



**WSAVA**  
Global Veterinary Community

# WORLD SMALL ANIMAL VETERINARY ASSOCIATION

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*Guidelines for the Local Host Committee*

*July 2012*

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## **List of Abbreviations**

CLO	Congress Liaison Officer
cPCO	Core Professional Congress Organizer
CPC	Congress Scientific Program Committee
CSC	Congress Steering Committee
EB	Executive Board WSAVA
LHC	Local Host Committee
WC	WSAVA World Congress

## **Timetable**

### **SCHEDULE OF CONGRESSES**

2014	South Africa
2015	Asia and Oceania
2016	Americas
2017	Europe - Middle East - Africa
2018	Asia and Oceania

### DEADLINES FOR SUBMISSION OF BIDS FOR THE WSAVA WORLD CONGRESS

The number of months are those in advance of the Assembly meeting where the decision to host a WSAVA WC will be ratified. This is the Assembly meeting 4 years prior to the WC.

Who?	Action?	When?
WSAVA Secretariat	Notice sent to all member associations in the designated region inviting them to submit an application to host WC.	365 days and 240 days
Associations in the Region	Completed application sent to the WSAVA Secretariat with a copy for the cPCO and a submission letter (described in section 8 of Bidding Process) for the Congress Steering Committee (CSC)	150 days
Core PCO	Submits shortlist of up to 3 recommended locations to the CSC	120 days
Core PCO	Submits comprehensive evaluation of up to 3 official bids to CSC	90 days
CSC via Secretariat	Send all Assembly members notice of the recommended location for the WC	60 days
Assembly	Ratify selection	Assembly Meeting

### Local Host Committee Structure and Function

The primary responsibility for the smooth running and total delivery of the WC lies with the WSAVA and supported by the cPCO as contracted with the WSAVA and directed by the Executive Board Congress Liaison Officer. The cPCO contracted starting in 2014 is Kenes International, part of the Kenes Group.

The association awarded the hosting of the WC following a successful bid will form the LHC. The LHC will appoint a chairperson. The LHC chairperson will be responsible for the activities and reports from the LHC to the CLO and the cPCO.

The CLO and cPCO are involved in all aspects of the development and running of the WC based on an overall work plan and reporting grid. The reporting structure with the LHC is part of the overall reporting grid and is laid down by cPCO and CLO. A transparent website provided by the cPCO serves as the method for reporting.

Meetings of the LHC must be held at agreed required intervals. Minutes of every LHC meeting, written in English, are to be circulated to the CLO and cPCO.

## Roles and Responsibilities

### Responsibility Kenes/CLO

Kenes as cPCO together with the CLO are responsible for the following:

- Overall design of optimal meeting architecture to accomplish the WSAVA' s objectives and aims in delivering a World Congress to its members.
- Delivering together with the CLO a WC in line with the brand promise of the WC while delivering audience satisfaction
- Business Plan prepared in advance of each WC
- Budgeting and financial control
- Solicitation of sponsorship. The cPCO must take into consideration any sponsorship deals that may have been already concluded by the Executive Board and any local sponsorship arrangements concluded by the host association
- Production of proceedings (print or digital)
- Registration and related secretarial functions
- Commercial exhibition. Organise layout of the floor plan appropriate to sponsorship level and local positioning of company. Includes marketing exhibition space to companies other than main sponsorships. The cPCO is to work with the LHC to source companies that have products available in the region.
- Advertising and global promotion of the WC including a detailed marketing plan prepared three years in advance of the WC
- Creation of the WSAVA WC brand concept and design
- Website design and maintenance to carry WSAVA WC brand which includes the unique character of each year's venue/theme.
- Production of all WC material according to the selected concept whether through hard copy, or IT
- Provision of details of hotels and accommodation to delegates. The cPCO is to work with the LHC to make available accommodation in every budget level and take in consideration the local and regional cost of living.
- Organise transfers and shuttle services from hotels/accommodation sites to congress venue
- Delivery and management of Social Events with input from LHC as specified
- Provision of WSAVA Executive Board/Assembly requirements
- Technical support
- Facilitate satellite meetings and make all arrangements for meeting rooms, equipment and announcements of the satellite meetings
- Arrangements of any other services related to the organisation and the success of the WC as agreed

### **Responsibilities of LHC**

The LHC is responsible for suggesting ideas, supporting and working with the cPCO and the CLO in the design of a WSAVA World Congress with a unique flavour reflecting the local culture and veterinary diversity of the region.

- Local sponsorship following guidelines laid down by cPCO
- Providing knowledge of local companies and contacts to cPCO
- Social program including the opening and closing ceremonies by providing advice on the context and content with the aim of giving a local flavour and keeping a social cultural optic for the region. The cPCO will be responsible for organising and delivering the agreed social program
- Suggesting to CLO and cPCO ideas for entertainment for delegates and registered attendees.
- Pre- and post-Congress Tours - the possibility of using a local Destination Management Company will be explored by the PCO and favourably considered.
- Local advertising and promotion of the WC together with the cPCO
- To create two local streams in the Congress Scientific Program. This will be achieved in cooperation with the CPC with the aim of producing a locally relevant scientific stream of interest to international as well as local delegates. LHC to provide a description of the local veterinary population in terms of demographics level of practice and level of locally produced CE. The LHC will provide two representatives to work on the CPC for a term of three years.
- A regional guest list of an agreed number of invited attendees from neighbouring countries, who can have complimentary registration within the approved budget by the cPCO and CLO. These should be delegates who can bring the WC experience to expand and generate CE activities within their home countries.
- All local organisation activities are to be shared with cPCO who will work closely with the LHC to produce a memorable congress for all delegates as well as for the region.
- To provide input for a post congress report as required by the WSAVA.

### **Local Host Committee Finances**

It is the responsibility of the cPCO, in close collaboration with the CLO to manage the finances of the WC. It should be remembered that full financial liability lies with the cPCO in harmony with WSAVA and not with the LHC.

A preliminary working budget will be prepared by the cPCO three years in advance of the WC and will be updated quarterly or when relevant.

The LHC will be itemised in the WC budget and a separate detailed breakdown will be given to the LHC so that it is clear what they are allocated for spending on LHC expenses and what the constraints are for the LHC Congress streams, the Social Program and local promotional activities. This budget is part of the local remuneration, other than real delegate oriented congress expenses.

## **Financial Reward for LHC**

Organisation of 2 local streams: 5k USD each, total 10k USD (speaker costs are included in general budget, prior approval is to be obtained from CPC and CLO)

Organisation of local exhibition: 20% of each m2, secured from locally headquartered and otherwise NOT normally participating industry with a max of 10k USD (logistical costs in general budget, excluding local recruitment costs)

Securing attendance of local/regional delegates; i.e., local persons above average national congress, 50 USD per full paying delegates with a max of 10k USD (communication costs are covered by general budget in close cooperation with CLO and cPCO)

Profit sharing of WSAVA profit above projected amount of 10% with a max of 20k USD

Additional profit sharing for a super profitable WC in addition to the above described maximum 50k USD will be solely at the discretion of the WSAVA Executive Board

CSC, March 2012

Endorsed by Kenes International, part of the Kenes Group

Endorsed by the Executive Board WSAVA