting expressions of interest for BAM2013 as well as BAM2014 until 31 October 2011. Full proposals should be submitted by 30th November 2011, and should include:

- Outline of venue for the conference including potential venues for the conference dinner
- Likely co-chair (with BAM president) and points of contacts for the conference
- Outline costs for holding the conference (including room hire, audio-visual and IT, and catering costs)
- Outline of the range of local hotel and student accommodation available and price range
- Accessibility to and around the venue (preference is given to venues that are readily accessible by public transport from the UK and overseas)
- Possible themes for the conference
- Any contributions to be made from the institution (financial or in kind)
- Outline of a risk management plan
- Existing and likely future support of BAM's activities from BAM members at the institution
- When (in September) you hope to host the conference. If either 2013 or 2014 are equally feasible please indicate this.
- After an initial short listing process some of the proposing institutions or venues would then be invited to present in December/ January to members of the Membership Services and Events Sub committee. This presentation may well take place at the institution so that a visit to facilities and venue can be arranged. Following the presentation and visit the committee will then reach a final decision. A final decision will be made by February of the following year (e.g. February 2010 to host in September 2011).

Please note that it is possible for the response to the tender process to be from either an academic institutions or a venue (e.g. a large conference hotel or a conference centre). In the case of a venue we would only expect limited information about the chair or possible themes. However, as the conference is academic in nature would expect that the venue to eventually run the event jointly with a suitable local university in order to ensure academic focus and content. It may be possible for BAM to assist in setting up this relationship if the venue is felt to be appropriate.

## **Criteria**

Guidelines as to what the venue requires and located are outlined below although further criteria to be developed and updated by the working group to allow transparency of the decision making process.

### Campus vs. non-Campus Based Conferences

There are a number of pros and cons to consider when visiting potential conference venues. Delegates generally prefer a city centre based event that provides flexibility especially regarding delegates' free time. The downside can be that the venue is often more salubrious and therefore expensive to hire. Campus based events can work well depending on the accessibility of local amenities, transport links and whether evening activities and meals can easily be arranged on campus or elsewhere.

### Requirements of a Venue

The main Conference and Doctoral Symposium are held over 3 days, usually during the second or third week in September. The Doctoral Symposium is on day one (Monday evening, all day Tuesday) with the main Conference opening on Tuesday evening with a welcome address and reception. The main Conference sessions take place during Wednesday and Thursday. Previous years have attracted between 500-700 delegates.

For the event itself, the following facilities are required:

- Auditorium for 400 (welcome address/plenary)
- 15-18 lecture theatres/ seminar rooms (full paper presentations)
- 13-16 smaller seminar rooms (development 'round table' presentations)
- Combined exhibition and catering area (20-24 table top stands)
- Conference dinner venue (to seat up to 400)

Whether these are all provided by the host institution needs to be determined. All standards of accommodation need to be considered that include a variety of hotels and student accommodation as close to the conference venue as possible.

Hosting this major intellectual event provides a real opportunity for the host institution to engage with the local business and management community as well as the opportunity to showcase the school.

It should be noted that BAM works closely with the host institution in the planning and organisation of the event, however, BAM retains the right to make final decisions based on its overall direction, delegate expectations and the management function of the event.

### Budget

All registration fees and some of the sponsorship fees go to BAM directly. The event is designed to make a healthy profit for BAM and not the institution running the event. The profit from the conference is essential in enabling BAM to fund other key activities including workshops for the members, employing staff and running of the office.

Therefore, in choosing the venue it is important to consider the costs and ability to raise sponsorship.

### Contracts

It is important that a contract is raised and signed between the host institution and BAM which outlines responsibility, underwriting agreement and liabilities i.e. cancellation charges relating to minimum numbers for delegates and accommodation. This should be put in place and signed as early as possible.