

North American Skål Congress

MANUAL – GUIDELINES

January, 2017 edition

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January, 2017 – Updated by Denis Smith, Skål Canada

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Section I Introduction

This manual outlines the guidelines set forth by the Congress Steering Committee composed of members the following National Committees:

Skål Canada
Caribbean Affiliates
Skål International México
Skål International USA

National Committees or Host Clubs must use these Guidelines to host an Annual Congress.

A joint committee comprised of Skål International USA and Skål Canada met in 2016 to plan the future of the Congress. The Congress name was changed from North American Alliance of Skål Clubs (NAASC) to North American Skål Congress with the endorsement of Skål International USA and Skål Canada. The rationale was to streamline the name and to eliminate the acronym to provide greater clarity when promoting the event, in particular to new members.

Objectives

A Congress Steering Committee was constituted to plan future congress destinations and assist in enhancing the congress experience. The intent was to identify interesting destinations or plan a congress around relevant trade events, create greater value and consider easier access to encourage increased attendance. Congresses should be hosted at value experience destinations, in concert with a major event/ trade show, or all inclusive destinations or cruises.

To increase attendance by providing an enhanced congress experience through education, relevant keynote addresses, developing business to business opportunities and social events.

To encourage attendees to mingle with new contacts and form new business and social affiliations and also provide a forum to reconnect with prior contacts

Section II Bid Procedures

The Congress Steering Committee may accept bids from Clubs or may approach a National Committee or Club at a preferred destination. The Congress Steering Committee may also select a destination on its merit and assume full coordination of the congress.

The Congress Steering Committee should be planning future destinations two to three years in advance and finalize destinations a minimum of one year in advance.

Bid Content

The following documents must be submitted:

Registration costs

- as a separate Congress registration fee or as an all-inclusive package

Details of the program which would normally include:

- Proposed program outlining workshops, topics, speakers, social event, sightseeing tours
- Business to Business Session (B2B) with cost to Participants
- Accommodation cost (three (3) nights)
- Cost for additional nights pre and post (2 days)
- Transfers from to Airport /Railway Station (Wednesday, Thursday and Sunday only)
- Meeting rooms and Meals as outlined in guidelines
- Website utilization for bookings
- Pre or Post-Congress Tours
- Congress registration forms will be available via a Host Secured Registration system a minimum of six (6) months prior for circulation to all members

Endorsements - required

- Letter from Host National Committee indicating that they have endorsed the Host Club
- Letter from Host Club stating they will abide by guidelines, along with a copy of the minutes of the meeting whereby they agreed to host the Congress

Endorsements - encouraged

- Letter of support from the State/Province/Country or National Government Tourist Office outlining their official support
- Airline/Rail Transportation Details: Letter of intent from airlines and other transportation companies, outlining discounts for all participants

Congress date/changes

The Host Club must seek approval from the Congress Steering Committee for any date change after the original proposal has been accepted.

Section III Advance Planning Guidelines

Optimum Dates

Ideally from mid March to mid June

Avoid national, regional or religious holidays

Avoid major trade events unless the Congress is 'shouldering' the event

12 – 18 Months

Host facilities, general program overview prepared

Sponsor program developed/ recruiting

Preliminary budget prepared

Marketing plan prepared

6 - 12 months

Registration package finalized

Speakers/ social events/ tours finalized

Meeting space finalized

Congress registration web site launched

3 - 6 months

VIP Protocol invitations/ planning

Hotel room block review

Volunteer scheduling

Transportation

a) Airlines

Major carriers servicing key geographic areas should be identified. If there is a 'sponsor carrier', any special offers should also be identified.

b) Land / Sea transportation

Same guidelines apply as air transportation for rail or other means of transportation (motor coach, ship, etc.)

Hotels

Properties

Recommended a single property that can accommodate all participants or maximum of two properties if necessary, preferably close to each other

Contracts:

Host Club and National Committee must supply hotel room rates for Congress (Single To Quad)

- Buffet Breakfast or Full American during congress
- Complimentary internet
- Hotel room rates for Pre/Post arrivals (recommended 2 days pre and post)
- Identify Taxes & room levy's:
- Service charges (gratuities for maids, bellhops, etc.)

Complimentary rooms requirements

- SKÅL International President or designate - Suite (earliest arrival Tuesday 5 nights)

Meeting Space Requirements

Meeting space should be in the Host Hotel

- Host Committee Staff Office (shared by Congress Coordinator if required)
- General Information Desk. Sightseeing/ Meals /Functions
- Congress meeting rooms as required for the program

Room Block(s) and Master Accounts

Room Block reserve should be averaged from the past three congresses

70% of the rooms blocked are singles and 30% are double

Recommendation: 100 - 125 rooms

Early arrivals 40 rooms.

(Doubles /Kings /Queens) plus suite as previously outlined.

Hotel can offer two tier options (Superior & Deluxe Rates)

Require review and release dates from hotel.

Set up with hotel two folios per room

- Incidental account for participants
- Master account Skål Host Club
- Master account(s) for Skål International USA, Skål Canada and Skål Mexico – billing instructions or credit cards will be provided in advance

It is important to advise the hotel who is responsible for payments (each National Committee) verified prior to event that procedures are in place.

Baggage Handling

This is the responsibility of each delegate both at airport and hotel (unless otherwise indicated). Host Club should inquire if the room rate includes baggage handling. (In some cases, it is mandatory i.e. Union contracts). Host club should ensure that sufficient porters are available for check in and check out at hotels, especially for early morning departures

Airport - Domestic and International Arrivals

Skål “greeters”

Welcome signs

Emergency telephone number of host club contact

Attire of Host Club greeters – what to look for? (T-shirts, jackets, signage etc....)

Airport Transfers

Skål “greeters” directing participants to the transportation departure area.

Transfers Schedule between airport /hotel(s)/airport (also posted in lobby of hotel(s))

VIP transfers should be made available for Skål International President plus other dignitaries as required. Should a club wish to offer others VIP treatment it is left to their discretion

Cost of transfers to be included in Congress costs. Wednesday, Thursday arrivals and Sunday departure

Registration Desk(s)

Recommended open 8 am to 4 pm Thursday to Saturday

Delegate Registration by participants' name (A-M) (N-Z)

Local Sightseeing Tours

Pre/Post Congress Tours

Gala Dinner Reservations

Transfers

Sporting Events (Tennis, Golf)

Hospitality Desk (each hotel)

Business to Business information desk

Dine around Desk (if required)

Recommend that all desks be in one area, well spaced out so the Host Club Committee members

can handle a smooth flow of traffic.

Recommended at least 5 - 6 volunteers are stationed opening registration day

Participants registration packets should include the following

Name tag(s) with lanyards

Official Program printed in packets and included in lanyards (optional official languages)

Literature on City, Restaurants, Nightclubs, Shopping Malls, etc.

Church services

Emergency telephone numbers

Handouts

Foreign Exchange Bureau (optional)

B2B list of participants

First timers meeting reminder

Invitations (Must be pre-approved by Host Club)

Name tags designations and color identification

Name tags designations and color identification:

- Skål International President or designated Officer **Gold**
- National Committee Presidents, ISC Councillors **Green**
- Delegates/ Guests/ **White**
- First Time Participants. **Blue**
- Host Club Members **Red**

Official Program

Official Program to include

- Welcome letters (preferably in the official SKÅL languages)
Skål International President, National Committee Presidents, Congress Director (if applicable), Host Club President, Country's Highest official(s)
- Official Congress Schedule, program and keynote speakers
- Dress code(s)
- Host Club Organizing Committee contacts
- Profile of Host City/Country
- Advertising or sponsorship is permitted
- Emergency telephone numbers

Medical Assistance

List of medical emergency assistance telephone numbers must be available at all times and information should be included in each registration kit or with the delegate name badge

Section IV Congress Budgeting Guidelines

Budget

Recommended to establish variable budgets incorporating target attendance, sponsorships and auction goals. Establish a minimum break even model.

Room and tax

Accommodations can be offered as part of an all-inclusive congress package or the congress can be priced as a stand along registration and hotel rates offered separately so guests can choose their accommodations.

Three (3) nights double, single

Additional person's rates

Transfers & Sightseeing:

Roundtrip transfers valid for all participants.

(Wednesday/Thursday and Sunday)

Sightseeing tours with professional step-on guides.

Spanish and French tours, if possible and if required

Meals & Functions

Three (3) Breakfasts -Buffet or Full American (Friday/Saturday/Sunday)

Two (2) Lunches Friday and Saturday

Opening Reception

Food – Partial Host bar/ cash bar (i.e. 2 drink tickets), entertainment.

Friday Dinner – or Dine Around including wine with dinner

Gala Reception -- Partial Host bar/ cash bar (i.e. 2 drink tickets)

Gala Dinner – include wine with dinner/ cash bar post

Coffee breaks (as required)

Hospitality Suites/ Bars - assist National Committees with budgeting costs and set up but charges processed to National Committee master accounts.

Program Expenses

Gift for Skål International President

Business to Business arrangements

Key Note Guest Speakers, Educational Seminars

Printing, postage, banners, badges, stationary, signage etc.

Determine if participant badge is sufficient for access to all events or if specific tickets are required

Registration costs for Host Website

Congress Coordinator fees to be included

Bank Charges

Credit Card Charges

Processing Fees

Marketing

Web site promotion/ registration
Promotions to Clubs, National Committees, PR. Social Media,

Revenue Sources

Conference registration fees, single event tickets
Commissions, Sponsorships, silent and live auctions are encouraged.
Recommended that a committee be created to focus solely on these sources

Post Report

A detailed financial report must be submitted to the Congress Steering Committee within 60 days of the Congress.

SECTION V Congress Schedule

PRE-CONGRESS

Office

Computers, telephones, Internet, printer/photocopiers, stationary, tables, chairs, office supplies, etc.

Registration Areas

3 - 4 tables, chairs

Airport reception/ registration

Transportation

Airport shuttles arrival/ departure

Skål President airport shuttles

Social events/ Dine around

Tours

Monday

Review all facilities for Congress

Review airport facilities

Transfer(s) to Hotel

Site Inspection of Property

Review program with Host Chair and Key Committee Members

Tuesday/ Wednesday

Installation of Welcome Desks

Signage at Airport(s) Domestic and International Arrival areas

Arrivals Meet & Greet Verify arrival times on Registration forms.

- Skål International President (VIP transfers)
- National Committee Boards
- Transfers optional unless cost included in program

Upwards to 50 to 100 people arrive

Evening Free: Host Committee should make suggestions for Dining

Thursday

Congress Steering Committee and Host Committee meeting

- Host reviews all program and protocol details
- Congress Steering Committee meeting future Congresses 6 - 8 people

Provide self-guided touring options for early arrivals.

CONGRESS PROGRAM

Delegates should be encouraged to mingle with as many new contacts as possible during the program or social events. This can be incorporated as part of the programs or how participants are guided for seating or participating.

Thursday

Arrivals Meet & Greet

Meet and Greet at airport.

Transfer to hotels.

08h00 - 18h00 Registration/ information/ Gala desks open

14h30-15h00 Congress First Timers meeting

15h00-17h00 All delegates open forum

19h00 - 23h00 Congress Welcome Party with entertainment

Friday

07h00 - 08h15 Breakfast in each hotel

08h00 - 18h00 Registration/ information/ Gala Dinner desks open

08h15 Transfers to opening ceremonies (if required)

08h30 Assemble Head Table

09h00 – 10h00 Congress Opening Ceremonies

theatre seating, raised head table (5 – 7 people with name cards) / podium/ flag display area

Reserve first row for International Skål Councillors and Past Presidents

Opening should be no more than 45 – 60 minutes – (Protocol guidelines included in this package)

Welcome by Host Club representative

Welcome by Skål International President

Welcome by official dignitaries and National Assembly Presidents

Next year Congress host presents

Keynote address – recommended

10h00 - 10h30 Coffee break

10h30 – 11:30h Educational program/ workshops/ keynote speaker

11h30 – 14h:00 B to B and Lunch

B to B and lunch in same room

Engage delegates to fully participate

Circulate list of exhibitors in advance via the registration package/ exhibitor offerings etc. Generate leads report for exhibitors

14h30h – 17h:30h Social programs, touring options/ other educational events

Tours to be offered in English. Option: Should sufficient numbers warrant, tours in Spanish and/or French

18h30h Dine Around or Social Event

Either provide a full meal or a dining credit for selected restaurants (budget) Include limited wine with dinner. Participants can pay for extras. A reservation systems must be set up if a dine around is offered. Printed menus will be required from Restaurants and displayed near reservation desk.

Departure times must be posted in lobby. Transportation to/from each hotel if more than five (5) minute walk

22h:00 National Committees' hospitality rooms

National Committees may offer their own late evening hosted receptions at the hotel. Volunteers should be arranged to help organize services. All costs are the responsibility of each National Committee. Recommend a separate hospitality room rather than a President's suite to allow for privacy.

Saturday

07h00 - 08h30 Breakfast at each Hotel

07h30 - 09h00 Information desk open

08h30 - 11h30 National Committees/ Assemblies AGM/ Board meetings

11h45 - 13h45 Lunch for all – keynote address

14h00 - 16h30 Workshops/ educational seminars, tours or social events for general delegates

14h00 - 17h00 National Committees' Board meetings continue

18h00 - 23h00 Congress Gala Reception & dinner

Gala Dinner "Black Tie optional" or upscale theme event (advise participants of dress code)

Gala Dinner

The program for this event should have no more than one (1) hour of formal presentations and fund raising. The program should only have Congress overview presentations and no National or Regional award presentations. Delegates want to socialize with friends as this is the farewell event.

A master seating chart should be at the registration table. VIP reserved seating should be clearly identified. Delegates can pick which table they wish to sit and their names are written on the seating chart. The seating chart is displayed at the entry and delegates are directed to their numbered table. Participants should

be given a Voucher for the Gala dinner as part of the Registration Kit. Participants must present this voucher in exchange for seating assignment. The voucher is marked with their table number when assigned.

22h:00 National Committees' hospitality rooms

National Assemblies may offer their own late evening hosted receptions at the hotel. Volunteers should be arranged to help organize services. All costs are the responsibility of each National Committee. Recommend a separate hospitality room rather than a President's suite to allow for privacy.

Sunday

06h00 - 14h00 Information and transportation desks open.

Departures for airport "Farewell Team" at hotel(s).

It is important that the hotel(s) have sufficient staff to handle checkouts and baggage handling. Special attention to Skål International President

07h30 - 10h00 Farewell Breakfast group or individual voucher

10h00 - 11h00 Congress Host and Congress Steering Committee Debriefing

(This meeting could be held earlier depending on flight departures)

National Committee Requirements

Skål Canada

Thursday

15h00 – 17h00 All Delegates attend open forum

Friday

Executive Meeting

07h30 – 08h30 6 people in breakfast room or private area

Saturday

08h30 – 17h00 AGM and Board meeting

Coffee at 08h00, 10h00, 2h30

Lunch with main body

U shape for 24 people, extra seating for 20 people on sides

A/V: Screen/ LCD (paid by Skål Canada)

Skål International USA

Thursday

15h00 – 17h00 All Delegates attend open forum

Saturday

08h30 – 15h30 Annual General Meeting

Room set with two head tables, one on a riser with 5 seats and the lower one set for 4 seats. Table with 3 chairs on side of the head table for the auditors and our administrator. Room set with a large U shape table with 48 – 56 seats

depending on number of clubs participating. U faces the head table

A/V: Screen/ LCD (paid by Skål International USA)

Skål International Mexico

No requirements as of publication date

Caribbean Affiliates

No requirements as of publication date

Section VI GENERAL INFORMATION

Signage:

In three (3) official languages (or as required)

Airport: Welcome banner

Transportation/ Sightseeing: All buses to have a sign clearly indicating the event. Transportation notice boards posted at each hotel, Congress Center and at the transfer desk(s)

Hotels: All function rooms - events to be clearly identified. Hotel notice boards to be verified daily for proper posting

Payment Policy

Secure registration form on website

Payment policy should include any incentives for early registration and any premium charged for late registration.

Type of payment accepted

IMPORTANT: Should a third party be used to process credit card payments; participants must be advised the Company's name that will appear on their Credit Card Statement and any incremental processing fees). All information should be outlined on Congress Registration form.

Cancellation Policy Delegates and Congress

Cancellation policies and processing fees must be clearly indicated on the Host Website and registration form for both the Congress and Pre or Post Tours. (If not specified, participants will assume no charges apply.) All refund requests must be submitted in writing. It is recommended that all Hosts purchase Cancellation Insurance.

Master account billing

Master account billing arrangements should be reviewed with the Organizing Committee, Hotel Management, Host Club and Congress Steering Committee prior to the arrival of participants.

Master Accounts:

The National Committees should have their own Master Accounts.

Hotel(s) should post charges that are incurred to the Master Account of the person designated by the National Committees to their room account

Folios:

Host Committee must ensure that two (2) folios be drawn up at the hotel for participants.

1. MASTER Account: - Room, taxes, events and meals included in program.
2. Participants Account: - Incidental expenses incurred by participants. Hotel(s) are responsible for all monies due by participants at check out. Neither the Congress nor the Host Club is responsible for incidental expenses incurred by participants.

Review of accounts:

Host Committee must review the accounts within one week of Congress. Hotel should prepare billings accordingly, unless they have made separate arrangements with the Host Club. Host Club is only responsible for the charges they incurred and agreed upon with suppliers. Recommend that the Host Club ensure all documents are duly signed.

Registration Host Club

Preliminary registration forms should be available for distribution at the preceding Congress. Registration forms should be available on the Website by November of the prior year. Should a member not have access to the Website she/he is to contact their own Club administrator who can assist with processing the booking. All pre-and post hotel accommodation should be booked and paid for by attendees direct to the hotel(s).

Distribution of Information**Skål International USA Distribution Contact(s)**

Director of Publicity

Ex. Sec. Treasurer, est@siousa.org

(They do a general mailing to all USA Clubs)

Skål Canada Distribution

Executive Director executivedirector@skalcanada.org

Should you want to have your message translated into French contact Skål Canada

SIMEX Distribution

Contact SIMEX Ex Sec. Send to all clubs to the attention of Clubs secretaries, E-Mail to each club with a covering letter in Spanish.

Caribbean Affiliates Distribution

Individual club contacts

Confirmation & Information to Participants

Confirmation of registration should be sent via the Secure Website. Those members who do not have access to e-mail should make arrangements with their Club Administrator to use her/his e-mail address.

Information to be included

Updates on Pre-and Post Congress Tours

Additional information also to be included at this time should be:

Typical climate (with temperature range) anticipated

Immigration (visa) and customs information. Any special health or security procedures

Key Contacts

Host Club to draw up a list of all Committee Members and include land and cell numbers and e-mail addresses.

Special Events

All out of schedule hosted events must be pre-approved by the Host Chairperson (National Committee Hospitality suites need not be approved in advance)

Sports Events**Golf / Tennis Tournaments**

All sporting events must be scheduled so that they do not interfere with any scheduled meetings. Costs for such events are the responsibility of each individual member and should not be built into the program. They should be included on the Website Registration form and paid for in advance.

Pre & Post Congress Tours

The Host Club should offer two or three varied pre and post-congress tours. Printed material should be available at the prior year's congress entitled "preliminary" and final registration forms be included with on the Website. Payment will be direct by participants to the host club or tour operator. Pre and Post tour s are to confirm if transfers are included to/from the airport All participants should be advised of the Cancellation policies

Minutes of Meetings

The Host Club Organizing Committee must keep minutes of all meetings held and send copies to the Congress Steering Committee.

Section VII Congress Protocol

Preface

Protocol is important for the smooth operation of all **Skål** functions that take place and to the people who participate in them. It must be remembered that visitors to our functions, whether high ranking members of our movement, government officials, celebrities or normal attendees, expect a certain amount of dignity and decorum.

They expect our procedures to reflect the claim that we are “**Professionals in Tourism**”. The protocol procedures are intended as an aid and guide towards a successful congress. They are not “set in stone” but are a reference to assist the organizers of a function or congress in covering details that can be overlooked in the rush of the planning process. *Kindly bear in mind that Skål protocol might not always be acceptable to the Host City or Country, in which case, understanding, common sense and courtesy must be exercised to reach a logical solution, in cooperation with the Host Club protocol officer.* Should the Host Club have any difficulties, they should immediately contact the Congress Steering Committee.

Responsibilities

Protocol Officer – Host Club

The host should select a person(s) who will oversee the protocol of the congress and will act as a resource to provide guidance as required to dignitaries, VIP guests, officers and delegates. It must be remembered that this is a joint congress and all *National Committees should be consulted for protocol.*

He/ She will offer assistance to the following members:

- Host Club Chairperson
- National Committee Presidents
- ISC Councillors
- Skål International President or designate

The final say on any protocol, bearing in mind local traditions and customs, must come from the Congress Steering Committee, in cooperation with the Host club.

Chairperson Host Club

The chair should lead the Skål toast at appropriate times. The protocol officer should arrange alternate members to provide the toast in the three official languages as recommended based on congress attendees. The Chairperson should offer the opening toast, in his/her language, if the Chairperson feels comfortable he/she should offer the toast in the three (3) official languages. For the good of Skål, it is imperative that the Skål toasts be done in the three (3) official languages.

Spanish, English, French

A Colegas de Skål en Todo El Mondo. Felicidad! Salud! Amistad Laga vida! SKÅL

To fellow Skålleagues everywhere. Happiness, Good Health! Friendship ! Long life! SKÅL

A tous les Skålleagues du monde entier. Bonheur! Santé! Amitié! Longue vie! SKÅL

Note: These are the official versions. All others versions are not permissible

Invitations to Congress and Responsibilities

Skål International President Invitation

Invitations to Skål International President (or other Skål International Officers). The Congress Host Chairperson should send a formal letter of invitation to the newly elected Skål International President as soon after the Skål International Congress as possible, so that they can arrange his/her schedule accordingly. The original should be sent to the Skål International headquarters and a copy to the Secretary General of the Skål International.

Accommodation A suite is usually provided.

Alternate Should the Skål International President be unable to attend, he/she may designate another Skål International Executive Officer to represent on his/her behalf. Same courtesies to be extended.

Costs Responsibility of Host Club for all landed costs/ accommodations/ meals etc. ((Excluding airfare, unless Host Club has access to complimentary air.)

Local Invitations

The Host Club may wish to invite special dignitaries who are deemed important to the Host Club and to the Skål movement. The Host Club's President should send out the invitations

Invitations to Skål representatives by Governments, local authorities or media

Advise those who want to invite the Congress representatives that the following should receive invitations in this order.

- 1) Skål International President and spouse or alternate
- 2) Host Club Congress Chairperson and spouse
- 3) Host Club President and spouse
- 4) National Committee Presidents and spouses
- 5) ISC Councillors and spouses

- 6) Special Invitees of the Host Club Chairperson
- 7) Protocol Officer and Spouse
- 8) Major Sponsors

Note: If space is limited, numbers 1 to 4 must be invited first. The Host Club Chairperson draws up the list of invitees. Written invitations must be forwarded by e-mail for all special functions outside the program.

Mailing invitations

Skål International President Skål International Head Office, C.C General Secretary. Any other invitations / presentations must be approved by the Host Club Chairperson. The protocol officer must be advised of all invitees and be advised of all RSVP's to coordinate guests' participation.

Gifts

The only recommended gift is to the Skål International President. The Congress Steering Committee must approve any other presentations or gifts. All requests for approval to be sent to the Congress Steering Committee in advance.

Master of Ceremonies Duties

Host Club to choose a Master of Ceremonies who preferably can speak the 3 official languages. He/she to act as Master of Ceremony during the Opening Ceremonies, Gala Dinner and wherever the Host Club deems necessary. They will do housekeeping announcements during the congress and work closely with the Protocol Officer.

Protocol Meeting

The protocol chair/ committee must attend with the pre-congress meeting with the Congress Steering Committee and Host Club Committee. The purpose of this meeting is to review of the activities and the details of the congress. It is important that it be handled in a day-to-day, function-to function and item-by-item sequence.

Agenda for meeting

- Review all invitations
- Opening Ceremony parade of flags and dignitaries, VIP seating in audience, speaking order
- Head table seating for the Gala Dinner as well as any other function
- (Example - function that includes government officials who would be seated with any senior officers of)
- Procedures for seating head tables, announcements, order of introductions, speeches, presentations, etc.
- Coordination with the National Committees and the Congress Host Club Committee

Skål President

Ensure that the President is greeted and/ or escorted to all offsite events
Provide briefing of events and speaking order/ times

Government representatives/ dignitaries

Ensure they are greeted at arrival and provided seating and speaking order

Event Speakers bringing greetings etc.

Ensure speech writers are aware of who is attending, suggested topics covered by each presenter, speaking order at events and time allotted for speaking

Flag Protocol

Opening Ceremony Order

Coordinate the Parade of Flags as follows: Flag bearers' instructions & placement of flags. Make sure all flags are proper side up (extremely important). All countries must be identified equally.

Parade order:

- Host State or Province Flag – Host supplied
- Host City Flag – Host supplied
- NASC Members' Country Flags - supplied
Alphabetic Order (except host country) – alternating positioning
- Skål International President's Country Flag (confirm how the flag will arrive)
- Skål International Flag - supplied
- Host Country Flag - supplied

To place on the stage or to the side of the stage follow graph below. If no State/Province and/or City flag, fill in NASC flags to have the same number of flags on both sides of the host country.

SPLIT DISPLAY BESIDE STAGE											
Alternating Member flags			Host City	State/Province	Host Country	STAGE	Skal President	Skal President	Alternating Member flags		
X	X	X	X	X	X		X	X	X	X	X
AUDIENCE											

CONTINUOUS DISPLAY ON FULL STAGE											
STAGE											
Alternating Member flags			Host City	State/Province	Host Country	STAGE	Skal President	Skal President	Alternating Member flags		
X	X	X	X	X	X		X	X	X	X	X
AUDIENCE											

Anthems

Host National Anthem
Skål Hymn – if can be presented

Gala Dinner Flag Display

Flags displayed on stage in advance of the event, in the same order as the opening Ceremonies. (no flag parade required)

Congress Opening Ceremony

Parade of Head table guests to music or band escort (i.e. bagpipe escort).
Ensure all Head Table guests wear regalia.

Opening Ceremony Head Table Arrangements

Advise MC and Club President background on VIPs
Coordinate seating arrangements for all VIP'S at the head table and VIP seating in the audience
Provide MC with names for introductions and speaking order
Direct MC to recognize Special Guests (in attendance) i.e. National Committee Reps, Past Presidents, ISC Councillors
Assemble VIP'S prior to the Opening Ceremonies and Gala Dinner
Ensure that the Press have access to our invited guests the NAASC Chairperson & SI President
Co-ordinate the entrance of the VIP'S prior to head table at opening ceremonies
Co ordinate with Master of Ceremonies

The following persons and spouses are to be invited to the VIP room prior to the opening Ceremonies. Introductions are to be made in order of protocol and should include the following:

Skål International President or designate, National Committee Presidents
Other ranking Skål delegate (former presidents), Government officials
ISC Councillors. VIP's (sponsors, etc.), Congress Director
When the Ceremonies are ready to start the Protocol officer with escort all guests (except head table) to the front row reserved seats.

Congress Gala Evening

Gala Evening to be billed as the formal Event of the Congress. The Gala should be a celebration and no long speeches.

Dress code

Gentlemen: Black Tie optional and/or theme attire
Ladies: Formal gowns, cocktail dress long or short.

Reserved Tables VIP guests

The protocol officer will consult with the Congress Steering Committee, Host Club and National Committee Chairs to determine the reserved seating

requirements and reserving tables. The head table guests assemble outside the room and be formally welcomed as they enter (with piped music etc.)

Invitations should be sent out prior to arrival or upon arrival (first day) by the Host Club President. His /her table is usually composed of the SI International President, Host Club President and one other VIP couple.

Skål Toast

Master of Ceremonies to call on the Skål International President and 2 members to provide Skål toast in three languages. Skål International President in his/ her preferred language first.

Program should not run more than one hour and commence no later than 20h30h

Speakers – recommended

Host Club President formal welcome

Skål International President – presents their flag

National Committee President (of Host Club) to recognize Host Club and presents gift to Skål International President

Entertainment

Entertainment for the evening is the responsibility of the Organizing Committee

Section VIII

DRAFT CONGRESS COORDINATOR SERVICES

Project Objective

To deliver the best possible experience for all attendees within budget guidelines

COORDINATOR RESPONSIBILITIES

Development of project plan

Overall management of project plan including establishing and monitoring of deliverables for each working group

Working Group

Responsibilities

Congress Oversight	Protocol, club liaison, registration drive
Program	Speakers, educational sessions, pre/post activities
Finance	Budget and financial management
Administration	Registration
Communications/Marketing	Sponsorship packages, communication, web site
Sponsorship Sales	Sale of sponsorship packages
Venue	All venue-related matters

Ongoing liaison with Host Club and Congress Steering Committee

Management of cash flow and financial reporting

On-site event support as needed in addition to SKAL volunteers

Host Club Responsibilities:

Appointment of working group heads to be responsible for working group deliverables according to agreed critical path

Processing of all credit card charges and registration payments

Availability of volunteer resources as identified prior to event and at event functions

Coordinator Authority and Process:

Control all operational and process decisions

Host Club will be responsible for all policy decisions

Coordinator and host Club will consult with each other before major decisions are taken

Coordinator Framework and Deliverables:

Phase 1 - Development of Project Plan

Task 1 – Working Groups

- 1.1 To set up working groups within Host Club responsible for various congress components
- 1.2 To develop action plan and critical path for each working group
- 1.3 To monitor and manage working group deliverables

Task 2 – Finances

- 1.1 To finalize working budget with Host Club
- 1.2 To develop and implement accounting and registration processes including monthly reporting, P&L, Balance Sheet, Cash Flow and registration update

Task 3 – NASC Presentation

- 1.1 To develop sales presentation for Prior Year Congress
- 1.2 To develop online overview and pre-registration process

Phase 2 - Development of Program (Summer deadline)

Task 1 – Hotel Venue

- 1.1 To finalize requirements and costs

Task 2 – Daily agenda

- 1.1 To finalize educational sessions and speakers with Host Club

Task 3 – Off Site Excursion

- 1.1 To identify potential off site excursion options and costs with Host Club

Task 4 – Pre/Post Activities

- 1.1 To identify potential pre/post optional activities and costs with Host Clubs

Phase 3 – Sales and Marketing (Fall deadline)

Task 1 – Sponsorships

- 1.1 To develop sponsorship packages with Host Club

Task 2 – Delegate Registrations

- 1.1 To develop registration packages with Host Club

Task 3 – Sales Tools

- 1.1 To develop sales and marketing tools in support of sales activities with Host Club
- 1.2 To develop web site content

Phase 4 – Event Planning (Fall deadline)

Task 1 – Registration

- 1.1 To develop registration process

Task 2 – Event Agenda

- 1.1 To finalize daily agenda

Task 3 – Budget

1.1 To confirm all costs and update budget

Phase 5 – Event Management (Event dates)

Task 1 – On site operations

1.1 Resource and process plan to be developed based on final program requirements coordinating volunteers

Phase 6 – Event Wrap-Up (by July 31)

Task 1 – Settlement of all third-party accounts

Task 2 – Preparation of final financial reports

Task 3 – Settlement of all accounts between

Task 4 – Summary report to Host Club and Congress Steering Committee

Financial Agreement

Project Management Fee: to Be Negotiated

Payable: Terms to be determined with Congress Host

Event Wrap-Up reports

Approved out-of-pocket expenses.

Third Party invoices charged at cost (no markups).

Net proceeds or loss is the Host Club responsibility.

Note: The project management fee is an estimate based on 300 to 400 hour estimate. Time records should be reviewed on a quarterly basis.

Section IX APPENDIX

GALA DINNER RESERVATION VOUCHER

- PLACE: Ballroom of Hotel
- Date:
- Time: 6:00 p.m. (18h00) Cocktails
- 19h00 Dinner

Table # _____ Seat # _____

Confirmed by: _____

This is a confirmation for one person only. In exchange for this voucher, you shall be assigned table number and a seat control number. The seat number is a control numbers only, not a specific seat. Not valid unless duly stamped by GALA RESERVATION DESK PRIOR TO GALA DINNER

Please present this Voucher at the Gala Dinner Reservation Desk located at:
i.e. Hotel

Registration hours: 09h00 – 18h00

Note: If you are reserving seats for other participants, make sure you have one reservation voucher per delegate. Otherwise we will be unable to reserve or hold tables. Your understanding is greatly appreciated.

MC Congress Opening Ceremony- Recommended Script

The Master of Ceremony-but if not, others should be available for translation purposes.

Call the meeting to order. Invite all to sit down

Presentation of the Flags – as required

Introduce Head Table as they parade into the room and seated

Introduction of other Skål dignitaries who are seated in the front rows

Host national anthem

Skål Hymn – (if it can be presented)

Welcome address (5 minutes)

Introduction of Host Club President.

Introduction of the Skål International President or designate.

Skål International President brief remarks (no more than 5 minutes)

Introduction of President of National Committee Host brief remarks (No more than 3 minutes)

Introduction of Guest of Honor & keynote address

MC to introduce the Business To Business Session

Introduce representative of the Skål Club hosting next year's Congress (10 minutes)

Skål International may want to make a presentation (10 minutes)

Introduction of keynote (20-25 minutes)

Review of the balance of the program and any 'housekeeping' items

Close

POST CONGRESS SURVEY

The purpose of this survey is to assist clubs in the planning of future Congresses. It should be completed by all participants attending the Congress. The form must be placed in the delegate's room the night prior to departure, stating they can be left at the front desk upon check out or mailed to the Host Committee. Survey could be done electronically with 'SurveyMonkey.com'. This is very important for future Congresses.

CONGRESS SAMPLE SURVEY

SKÅL INTERNATIONAL: _____

NAASC CONGRESS HELD IN: _____

PARTICIPANTS NAME (S): _____

POSITION IN CLUB: _____

Excellent Good Fair Poor

Overall Congress - Performance
Value

Air Line arrangements (discounts available, etc.)

Hotel – Accommodations

Hotel – Staff

Meeting room arrangements

Cocktail and Meal Functions

Welcome Reception

Opening Ceremonies

President's Gala Banquet

First Timers Meeting

Webmasters Presentation

Pre and Post Tours

Sightseeing Tours

Transfers to and from Airport

Registration via the Secure Website

Business to Business Session

Dine Around/Keynote Speaker

General Comments:

Please leave this form at the front desk or at the hospitality desk upon check out.