

APPENDIX 1

Objectives of the Scheme:

- To raise the profile of Belfast and Northern Ireland as a leading business and conference destination
- To consolidate existing investment in Belfast and Northern Ireland hotel and conference infrastructure
- To increase the contribution of Business and Conference Tourism to Belfast and Northern Ireland economy
- To change the international perception of Belfast and Northern Ireland
- To encourage inward investment to Belfast and Northern Ireland
- To grow the number of leisure visitors by encouraging conferences to run partner and extender programmes
- To develop a partnership approach to promoting Northern Ireland as a business and conference destination

Criteria for eligibility:

- The conference should be based in Belfast and include use of overnight accommodation in the Belfast area.
- The conference should preferably have a minimum of 300 out of state delegates and accompanying partners staying for two nights in the Belfast area. However a conference with a smaller number of out of state delegates staying for multiple nights will be considered if it relates to the Belfast Integrated Tourism Strategy or if there is evidence that this conference will lead to a larger associated conference coming to Belfast within the next 8 years. The level of subvention being sought against the potential economic benefit will be taken into consideration
- Demonstrate that the conference would not come to Belfast or Northern Ireland unless support is provided
- The conference should demonstrate that it will provide economic benefit to or be likely to have a positive impact on the local economy.
- The applicant should demonstrate that it is not-for-profit organisation.
- The conference should have an impact on and/or a potential for local businesses and organisations by providing opportunities for developing industry / sector links or to showcase local products, cultural, sporting or intellectual fields.
- The subject areas of the conference should relate to local economic and tourism strategies or specific priority areas for Belfast or Northern Ireland.
- The event, by locating in Belfast should enhance the areas international profile and as such the prestige value of the event will be taken into account i.e. media coverage, high profile speakers
- As part of the agreement in accepting subvention Belfast City Council requires that if required, our tourism researchers will be allowed to interview the conference organiser and a sample of the conference delegates on the day(s) of the conference. This will allow the researchers to assess the economic value that the conference can contribute to tourism in Belfast and provide feedback on tourism products and services.

- A post conference report is required from the organiser to provide a further evaluation of the success and impact of this particular conference. This information is published in our “Tourism facts and figures” each year.
- In addition the Belfast City Brand and NITB logo, are to be used on all literature / websites designed for the conference. The Brand guidelines can be found at www.belfastcity.gov.uk/brand and the NITB logo at www.nitb.com
- An application for conference support cannot be considered without evidence of strict financial project management, cash flows and projected income and expenditure account.
- At the time of submission of the application form, subvention will not be made available if the conference is taking place/confirmed within the following 6 months period.

Eligible Costs:

The following costs will be deemed eligible for consideration for assistance;

- Certain eligible conference organisation costs e.g. venue costs.
- Pre conference marketing costs to ensure maximum delegate attendance.

Non Eligible Costs:

The following areas will not be considered eligible for assistance;

- Event Management Fees.
- Food, beverage and entertainment (conference organisers can be encouraged to approach Belfast City Council for civic receptions and other support)
- Loose fittings and fixtures i.e. items which can be used at future conferences.
- Retrospective support cannot be given for activity undertaken before application is approved and Letter of Offer received.

Governance:

Applications will be assessed against the Scheme criteria and only conferences deemed to most closely match the objectives of the Scheme will be considered for support.

The assessment panel, made up of representatives from NITB and Belfast City Council will approve all applications and make decisions on the percentage and timing of funding to be allocated. The panel will withhold 25% of funding until completion of a Post Project Evaluation by the conference organiser, whereupon the final funding will be released.

A Service Level agreement will be established between Belfast City Council and BVCB and NITB to identify roles and expectations between each of the organisations.