

Procedures manual

For the host city of an OWHC World Congress

UPDATE

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Procedures manual - Host city of an OWHC World Congress

INTRODUCTION

The procedures manual only details the responsibilities of the host city.

This version of the Procedures Manual, updated in January 2023, reflects the experience gained at recent world congresses. It aims to facilitate the host city's task in organizing the congress, and ensure the best possible coordination between the host city and the General Secretariat of the OWHC, as well as with the various partners involved in the organization.

As described in article B.7 of the Protocol of Agreement: “In order to ensure that the congress is successfully organized while respecting the various organizational constraints as well as deadlines, the Steering Committee must rely on the instructions given in the Manual of Procedure and refer to them at all times for any technical questions.”

1. TIMETABLE FOR A WORLD CONGRESS

1.1 THREE MONTHS FOLLOWING THE ELECTION OF A HOST CITY

Protocol of Agreement

Within 3 months of the election of a host city, the Secretary General visits the host city to sign the protocol with the mayor. Beforehand, the protocol will have been sent to the host city, which will analyze it and make any comments and adjustments prior to the Secretary General's visit. Before signing, the protocol should indicate:

- World Congress dates
- Add an official language if necessary¹
- Any other items agreed in advance between the host city and the General Secretariat

Organizing committee

An organizing committee must be set up by the host city and notified to the General Secretariat. This committee must comprise at least the following members:

¹ The addition of an official language may occur if the congress is held in a city where the language of the country is not one of the 3 working languages of the OWHC (French, English, Spanish).



- Chairman: this person has decision-making powers delegated by the mayor and must be able to assume this role throughout the organization of the congress. He/she must be able to attend all meetings of the organizing committee, and have a working team (see point 1.2).
- Congress Commissioner: this person must be delegated the day-to-day management of the congress organization, and will be the main contact for the General Secretariat staff. In the 6 months prior to the congress, this person should dedicate his or her entire duties to organizing the congress.
- Any person in charge of various municipal departments or other external organizations contributing to the organization of any aspect of the congress and whom the host city deems appropriate to be part of the organizing committee.
- The OWHC Secretariat

1.2 SIX MONTHS FOLLOWING THE ELECTION OF THE HOST CITY

From then on, the various stages in the organization of the congress will be updated at each Board meeting. A member of the organizing committee will be invited (in person or virtually) to present a progress report, which will be an agenda item at each meeting. The General Secretariat will make regular visits to the host city to help supervise the various stages of organization.

Work team

The host city will need to appoint people to be responsible for various aspects of the Congress. It is therefore recommended that the following people be added to the working team:

- Communications Manager: handles press relations, advertising and promotion of the congress (website, brochure, etc.), visual elements to be created (logo, posters, banners, etc.), etc.
- Evening and cultural events manager: in charge of organizing evening and cultural events.
- Finance Manager: in charge of budget, expenses, contacts with sponsors, etc.
- Registration Manager: in charge of managing the congress registration list and any related requests (visas, invitation letters, general congress information requests, official e-mail management, etc.).
- Logistics Manager (PCO - *Professional Conference Organizer* - or other): in charge of all logistical matters: hotels, local transport, official carrier, registration system, etc.

1^{re} logistics proposal

The host city will be asked to submit an initial proposal on the various aspects of the congress logistics for discussion:

- Choice of official hotels
 - Negotiation of preferential rates for delegates
 - Choice of official hotels at different rates to accommodate all member cities
- Social and cultural events (night events, etc.)
- Registration fees (see 3.1 for details)



- Negotiations with an official international carrier, if applicable²
- World Congress logo (must be ready as soon as possible for Congress promotional purposes, see 3.12 for details)
- Web site layout and content, including conference registration platform
- Registration management system
- Choice and rental of rooms for each session held at the Convention Center and other rooms required for the event

1.3 ONE YEAR BEFORE THE WORLD CONGRESS

An update on the various logistical elements mentioned above should be presented. These include:

- Website layout and registration management system must be started.
- A (short) promotional document is to be drawn up and made available to the General Secretariat for distribution in order to promote the World Congress.

1.4 SIX MONTHS BEFORE THE WORLD CONGRESS

All the logistical elements mentioned above should be considered as settled and completed. This will be the time to announce the launch of registration for the World Congress. To do this, we need :

- Website and registration management must be started
- A letter of invitation from the mayor of the host city be prepared for members and guests. It is also suggested that a short video invitation from the mayor of the host city be produced, for broadcast on social networks and electronic newsletters.
- The promotional document for the congress must be up to date and contain the following information:
 - General preliminary program
 - Congress thematic (a text will be provided in due course by the General Secretariat)
 - Information on the convention center and session rooms
 - Official hotels
 - Website and registration system
 - Any other relevant information to be discussed between the host city and the General Secretariat
- The call to member cities for promotional booths, the poster exhibition and the Young Professionals Forum will be launched shortly after registration opens (see 2.7 for details).

² It is not mandatory for the host city to negotiate such a contract. But since it's customary for PCOs to have good contacts on this side, it's sometimes easy to do so. Where possible, information should be posted and shared with delegates.



1.5 IN THE LAST MONTH BEFORE THE CONGRESS

Among the final steps in the preparation of the congress are:

- The detailed - and final - general program is drawn up and shared with members. It should also be made available to delegates in hard copy, on site.
- Volunteers, the master of ceremonies and any other person or team contributing to the running of the convention are trained.
- All preparatory documents for the congress (program, agenda, working documents, etc.) will be sent to the interpreters to ensure they are well prepared for the congress.
- Information about kiosks and posters to be forwarded to member cities for preparation (printing and mounting).
- The design of the place cards for the General Assembly (and Symposium if applicable) is produced by the host city and the list of cities to be indicated is sent by the General Secretariat in the week before the start of the congress.



2. ROOMS AND TECHNICAL REQUIREMENTS

2.1 OFFICE AND WORK SPACES

The following work areas must be set up in the Convention Center prior to the start of the event and must be used for the duration of the Convention. They must all be clearly identified from the outside.

Office for the organizing committee and the OWHC

- Lockable room for approx. 20 people
- Located near the registration desk (if possible)
- Desks and chairs
- Color printer and photocopier
- Access (key, code or badge) to designated persons
- High-speed Internet access
- Office supplies: printer paper, colored marker board, pencils, pens, scissors, correction fluid, post-it notes, stapler.
- Refreshments (water, coffee, etc.)

OWHC Finance Office

- Small lockable room for approx. 5 people
- Located near the registration desk
- Contains 1 large desk (or 2 small desks) and 5 chairs
- A few chairs outside (in case of waiting)
- Color printer and photocopier
- Safe
- Access (key, code or badge) to designated persons
- High-speed Internet access
- Office supplies: printer paper, pencils, pens, scissors, colored markers, correction fluid, post-it notes, stapler.
- Refreshments

General Secretary's Salon

- Small lockable room for approx. 5 people
- 5 armchairs and coffee tables
- Refreshments



- Access (key, code or badge) to designated persons
- High-speed Internet access

Salon for the mayor of the host city

The necessary equipment is at the discretion of the host city.

Salon(s) for bilateral meetings

2 bilateral meeting rooms must be made available to participating cities wishing to hold this type of meeting. Each room must be equipped with armchairs and coffee tables, and refreshments facilities.

Press room

The necessary equipment is at the discretion of the host city.

2.2 REGISTRATION DESK

A registration desk must be located or set up at the entrance to the convention center or at the entrance to the convention rooms, and must be clearly visible. It must include:

- 1 workspace for a member of the General Secretariat staff. It is important to note that the General Secretariat staff member must deal with each and every OWHC member who comes to the registration desk. In this sense, it is important to configure the registration desk so that the OWHC General Secretariat position is easy to spot and clearly identified.
- Workspace for the host city's registration staff. These people must be able to cover the 3 working languages of the OWHC: English, French and Spanish.
- High-speed Internet, ideally wired.

2.3 WORLD CONGRESS SESSIONS

The configuration of rooms dedicated to scientific sessions, the general assembly and regional meetings may vary from one congress to another. The General Secretariat will inform the host city in advance of the desired configuration and layout of the various rooms, based on the program and scientific content, so that the host city has sufficient time to reserve the appropriate rooms and equipment. The specifications that normally apply are given below, and are subject to change only on the advice of the General Secretariat.



General Assembly

A room capable of holding at least 300 people must be reserved for General Assembly sessions. The room must have a single entrance so that only OWHC members and special guests can enter. The room must be able to accommodate the following equipment and personnel:

- Tables and chairs for accredited delegations (table layout to be communicated in due course)
- Stage with microphone-equipped lectern
- Projector and remote control
- Large screen
- 2 push-button table microphones for session chair and secretary general
- A few wireless microphones for distribution around the room during speeches (quantity to be determined)
- Place marker indicating the name of the city and country of each participant (design to be discussed between the host city and the General Secretariat)
- 3 small sealed ballot boxes for secret ballots
- Free Wi-Fi access
- Simultaneous interpretation booths in the OWHC's 3 working languages (and others if official languages are added)
- Table at entrance to room for distribution of translation headsets
- Technical team for the duration of the event to meet all needs (sound, lighting, video, etc.).
- Audio recording of General Assembly sessions
- Water
- Depending on the form and content of General Assembly sessions, other elements may be added and will be mentioned to the city in due course.

Symposium (scientific sessions)

The Symposium format may vary according to the formula chosen to deliver the scientific content (e.g. one large room with round tables, several rooms in workshop format, etc.). However, planning in advance at least one option of a large room with the equipment listed below should be done. At an initial working meeting with the organizing committee, the General Secretariat should take note of all possible options for room hire, make sure it is aware of the deadline for confirming reservations for the various rooms, and inform the host city in good time.

The large hall must hold at least 400-500 people. It must be able to accommodate the following equipment and personnel:

- Tables and chairs for delegates (table layout will be communicated in due course)
- Stage with lectern, microphone and chairs (quantity to be determined)



- Projector and remote control
- Large screen
- A few wireless microphones for distribution around the room during speeches (quantity to be determined)
- Free Wi-Fi access
- Simultaneous interpretation booths in the OWHC's 3 working languages (and others if official languages are added)
- Table at room entrances for distribution of translation headsets
- Technical team responsible for all the venue's technical needs
- Cameraman for filming scientific sessions
- Water
- Depending on the form and content of the scientific sessions, other elements may be added and will be mentioned to the city in due course.

Regional Meetings

A room must be reserved for each of the Regional Secretariats active at the time of the Congress, for the duration of the meetings scheduled as part of the General Assembly (generally lasting a maximum of half a day). At least 2 of these rooms must be able to offer simultaneous interpretation (information on languages requiring interpretation will be provided in due course). In this sense, rooms dedicated to the General Assembly and Symposium that already contain interpretation booths can be reused for regional meetings. Each room must be able to offer:

- Tables and chairs (each Secretariat decides on the layout of its room, and the host city will be informed in due course)
- Screen and projector
- HDMI cable for connecting a laptop to the projector
- High-speed Internet
- Free Wi-Fi access

2.4 OPENING CEREMONY

The opening ceremony usually takes place in a cultural venue in the heart of the host city's historic center. The venue must offer:

- Simultaneous interpretation (including booths and headsets)
- Stage with lectern and microphone

The opening ceremony is the evening for keynote speeches. At the very least, the mayor of the host city and the President of the OWHC (or the Secretary General in his absence) will give speeches of up to 5 minutes



each. The host city may also invite important partners or personalities to address the delegates. The choice of speakers is subject to discussion and agreement between the host city and the General Secretariat.

2.5 CLOSING CEREMONY

The closing ceremony takes place on the last evening of the World Congress. The evening is the responsibility of the host city and is entirely organized by it. It must, however, include a short speech of thanks by the mayor of the host city. The Secretary General and the President of the OWHC may also speak. The venue must therefore offer at least a stage, lectern and microphone.

2.6 MAYORS' PRESENTATION EVENING ELECTED OFFICIALS ON THE BOARD OF DIRECTORS AND CANDIDACIES FOR THE PRESIDENCY

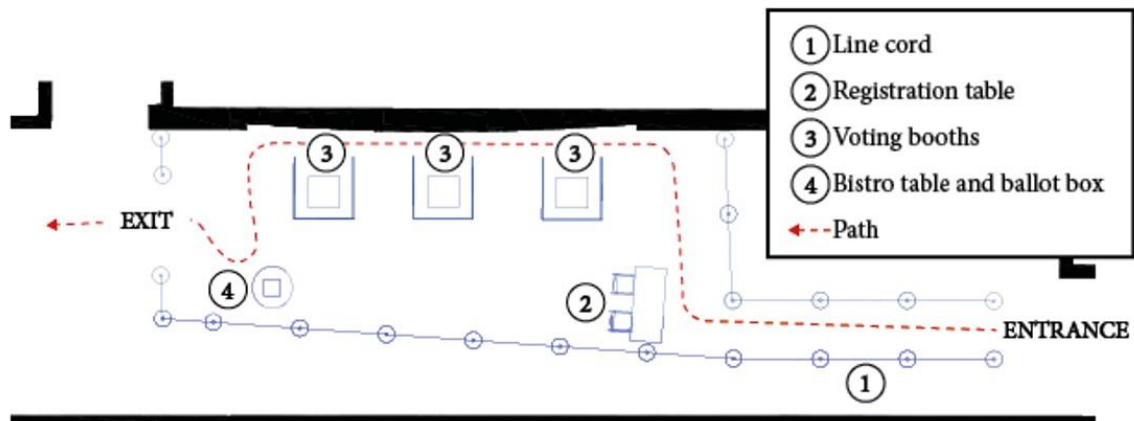
At the dinner held on the evening of the election of the Board of Directors, the elected officials are announced by the Returning Officer. In accordance with the General By-laws, the Secretary General invites the elected official mayors to declare their candidacy for the presidency of the OWHC. Before the end of the evening, the Secretary General announces the list of candidates who must present their candidacy for the Presidency at the General Assembly.

Given this procedure, and in the event that other celebrations are scheduled for that evening, it is possible that simultaneous interpretation will be required for that evening. The host city will be informed in due course.

2.7 OTHER

Polling station

A space for the voting session must be set up in the areas dedicated to the congress. It can be set up in a hall, corridor or room. The following diagram shows the configuration of the voting area and the equipment required:





General Secretariat staff are responsible for the voting registration table, and need around 3 people to assist the Secretariat in directing voters to the right place and ensuring that voting runs smoothly.

Poster exhibition

A poster exhibition area should be set up within the convention space. It can be set up in a hall, corridor or room, but should generally be clearly visible in a high-traffic area. The call for posters is organized by the General Secretariat, and the host city's role is to:

- Print posters (a file containing posters and printing instructions will be provided by the OWHC in due course before the congress)
- Provide supports for displaying posters
- Set up the exhibition in the designated space

Promotional kiosks for member cities

An exhibition area for member cities must be set up in the space dedicated to the congress. It can be set up in a hall, corridor or room, but should generally be prominently displayed in a high-traffic area. The call for promotional booths is organized jointly by the General Secretariat and the host city. The host city is responsible for :

- Provide, no later than 5 months before the start of the congress, a document specifying:
 - A diagram of the kiosk and its dimensions
 - Equipment provided free of charge (it is customary to offer the structure, table and chair free of charge to member towns in good standing).
 - A list of additional equipment available for hire: any additional equipment hired must be paid for by the member town.
 - A technical team contact person for questions and billing
- Set up empty booths before the congress and inform member cities that have reserved space when set-up can take place.

Young Professionals Forum

The Young Professionals Forum is entirely organized by the host city. Ideally, a dedicated room or office should be set aside in the congress area so that young people have easy access to the Symposium sessions, which they are obliged to attend.

Lunch

A room or space must be set aside for lunches within the conference facilities. Meals can be served at the table, but a one-and-a-half-hour break must be provided. If the meal is served as a buffet (seated or standing with a high table and stool), a one-hour break may be sufficient. The formula and time dedicated to the lunch can be decided at the time and place between the OWHC and the host city.



It is important to offer some vegetarian options, and to ensure that food allergies are taken into account. Congress registration forms normally allow delegates to indicate this information. It's also important to make sure that potential allergens are indicated at the buffet.

Coffee breaks

A coffee-break area should be set up within the conference facilities. It can be set up in a hall, corridor or room, but should generally be close to the session rooms. There should be two coffee breaks per working day: one in the morning and one in the afternoon. During these breaks, refreshments and a few snacks are served. A maximum of half an hour is allowed for coffee breaks. The formula and time allocated to coffee breaks can be agreed in due course between the OWHC and the host city.



3. OTHER TECHNICAL ASPECTS

3.1 CATEGORY AND REGISTRATION FEE

It should be noted that a guest list for the congress must be drawn up jointly by the General Secretariat and the host city before registration begins. Depending on the program and thematic of the congress, it is important to involve the target audience(s) that will meet the needs of the OWHC and the interests of the host city.

This list needs to be discussed in advance of registration, as the conditions of access to the Symposium for the public, academics and other experts must be agreed between the host city and the General Secretariat.

Regular registration

A registration fee is set for delegates' participation. This price must include:

- Admission to all sessions and simultaneous interpretation in French, English and Spanish
- Admission to evening events (including meals), cultural events and parallel activities taking place during the congress
- Coffee breaks and lunches during official congress activities
- Local transportation during the congress and any event included in the official program
- Space to promote cities and poster exhibition (for member cities only)
- Conference proceedings and certificate of attendance (on request)

It is advisable to indicate in any document containing information on the registration fee that it is fixed and cannot be adjusted according to the number of days a delegate attends the congress.

Symposium registration fees for special guests (observers)

The host city is advised to determine a special price for anyone wishing to participate as an observer in the Symposium only. This fee should include :

- Admission to all Symposium sessions and simultaneous interpretation into English, Spanish or French
- Coffee breaks and lunch during official Symposium activities

Registration fee for accompanying persons

The host city is advised to set a special price for accompanying persons, giving access to evenings and cultural events only. It is not uncommon for delegates to travel with their spouse or family. Under no circumstances can this price be applied to participants from the municipal administrations of OWHC member cities. The host city has two options for managing this type of registration:

- a. The simplest way is to indicate that the price is not adjustable according to the number of evenings attended. The price should include :



- Access to cultural evenings and events
 - Local transportation during the congress and all cultural events included in the official program
- b. A fixed price per evening can be determined, and a companion will then pay the amount corresponding to the number of evenings he or she attends. However, this approach requires greater management of evening admissions. Special tickets could be given out at the registration desk, or admission to the various evenings could be indicated on the accreditation card.

Other considerations

It is at the discretion of the host city to grant special cases if requested by a participant, but this information should not be displayed publicly, in order to discourage such requests.

It is not possible to offer a special price and tourist program for accompanying persons. However, a tourist information booth can be set up in the convention center for anyone wishing to find out about activities in the city.

3.2 REGISTRATION SYSTEM

How it works

The registration system must be developed by the host city and linked to the official congress website. The form must contain a transactional function to enable payments to be made. A member of the host city's work team must be appointed to manage registrations, working in close collaboration with a member of the General Secretariat responsible for registrations. This person should be given administrator access to facilitate registration management. Additional administrator access may be required for General Secretariat staff.

Registration form

The registration form and the fields to be filled in will be developed jointly by the host city and the General Secretariat, but must contain, as a minimum, the following information:

- Participant name
- Position/Title
- Type of participant
- Organization
- City
- E-mail
- Phone number

It is advisable to link the position/title and type of participant directly to the accreditation badge to be issued to each delegate (see section 3.7 for details).



The form can also be used to register for any other congress-related activities, such as site visits, booths, etc. It should also enable delegates to enter their arrival and departure details, as well as their hotel, to facilitate local transport arrangements.

It is advisable to ensure that all registrations must be completed by payment. This will avoid ending up with a large number of unpaid registrations, weighing down the provisional list of participants and the work of host city staff in contacting and soliciting non-payers to complete their registrations.

Once the delegate has completed his/her registration, a confirmation message must be sent by e-mail. This should contain a hyperlink to return to the registration form to complete the arrival/departure and hotel sections. The registration system can also be set up so that periodic reminders are sent to participants to complete this section. For the protection of the host city, it is advisable to indicate on the registration form that anyone failing to send this information to the host city will have to arrange their own local transport.

Payment methods

The registration system must offer at least the following 3 payment methods:

- Credit card
- Bank transfer
- Special code for the OWHC Loyalty Reward Program (see how it works below)

An invoice should be easily issued and e-mailed to the delegate, for credit card and bank transfer payment methods. Ideally, the invoice is issued automatically once registration has been completed, to allow municipalities to make payments.

OWHC Loyalty Reward Program

The General Secretariat of the OWHC offers a Loyalty Reward Program at each congress, available to member cities that request it. This is a program offering financial support that can cover congress registration. The procedure and processing of applications are managed entirely by the General Secretariat of the OWHC, in accordance with the terms detailed in a specific document. If free registration is granted, a unique and confidential promotional code is given to the delegate, who can use it as a method of payment when registering.

The registration system used must therefore be able to accommodate this type of payment. A series of special codes (all one-time use) must be created and activated as soon as they are created, then given to the General Secretariat, which will distribute them confidentially to delegates who have obtained free registration via the Loyalty Reward Program.

The payment of these registrations by the General Secretariat to the host city is to be discussed and a payment agreement reached.



3.3 CONGRESS PROGRAM

World Congresses normally comprise 3 full days of work, divided into scientific sessions, the General Assembly, and other complementary and/or parallel activities.

A preliminary program will be drawn up by the General Secretariat no later than 6 months before the congress. The Secretariat will, of course, consult the host city regarding evening events, cultural events, schedules, meals and breaks. The preliminary program should be ready to share with members at or shortly before the launch of registration.

A detailed program will be completed about 1 month before the congress, and should be shared with members and delegates who have already registered.

3.4 SIGNAGE AT THE CONVENTION CENTER

All rooms dedicated to the congress - sessions and offices - must be duly signed, either on paper or electronically. The entrance to the Congress Center, if not the main entrance, must also be clearly identified for delegates. If there are screens in the Congress areas, a general program can be displayed at all times, indicating the rooms.

3.5 HOTELS

Official hotels must be selected by the host city, and it is recommended that they include breakfast in their price (this information must be clearly indicated). The choice of hotels should offer different price ranges for all types of participants. Hotels should be advertised on the congress website and in the congress promotional document.

Preferential rates must be negotiated for delegates, and booking methods with special codes or hyperlinks must be clearly explained and e-mailed to delegates once their registrations are complete.

The local transport offered to participants as part of the registration fee must serve at least the official hotels, both for arrival and departure, and for official congress activities.

3.6 LOCAL TRANSPORT AND WELCOME DESKS

A reception desk or reception staff must be present and clearly identified at the airport. Welcome desks can also be set up at official hotels. Basic information about the congress and its progress can be provided at this point (leaflet, city map, program, etc.).

If the host city has a train and/or bus station, a welcome desk must also be set up there if delegates use these means of transport.

Local transportation is provided for all conference participants, except for those who fail to provide arrival and departure information.

On the website and in all promotional material, directions to the host city should be given, especially if the city is not served by an international airport, or if there are several ways to get to the city (train, bus). It is



advisable to e-mail this information to delegates once they have completed the arrival/departure section of the registration form.

3.7 IDENTIFICATION (ACCREDITATION BADGE)

The accreditation badge is the right of entry and access for delegates to any event or session included in the official congress program. The host city is responsible for providing people to control access, allowing entry only to those with accreditation or an official invitation from the host city.

The badge must be issued in the participant's language (which must be one of the official languages of the congress) and must contain the following information:

- Congress logo (the logo of the host city can also be shown, along with that of the OWHC)
- Participant's full name
- City and country (member city clearly visible)
- Type of participant (mayor, elected official, heritage manager, observer, press, etc.). A different color for each type of participant should be used to identify them more easily.

Special badges must also be produced for the following people:

- OWHC (General Secretariat employees)
- Host city organizing committee
- Volunteers and technical staff
- Regional coordinators
- Young professionals

A detailed list of all the types of identification card to be issued will be drawn up jointly by the host city and the General Secretariat. The host city is responsible for producing the design of the card and sharing the templates with the General Secretariat for approval.

The reverse side of the cards can include other information such as the conference program, and emergency contacts for the police, hospital and fire department.



3.8 MASTER OF CEREMONIES

A Master of Ceremonies must be selected for the duration of the Congress by the host city. His/her responsibilities include passing on practical information between sessions and breaks. The Master of Ceremonies may also be called upon to host evening and cultural events. He/she is the point of reference for all technical details and important information to be shared with delegates.

If the Master of Ceremonies also acts as moderator for other sessions, he or she must be agreed between the host city and the General Secretariat. In this case, it is advisable to include him/her in the congress preparations as early as possible, so that he/she understands the congress mechanism and its content.

3.9 OWHC TECHNICAL AND SUPPORT STAFF

Several types of staff are needed to ensure that the congress runs smoothly, both during the day and in the evening. The following are required:

- Volunteers and/or congress organization staff to direct participants to evening sessions and events, assist and answer questions from congress participants and the General Secretariat.
- A technical team (from the Convention Center and/or PCO) dedicated to the smooth technical running of the various sessions and evenings. It should be noted that a member of the General Secretariat staff will be assigned to assist the technical team to ensure the smooth running of sessions, mainly those where videos, PowerPoint or other visual aids are used.
- In the event of a congress being held in a city whose mother tongue is not that of the General Secretariat staff, a bilingual assistant must be assigned to each member of the secretariat who needs one. Information on these needs will be shared with the host city in due course.

3.10 SIMULTANEOUS INTERPRETATION

A team of conference interpreters must be hired by the host city for each official language of the congress - i.e. at least French, English and Spanish.

Interpretation requirements are as follows:

- General Assembly sessions
- Symposium sessions
- Regional meetings (2 maximum: the Symposium and General Assembly rooms can be reused for this purpose)
- Opening ceremony
- Site visits that are part of the official congress program (visits can also be divided by language)
- Board meeting prior to the start of congress working sessions (see details below)



3.11 BOARD OF DIRECTORS

A board meeting is held before the start of the congress working sessions, normally on the day of the opening ceremony. The meeting lasts around 2 hours, and the mayor of the host city is invited to say a few words of welcome to the Board members present. Simultaneous interpretation is required, with table-top microphones installed. The Board of Directors meeting can be held in the Convention Center or in any other room (town hall, historic building, etc.) chosen by the host city. Details and specific technical requirements for the meeting will be communicated in due course to the host city.

3.12 COMMUNICATIONS

Congress logo

A congress logo must be produced as soon as possible after the signing of the protocol of agreement, and must be ready for distribution approximately 6 months after the election of the host city. The logo must contain a visual element specific to the host city, the date of the event and the words "XXth World Congress of the OWHC".

The host city must also produce a complete logo kit to be shared with the General Secretariat, as well as a set of visuals to be used in promoting the congress. At a minimum, the following formats must be produced:

- Low resolution for virtual use
- High resolution for printing
- Vector format, mainly JPEG and PNG
- Color: one color option, one white option and one black option

Official congress website and e-mail

A complete website dedicated to the World Congress must be produced. It should contain the following information:

- Words of welcome from dignitaries (mayor of host city, general secretary, president)
- Host city information
- Program and venues
- Registration platform
- Practical information: hotels, visas, travel information, etc.

The host city will also have to create an official congress email to answer delegates' questions. This e-mail should be shared mainly on the website, but also in the congress promotional document.



Communication strategy and local press

The host city is responsible for establishing a communications strategy for the local promotion of the congress, and for managing its local press before, during and after the event. As for international promotion, a joint strategy can be drawn up with the General Secretariat as soon as possible.

Promotional tools

All promotional tools, especially the congress brochure, must be revised and approved by the General Secretariat. A first general version of the brochure should be proposed 1 year before the congress, in order to start promoting the congress. A second, more complete version should be proposed 6 months before the congress, when the website and registrations are launched.

Official photographer

Throughout the Congress, both during sessions and in the evenings, an official Congress photographer, hired by the host city, must follow the events of the Congress and immortalize the various activities.

There should also be time during the conference to take a group photo.

3.13 VISAS AND INVITATION LETTERS

A list of countries requiring visas for travel should be posted on the website. A letter of invitation, signed by the mayor of the host city, should be prepared in the official languages of the congress and ready for use at the time of registration, as many delegates will request such a letter.

The official conference email should be shared in the same place as the visa information, so that participants know who to write to for invitation letters.

3.14 CONGRESS KIT

A congress kit can be created by the host city. It could include, among other things

- Congress brochure
- Information on the city (tourist brochure and map)
- Pen
- Notepad
- General program
- Any other items that the host city wishes to include for Congress participants

However, in the interests of eco-responsibility, it is also strongly suggested that the host city minimize the production and distribution of materials, which often go unused. It is also recommended to use technological tools to share information such as the program, information about the city, etc.