

## **Call for ENTER eTourism Conference Hosting**

### **Deadline for proposals: 31<sup>st</sup> August 2024**

**ENTER Requirements:** ENTER is the annual tourism and technology event that offers a worldwide and unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies to travel and tourism (eTourism). ENTER is designed in a way that enables the maximum exchange of information and interaction between participants. The International Federation for Information Technologies and Travel & Tourism (IFITT) grants the rights of implementing the ENTER eTourism Conference to a Host Organization that is responsible for the organization and hosting of the conference. It is preferable that the applying host is involved in IFITT community.

**Dates:** ENTER typically takes place at the end of January. The conference is held on three days (Wednesday, Thursday and Friday). A PhD workshop and a local eTourism day happen on Tuesday – prior to the main conference.

**Location:** Conference Centre / Conference Hotel / Educational establishment

**Participation:** ENTER attracts academics, students, as well as tourism industry and government representatives from all over the world. The ENTER conference has historically welcomed around 150-250 registered participants annually.

**Conference Fees:** We welcome creative suggestions for conference fees and conference content. Fees are subject to negotiation but should remain below 500 € per person (full price for IFITT members).

### **Host organization gain**

- global exposure through IFITT and ENTER brands
- reputation and exposure as a cutting-edge tourism destination
- expertise on eTourism from global experts
- revenue share from the registration fees
- delegate fees from local eTourism day
- revenue share from the sponsorship income
- exhibition income
- IFITT Membership for two years subsequent to the conference
- listing on IFITT website as IFITT sponsor

## **IFITT responsibilities**

1. support the host in the preparation stages
2. identify speakers and create the program
3. promote the event internationally through its communication channels
4. prepares the call for contributions
5. review academic paper and manage the publication of the proceedings

## **Host organization responsibility**

1. nominates a project manager that will be the contact person for the organization committee
2. identifies and books the conference venue, pending IFITT approval
  - A suitable conference venue includes one large room for about 200 people + four parallel-session rooms for up to 50 people.
  - All rooms must be fully equipped with audio, video projection, and high-speed internet connection for streaming and recording conference content.
  - Organizes technical support for the registration and conference venue.
3. closely collaborate with IFITT board and ENTER research track chairs on creating the content for the event and managing the program.
4. contributes to promoting the event on major social media and the host organisation's website and affiliate companies/university/DMO using the hashtag #ENTER26
5. writes and distributes a set of press releases
  - ⇒ Announcing the selection of the destination (end of January)
  - ⇒ Presenting the details of the event including the call for speakers and Industry track (April)
  - ⇒ Announcing the event for the industry participants (October)
  - ⇒ Inviting the press during the event
  - ⇒ Presenting the results of the event
  - ⇒ Promotes IFITT to the local academic community and local industry as well as helps IFITT increase awareness and memberships at the host destination
  - ⇒ Manages online registration of delegates, which should include:
    - full major credit card processing (Mastercard, Visa, American Express, Diners)
    - attendee list (global & per session)
    - badges
    - social activities and tours pre/during/post conference
  - ⇒ prints and publishes on the website the final conference program

6. prepares delegate bags
7. provides good quality free Wi-Fi connection to the attendees
8. organizes two evening social events
  - ⇒ welcome reception on Wednesday
  - ⇒ and a conference dinner on Thursday night
9. prepares coffee breaks and lunches, which are included in the price of the registration
10. provides office or a room for the IFITT-ENTER committee equipped with internet access, phone and printer
11. records keynote presentations and obtain necessary permissions for publication of the keynotes at IFITT members' area
12. organizes the local eTourism day in collaboration with IFITT
13. ensures the organization of a sustainable conference by
  - ⇒ contacting an association to distribute all uneaten food to charities
  - ⇒ ensuring that the catering provides water distributors to reduce plastic waste.
  - ⇒ minimizes the use of single-use plastics throughout the conference and encourages recycling.
14. appoints five social venues, one for each day of the week, for participants to gather (at participant's expense)
15. host organization may like to establish preferential rates at a range of accommodation establishments in the area

### **Host organization financial commitments**

- shares revenue with IFITT from delegates registrations and the contribution of sponsors. Revenue sharing will be negotiated with the host organization and the share of the revenue for IFITT will relate to the number of registered participants: the more participants, the smaller the IFITT share of revenues. However, no less than 25% of registration revenues and 10% of sponsorship income will be designated to IFITT.
- IFITT will be granted a maximum of 35 free registrations for the conference.
- covers travel costs for two ENTER/IFITT board members for a site inspection before the conference
- covers post-conference thank you dinner for a maximum of 20 IFITT board members and key stakeholders.
- active marketing and paid advertising of the conference on social media, search engines, and other relevant outlets. Marketing is done in collaboration with IFITT.

**To bid, please, send a document in a digital format (word/pdf) to [ifitt@ifitt.net](mailto:ifitt@ifitt.net).  
Please use the templates for bidding to host ENTER.**

\*\*\* Download the [proposal to host ENTER eTourism conference template](#) to host ENTER26! \*\*\*

\*\*\* Download the [ENTER eTourism conference budget template](#) to host ENTER26! \*\*\*

**The document should indicate:**

- motivation of your institution to host ENTER conference
- proposed hosting time period
- presentation of the institution, conference rooms and catering facilities
- presentation of the destination (including transportation, accommodation and touristic attractions)
- details for a welcome reception and conference dinner
- local organizing committee (consisting of industry and academic members)
- a list of 10+ potential companies/speakers, linked to the eTourism domain, with their data (name, phone, email, company name).
- potential conference sponsors
- brief marketing plan for the event including target groups and the processes to market the event to these target groups.
- experience in organising hybrid and online conferences

We welcome innovative approaches for organizing the conference and consider the information above preferred but not mandatory. We are inclined to work closely with the potential hosts and listen to their ideas on how we can organize the best possible conference for all the participants.

