

## **Presentations on World Coffee conference**

### **Presentations**

Representatives from three professional conference organizers (Dow Jones Conferences, DMG World Media and Agra Europe) were invited to make a presentation on the proposed ICO World Coffee Conference on Thursday 6 April 2000. A summary of the presentations is attached, together with the schedule of the presentations, and a list of the ICO Panel members, including Mr. Fernando Casij as the representative for Mr. Cárdenas, the Chairman of the Conference.

### **Discussion by the Panel**

Following some discussion, the Panel expressed a preference for the proposals put forward by Dow Jones and Agra Europe. While Dow Jones was attractive as a high profile company with excellent media and sponsorship contacts, Agra Europe offered a risk-free proposal and the opportunity to share profits after a certain level which would be welcomed by ICO Members.

The Panel requested the ICO to contact Dow Jones to ask whether they would consider operating on a similar basis to Agra Europe, and working on a partnership basis with another organization. If this option was not acceptable to them, consideration should be given to involving Dow Jones in the event in some form. If it was acceptable, then further information should be sought from both companies before making a final decision. In the case of Dow Jones, it would be useful to know who in their team would be responsible for organizing the event, and to have further information about the media coverage they could deliver. In the case of Agra Europe, it would be helpful to receive a more detailed financial proposal, giving details of the budget for speakers etc. References and information about attendance and sponsorship secured for previous conferences could be helpful in making a final decision on both companies.

A summary of the presentations would be prepared for Mr. Casij to send to Mr. Cárdenas, and the ICO would consult Mr. Casij on his return to Brussels on 11 April regarding the response from Dow Jones. The company appointed as professional conference organizer would be invited to give a presentation to the May Council.

### **Other matters**

The Panel noted that during the presentations, it had been recommended that the conference should not be held on 26 and 27 May 2001 as this was followed by a bank holiday. In addition, there was another major coffee event taking place in June 2001, which could affect companies' marketing budgets.

The Panel noted that Honduras was representing Central American Members. It noted the suggestion that representatives from other regions should be invited to attend the Task Force, and that consideration could be given to a title along the lines of 'Coffee conference /summit no. 1' to indicate the high level of the event.

HW  
7 April 2000

Company	Dow Jones Conferences	AgraEurope (Informa)	DMG World Media
Presenter	Dominic Samuelson – Director of Conferences	Michael Hobbs (MD) Eleanor Page (Sr. Conference producer)	Tony Pike (Conference consultant) Julia McAlister (Conf. Dir)
Venue	Café Royal (Up to 350) Close to ICO. Provisional booking made	Hilton Park Lane (dinner at V & A) Provisional booking made	Lords Cricket ground Shaw Park Plaza/Grosvenor House Hotel
Event costs	£167,130 (excluding speaker fees)	£155,000 (350 delegates)	£163,300 + VAT (based on 300 delegates). Includes £20k for speaker accommodation etc
Event revenue	Not specified	£170,000 + sponsorship income	£183,250 (£145,000 delegate revenue, £38,250 sponsorship/advertising (inc. commission) Estimated profit to ICO: £20,250
Sponsorship	Prefer few high quality sponsors. Up to US\$270,000 in sponsorship: 4 x full sponsors (US\$35,000 each) 4 x special events (\$20k each) 4 x exhibitor orgs -\$12.5k each	High level speakers will attract sponsorship – fairly optimistic but conference organization is unpredictable. <u>Could get up to £100,000</u> sponsorship income. Will aim for big companies e.g. banks, offering receptions etc Level of sponsorship £15-20,000 per co.	Tony Pike would secure sponsorship for coffee breaks, gala dinner etc. Revenue also generated through sale of exhibition space, advertising. 10% commission to DMG
Management fee	Two options: • Management fee £100,000, ICO keep all profits • Management fee of £50,000, and ICO keep 50% of profit	None – Agra Europe will take all risks, ICO profit share GP up to £80k – nil GP £80 – 150,000 – 15% GP over £150,000 – 25%	£32,000 Conference organizers fees and expenses - difficult to assume risk.
Delegate fees	US\$1000 full fee ICO discounted rate : US\$400 each for 2 members, \$700 for next 2 members thereafter full fee - if free ICO places, would need to revise rate. Discounts of 25% per individual from same company after first two. Could do 'joins us for a day rate'	30 Guest speakers 60 free places ICO 60 places at £250 per head (US\$400) + VAT £775 standard fee (US\$1240) + VAT	ICO 150 @ £550 + VAT 100 @ £275 + VAT Non ICO delegates: 50 @ £700 + VAT
Conference experience	2 years. Run small number high quality events, appeal to global audience. Conferences not core business. Examples: • CEO Summit on Converging Technologies • 2 <sup>nd</sup> Annual European Media & Entertainment summit	30 + commodity conferences and seminars annually, 3000 conferences overall High level, strategic and macroeconomic conferences • International Sugar and Sweeteners Conf, Moscow 2000 • Outlook for Central and Eastern Europe, May 2000, Prague	Organize 200 trade and consumer shows p.a., conferences and workshops e.g. • World Speciality Coffee Japan 1999 • 15 <sup>th</sup> International Coffee Conference London 1997

Company	Dow Jones Confereces	Agra Europe (Informa)	DMG World Media
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Direct mail (2 mailings total 15,000 through DJC and ICO lists)</li> <li>• Advertising (Wall SJ, Asian WSI, America Economia, WSJ special editions)</li> <li>• Internet – DJ conference site and icoffee (can create unique website if necessary). DJ websites 4000 hits per day</li> <li>• Documentation brochure on arrival</li> <li>• Cannot guarantee coverage but could potentially get TV coverage/, videostream conference for 2 days for web</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing team of 10</li> <li>• Advertising/promotion in Agra publications (FO Licht, Public Ledger)</li> <li>• Continually updated marketing database</li> <li>• TV – their conferences attract a range of media</li> </ul>	<ul style="list-style-type: none"> <li>• DMG part of Daily Mail group –inc.</li> <li>• Associated Newspapers</li> <li>• Advertising and promotion in Coffee &amp; Cocoa International (ongoing editorial by M. Segal)</li> <li>• Conference newsletter</li> <li>• Special conference issue of C &amp; CI</li> <li>• Web page on DMG world media site</li> <li>• Free full page colour advertising</li> <li>• Direct mail to all DMG database coffee contacts + Ico mailing list, relevant coffee trade associations</li> <li>• Registration list made available to ICO afterwards</li> </ul>
<b>Conference programme</b>	<ul style="list-style-type: none"> <li>• Not responsible for writing programme/inviting – once agreed in writing will do all follow up</li> <li>• Suggest 2 lunches, 1 reception, 1 dinner</li> <li>• DJ does not pay its speakers - gifts</li> </ul>	2 lunches, 1 cocktail, 1 banquet Unusual to have an event on a Saturday	1 drinks reception, 1 dinner, 2 lunches
<b>Partnership</b>	DJ to be asked about this	Open to suggestion of working with another partner	Would consider working with another partner
<b>Advantages</b>	<ul style="list-style-type: none"> <li>• Detailed financial presentation (worst case scenario)</li> <li>• High profile company</li> <li>• Good media coverage (Internet, TV)</li> <li>• Sponsorship (attract major sponsors)</li> <li>• Global audience</li> <li>• Links with ICO (icoffee)</li> <li>• Record of high level speakers</li> <li>• Good programme structure</li> <li>• DJ attract high level speakers</li> </ul>	<ul style="list-style-type: none"> <li>• 60 free delegates</li> <li>• Will assume risk</li> <li>• Flexible/open to suggestions</li> <li>• Experience of coffee</li> <li>• MD made presentation, team effort</li> <li>• Experience in conferences</li> <li>• FO Licht link</li> <li>• Have secured sponsors (EDF Man)</li> <li>• Experience in working with ISO and other commodities, rec. by Dr Baron</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in coffee events</li> <li>• Have worked with organizations such as SCAJ, SCAA, SCAE</li> <li>• Professional conference department</li> <li>• Suggest risk management strategies</li> <li>• Detailed proposal and costings</li> <li>• Can advise on name of conference</li> <li>• Media coverage (Daily Mail etc)</li> </ul>
<b>Disadvantages</b>	<ul style="list-style-type: none"> <li>• Higher risk for ICO</li> <li>• No free delegates</li> <li>• Young conference dept. (2 years)</li> <li>• Less flexible</li> <li>• May not be able to guarantee TV coverage</li> <li>• Not clear who would handle event</li> <li>• Confusing financial information</li> </ul>	<ul style="list-style-type: none"> <li>• No detailed financial breakdown</li> <li>• May attract smaller sponsors than DJ</li> <li>• No major media companies in Group</li> </ul>	<ul style="list-style-type: none"> <li>• No free delegates (can include but will raise costs)</li> <li>• Higher risk for ICO</li> <li>• No bookings made</li> <li>• Presentation did not reflect high level of nature of proposed conference</li> </ul>

**Presentations on World Coffee Conference by professional conference organizers**

**Thursday 6 April 2000**

**Committee Room of the International Coffee Organization**

- |               |  |
|---------------|--|
| 10.00 – 11.00 | Presentation followed by questions and answers<br>Dominic Samuelson, Director of Conferences<br>Dow Jones Conferences        |
| 11.00 – 11.45 | Discussion by panel  |
| 11.45 – 12.45 | Presentation followed by questions and answers<br>Tony Pike, Publishing Director<br>DMG Worldwide Media                      |
| 12.45 – 13.15 | Discussion by panel  |
| 13.15 – 14.30 | Lunch  |
| 15.00 - 16.00 | Presentation followed by questions and answers<br>Michael Hobbs, Managing Director<br>AgraEurope (London) Ltd. (IBC/Informa) |
| 16.00 – 16.30 | Discussion by panel  |

**ICO panel**

- |                        |   |
|------------------------|---|
| Mr. Fernando Casij     | Director for Europe, National Federation of Coffee Growers of Colombia (representing Mr. Cardenas and Dr. Pizano) |
| Mr. Ivan Romero Nasser | Permanent Representative of Honduras to the International Coffee Organization                                     |
| Celsius A. Lodder      | Executive Director  |
| Pablo Dubois           | Head of Operations  |
| Alastair Tainsh        | Head of Finance and Administration  |

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- 10.00 – 11.00      Presentation followed by questions and answers  
Dominic Samuelson, Director of Conferences  
Dow Jones Conferences
- 11.00 – 11.45      Discussion by panel (DMG will arrive at around 11.15 to set up for their  
computer presentation)
- 11.45 – 12.45      Presentation followed by questions and answers  
Tony Pike, Publishing Director  
DMG Worldwide Media
- 12.45 – 13.15      Discussion by panel
- 13.15 – 14.30      Lunch
- 15.00 - 16.00      Presentation followed by questions and answers  
Michael Hobbs, Managing Director  
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| Mr. Fernando Casij | Director for Europe, National Federation of Coffee Growers of<br>Colombia (representing Mr. Cardenas and Dr. Pizano) |
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| Michael Heath      | Manager – Promotion Projects   |

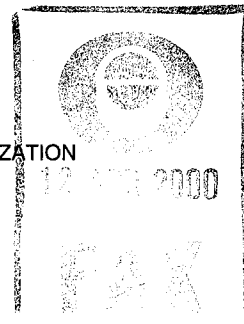


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www.iCoffee.com

*Please address all communications to the Executive Director*

12 April 2000

Mr. Dominic Samuelson  
Director of Conferences  
Dow Jones Conferences  
90 Long Acre  
London WC2E 9PR

Fax: 0171 842 9681

Dear Mr. Samuelson,

### **World Coffee Conference**

I am writing on behalf of the Chairman of the World Coffee Conference, Mr. Jorge Cárdenas, to thank you again for your presentation to the ICO panel on Thursday 6 April 2000, and your subsequent email.

We much appreciated the thorough research and time and effort involved in preparing this proposal, including the very detailed and informative costings.

Although on this occasion the Panel has decided to recommend the appointment of another company to organize the event, we would like to stress that we recognize the expertise of Dow Jones in the conference sector and very much hope to have the opportunity to work with you on another event in the future, as well as maintaining our close working relationship in other areas.

Yours sincerely,

C.P.R. Dubois  
Head of Operations

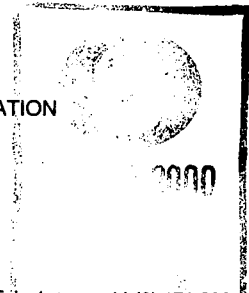


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12 April 2000

Mr. Michael Hobbs  
Managing Director  
Agra Europe (London) Ltd  
80 Calverley Road  
Tunbridge Wells  
Kent  
TN1 2UN

Fax: 01892 533813 544995

Dear Mr. Hobbs,

### **World Coffee Conference**

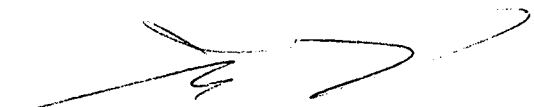
I am writing on behalf of the Chairman of the World Coffee Conference, Mr. Jorge Cárdenas, to thank you and Eleanor Page for Agra Europe's presentation to the ICO panel on Thursday 6 April 2000.

The Panel was very impressed both by the proposal submitted by Agra Europe, and by your presentation, and would like to express their appreciation for the thorough research, and time and efforts involved in preparing this proposal. In these circumstances the Panel is recommending to the Chairman of the Conference, Dr. Jorge Cárdenas, that we should choose Agra Europe as our partners in the venture on the terms you have outlined. This recommendation will of course require Dr. Cárdenas's approval, which we would hope to receive well before the end of April.

In the meantime it would be helpful to receive a more detailed breakdown for the financial proposal for both estimated revenue and costings such as the budget for the venue, speakers etc.

Secondly, it would be helpful if you could provide some details of the amounts of sponsorship you have secured in your last 3-4 conferences, together with levels of attendance, to give us a clearer idea of what might be achieved with our own event.

Yours sincerely,

  
C.P.R. Dubois  
Head of Operations

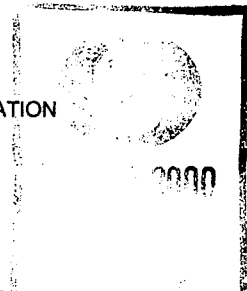


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Managing Director  
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Fax: 01892 533813 546997

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Yours sincerely,

C.P.R. Dubois  
Head of Operations



## **Meeting held at the ICO on 20 March 2000 to discuss World Coffee Conference**

Present: Agra Europe: Michael Hobbs

ICO: Celsius Lodder, Pablo Dubois, Michael Heath Helen Wright

### **Background to the conference:**

CAL explained this would be a high profile two day event held in May 2001 in London and would attract high level speakers and participants such as the Brazilian president and the CEO of the World Bank. It should be self-financing and would be organized by a professional conference organizer operating on the basis of a flat fee or a percentage of the profits. The Chairman of the Conference, Mr. Cardenas and Mr. Diego Pizano would decide on who should be appointed to run the event. A number of complimentary tickets for ICO Members would be needed (around 120 – 2 per country), and around 220 fee paying delegates were anticipated. An external venue (possibly a hotel) would be needed as the anticipated audience was 300-350.

ICO would be responsible for the programme and speakers (although open to suggestions on this) while administration matters such as marketing and promotional literature would be the responsibility of the conference organizer. Sponsorship possibilities could include breakfasts or events with key figures in the coffee world, and the ICO could assist with introductions to senior people in the industry.

### **Agra Europe - comments**

MH said that IBC was now quoted as Informa on the London stockmarket (although it was still known as IBC in Brazil and Asia) and expressed interest in being involved in the event. His division had previously run a sugar conference in Brazil two years ago, and in Moscow this year.

The venue could cause problems as many venues were booked up well in advance. One possibility might be Grosvenor House, or the Langham Hilton. An event involving a Saturday might not appeal to business people, although this might make the option of finding an external venue easier as many events were held mid week. If more than one venue was used, this might mean increased expenditure, difficulties with providing interpretation and delegates not turning up to the other venue. If speakers were high level, it could be difficult to obtain advance copies of their presentations (the suggestion was made that copies should be distributed at the end rather than the beginning, to ensure delegates attended all sessions).

### **Next steps:**

- A presentation (around 1 hour for each presenter) to be arranged at the beginning of April.
- MH to indicate whether his company would participate on a flat fee or percentage basis at the presentation.

## Meeting held at the ICO on 9 February 2000 to discuss World Coffee Conference

Present: Dow Jones: Dominic Samuelson (Director of Conferences, Dow Jones Conferences)  
ICO: Pablo Dubois, Helen Wright

### Background to the conference:

CPRD explained this would be a high profile event held either in May 2001 or September 2001 (when a new Agreement might be in place) attracting around 300-350 key decision makers from government and the private sector. It would be organized by a professional conference organizer and the Chairman of the Conference, Mr. Cardenas and Mr. Diego Pizano would decide on who should be appointed to run the event. The conference should be self-financing and no seed money was available. A number of complimentary or discounted tickets for ICO Members would be needed.

### Dow Jones - background

DS said that there were five core businesses in Dow Jones, and as an independent service, the Dow Jones conference division could be supported by one of these businesses if there was a rationale and synergy for the event. They had run eight such events, two of which had been supported by Dow Jones, three by the Wall Street Journal. DS had discussed this proposal with Tom Waite (iCoffee) and Dow Jones Newswires was interested in underwriting the event in principle, although final approval would need to be obtained. The Wall Street Journal could also be involved generating useful publicity.

### Comments

DS said that they could work to either May or September 2001, as there would be a year's lead time for planning and booking speakers. An external venue would be needed if there were to be 350 delegates. As dinners were expensive, one option might be to start the programme at lunch time on Thursday and end at lunch time on Saturday, to avoid the need for a final dinner, as delegates might wish to return home or enjoy London nightlife that evening. There could be a cocktail on the Thursday, followed by a dinner (or stand up buffet) on Friday. If the President of Brazil was involved, there could be significant press interest and a press opportunity should be allowed for. An alternative, to reduce costs, might be to use an outside venue on one day, and the ICO on the second day. The fifth floor of the QEII could provide a possible venue for the first day, when high level speakers might attract a particularly big attendance, and other breakout sessions could take place the following day at the ICO. On sponsorship, his initial thinking would be to give 3 - 4 companies premium branding, and to invite sponsorship for the dinners, which would be costly.

### Next steps:

- Dow Jones to submit a written presentation and give views on the proposed programme, and to make a formal presentation to Diego Pizano on 4 or 5 April
- CPRD to give details of the date of the presentation (around 20 minutes for presentation, followed by 30 minutes for questions and answers)

HW  
9.2.00

## **Meeting held at the ICO on 8 February 2000 to discuss World Coffee Conference**

Present: DMG World Wide Media: Tony Pike (Michael Segal (Editor, Coffee & Cocoa Intl)  
ICO: Celsius Lodder, Pablo Dubois, Helen Wright

### **Background to the conference:**

CPRD and CAL explained this would be a high profile event held either in May 2001 or September 2001 (when a new Agreement might be in place) attracting around 300-350 key decision makers from government and the private sector. It would be organized by a professional conference organizer operating on the basis of a flat fee or a percentage of the profits, and the Chairman of the Conference, Mr. Cardenas and Mr. Diego Pizano would decide on who should be appointed to run the event. The conference should be self-financing and no seed money was available. A number of complimentary tickets for ICO Members would be needed. If held at ICO headquarters, ICO staff and other resources could be used.

### **DMG's experience**

TP said that DMG World Media formed part of the Daily Mail Group and had offices worldwide, including in Canada, USA, Brazil, Dubai, Sydney and New Zealand. It had over 28 years of experience in the coffee industry and had run over 150 events and high level conferences around the world, including an event in London three years ago which attracted 500 delegates. Julia McAlister is the Director of DMG's conference department, based in Redhill. She would attend the next meeting at the ICO and could provide costings. DMG had a very good marketing department, and Coffee and Cocoa International could promote the conference and generate free publicity in the media.

### **Comments on the proposals**

DMG expressed interest in being involved in the event. They noted it might not be possible to get speakers of choice because of prior commitments. An outside venue would increase costs considerably as would interpreters and interpretation equipment. A possible venue might be the MCC, and the Guildhall for a social event. Social events should be high quality and could cost £100 per head, although this could be offset by sponsorship. Income could also be generated by allowing banks/financial institutions to have display stands. Hotel accommodation would be expensive, and May could be a better month for negotiating rates with hotels.

DMG were of the view that the proposed registration fee of US\$500 was low and were confident that higher than projected levels of sponsorship could be raised, including sponsorship for social events. They would be willing to take a percentage of the profits, although this would need to be confirmed with their financial director. TP and MS would attend a conference in Guaruja from 15 - 18 May but would be available before this to give a formal presentation at the end of March/beginning of April, as early as possible so that planning and organizing the conference could commence.

### **Next steps:**

- CAL to invite Diego Pizano to the ICO on 4 or 5 April, to hear presentations by DMC and other conference organizers.
- DMG to comment on the outline programme and proposed speakers for the conference.



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*Please address all communications to the Executive Director*

Mr. Anthony Pike  
Publishing Director  
DMG Worldwide Media  
Queensway House  
2 Queensway, Redhill  
Surrey RH1 1QS

31 March 2000

Fax: (0737) 761989/760564

Dear Tony,

Further to our meeting on 8 February 2000 I am writing to confirm the details of a meeting next week to present your proposals for organizing the World Coffee conference in May 2001.

Your presentation is scheduled to take place from 11.45 – 12.45 on Thursday 6 April in the Committee Room of the International Coffee Organization, with 20-30 minutes for your presentation, followed by 20 – 30 minutes for questions and discussion by the ICO panel. A projector for computer presentations (please note that you will need to bring your own laptop) and OHP will be available should you require these.

It would be helpful to receive a copy of your proposal in writing, and we would welcome your views on:

- Whether you would operate on the basis of a flat fee or a percentage of the profits
- Comments on the proposed programme, possible venues and suggestions for speakers
- How the conference would be financed

The panel will consist of the following ICO Members and staff:

Mr. Fernando Casij	Director for Europe, National Federation of Coffee Growers of Colombia (representing Mr. Cardenas and Dr. Pizano)
Celsius A. Lodder	Executive Director
Pablo Dubois	Head of Operations
Alastair Tainsh	Head of Finance and Administration
Michael Heath	Manager – Promotion Projects

We look forward to seeing you next week.

Yours sincerely,

*Pablo Dubois*

C.P.R. Dubois  
for Executive Director



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*Please address all communications to the Executive Director*

Mr. Dominic Samuelson  
Director of Conferences  
Dow Jones Conferences  
90 Long Acre  
London WC2E 9PR

31 March 2000

Fax: (0171) 842 9681

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Celsius A. Lodder	Executive Director
Pablo Dubois	Head of Operations
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Michael Heath	Manager – Promotion Projects

We look forward to seeing you next week.

Yours sincerely,

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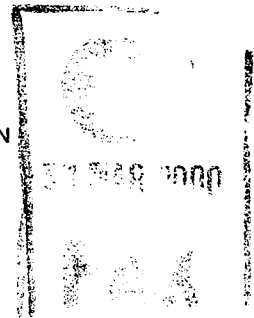


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Mr. Michael Hobbs  
Managing Director  
Agra Europe (London) Ltd.  
25 Frant Road  
Tunbridge Wells  
Kent TN2 5JT

31 March 2000

Fax: (01892) 544 895

Dear Mr. Hobbs,

Further to our meeting on 20 March 2000 I am writing to confirm the details of a meeting next week to present your proposals for organizing the World Coffee conference in May 2001.

Your presentation is scheduled to take place from 15.00 – 16.00 on Thursday 6 April in the Committee Room of the International Coffee Organization, with 20-30 minutes for your presentation, followed by 20 – 30 minutes for questions and discussion by the ICO panel. A projector for computer presentations (please note that you will need to bring your own laptop) and OHP will be available should you require these.

It would be helpful to receive a copy of your proposal in writing, and we would welcome your views on:

- Whether you would operate on the basis of a flat fee or a percentage of the profits
- Comments on the proposed programme, possible venues and suggestions for speakers
- How the conference would be financed

The panel will consist of the following ICO Members and staff:

Mr. Fernando Casij	Director for Europe, National Federation of Coffee Growers of Colombia (representing Mr. Cardenas and Dr. Pizano)
Celsius A. Lodder	Executive Director
Pablo Dubois	Head of Operations
Alastair Tainsh	Head of Finance and Administration
Michael Heath	Manager – Promotion Projects

We look forward to seeing you next week.

Yours sincerely,

C.P.R. Dubois  
for Executive Director

## **Meeting held at the ICO on 20 March 2000 to discuss World Coffee Conference**

Present: Agra Europe: Michael Hobbs

ICO: Celsius Lodder, Pablo Dubois, Michael Heath Helen Wright

### **Background to the conference:**

CAL explained this would be a high profile two day event held in May 2001 in London and would attract high level speakers and participants such as the Brazilian president and the CEO of the World Bank. It should be self-financing and would be organized by a professional conference organizer operating on the basis of a flat fee or a percentage of the profits. The Chairman of the Conference, Mr. Cardenas and Mr. Diego Pizano would decide on who should be appointed to run the event. A number of complimentary tickets for ICO Members would be needed (around 120 – 2 per country), and around 220 fee paying delegates were anticipated. An external venue (possibly a hotel) would be needed as the anticipated audience was 300-350.

ICO would be responsible for the programme and speakers (although open to suggestions on this) while administration matters such as marketing and promotional literature would be the responsibility of the conference organizer. Sponsorship possibilities could include breakfasts or events with key figures in the coffee world, and the ICO could assist with introductions to senior people in the industry.

### **Agra Europe - comments**

MH said that IBC was now quoted as Informa on the London stockmarket (although it was still known as IBC in Brazil and Asia) and expressed interest in being involved in the event. His division had previously run a sugar conference in Brazil two years ago, and in Moscow this year.

The venue could cause problems as many venues were booked up well in advance. One possibility might be Grosvenor House, or the Langham Hilton. An event involving a Saturday might not appeal to business people, although this might make the option of finding an external venue easier as many events were held mid week. If more than one venue was used, this might mean increased expenditure, difficulties with providing interpretation and delegates not turning up to the other venue. If speakers were high level, it could be difficult to obtain advance copies of their presentations (the suggestion was made that copies should be distributed at the end rather than the beginning, to ensure delegates attended all sessions).

### **Next steps:**

- A presentation (around 1 hour for each presenter) to be arranged at the beginning of April.
- MH to indicate whether his company would participate on a flat fee or percentage basis at the presentation.

## Meeting held at the ICO on 9 February 2000 to discuss World Coffee Conference

Present: Dow Jones: Dominic Samuelson (Director of Conferences, Dow Jones Conferences)  
ICO: Pablo Dubois, Helen Wright

### Background to the conference:

CPRD explained this would be a high profile event held either in May 2001 or September 2001 (when a new Agreement might be in place) attracting around 300-350 key decision makers from government and the private sector. It would be organized by a professional conference organizer and the Chairman of the Conference, Mr. Cardenas and Mr. Diego Pizano would decide on who should be appointed to run the event. The conference should be self-financing and no seed money was available. A number of complimentary or discounted tickets for ICO Members would be needed.

### Dow Jones - background

DS said that there were five core businesses in Dow Jones, and as an independent service, the Dow Jones conference division could be supported by one of these businesses if there was a rationale and synergy for the event. They had run eight such events, two of which had been supported by Dow Jones, three by the Wall Street Journal. DS had discussed this proposal with Tom Waite (iCoffee) and Dow Jones Newswires was interested in underwriting the event in principle, although final approval would need to be obtained. The Wall Street Journal could also be involved generating useful publicity.

### Comments

DS said that they could work to either May or September 2001, as there would be a year's lead time for planning and booking speakers. An external venue would be needed if there were to be 350 delegates. As dinners were expensive, one option might be to start the programme at lunch time on Thursday and end at lunch time on Saturday, to avoid the need for a final dinner, as delegates might wish to return home or enjoy London nightlife that evening. There could be a cocktail on the Thursday, followed by a dinner (or stand up buffet) on Friday. If the President of Brazil was involved, there could be significant press interest and a press opportunity should be allowed for. An alternative, to reduce costs, might be to use an outside venue on one day, and the ICO on the second day. The fifth floor of the QEII could provide a possible venue for the first day, when high level speakers might attract a particularly big attendance, and other breakout sessions could take place the following day at the ICO. On sponsorship, his initial thinking would be to give 3 - 4 companies premium branding, and to invite sponsorship for the dinners, which would be costly.

### Next steps:

- Dow Jones to submit a written presentation and give views on the proposed programme, and to make a formal presentation to Diego Pizano on 4 or 5 April
- CPRD to give details of the date of the presentation (around 20 minutes for presentation, followed by 30 minutes for questions and answers)

HW  
9.2.00



## **Meeting held at the ICO on 8 February 2000 to discuss World Coffee Conference**

Present: DMG World Wide Media: Tony Pike (Michael Segal (Editor, Coffee & Cocoa Intl)  
ICO: Celsius Lodder, Pablo Dubois, Helen Wright

### **Background to the conference:**

CPRD and CAL explained this would be a high profile event held either in May 2001 or September 2001 (when a new Agreement might be in place) attracting around 300-350 key decision makers from government and the private sector. It would be organized by a professional conference organizer operating on the basis of a flat fee or a percentage of the profits, and the Chairman of the Conference, Mr. Cardenas and Mr. Diego Pizano would decide on who should be appointed to run the event. The conference should be self-financing and no seed money was available. A number of complimentary tickets for ICO Members would be needed. If held at ICO headquarters, ICO staff and other resources could be used.

### **DMG's experience**

TP said that DMG World Media formed part of the Daily Mail Group and had offices worldwide, including in Canada, USA, Brazil, Dubai, Sydney and New Zealand. It had over 28 years of experience in the coffee industry and had run over 150 events and high level conferences around the world, including an event in London three years ago which attracted 500 delegates. Julia McAlister is the Director of DMG's conference department, based in Redhill. She would attend the next meeting at the ICO and could provide costings. DMG had a very good marketing department, and Coffee and Cocoa International could promote the conference and generate free publicity in the media.

### **Comments on the proposals**

DMG expressed interest in being involved in the event. They noted it might not be possible to get speakers of choice because of prior commitments. An outside venue would increase costs considerably as would interpreters and interpretation equipment. A possible venue might be the MCC, and the Guildhall for a social event. Social events should be high quality and could cost £100 per head, although this could be offset by sponsorship. Income could also be generated by allowing banks/financial institutions to have display stands. Hotel accommodation would be expensive, and May could be a better month for negotiating rates with hotels.

DMG were of the view that the proposed registration fee of US\$500 was low and were confident that higher than projected levels of sponsorship could be raised, including sponsorship for social events. They would be willing to take a percentage of the profits, although this would need to be confirmed with their financial director. TP and MS would attend a conference in Guaruja from 15 - 18 May but would be available before this to give a formal presentation at the end of March/beginning of April, as early as possible so that planning and organizing the conference could commence.

### **Next steps:**

- CAL to invite Diego Pizano to the ICO on 4 or 5 April, to hear presentations by DMC and other conference organizers.
- DMG to comment on the outline programme and proposed speakers for the conference.

**Presentations on World Coffee Conference by professional conference organizers**

**Thursday 6 April 2000**

**Committee Room of the International Coffee Organization**

- |               |  |
|---------------|--|
| 10.00 – 11.00 | Presentation followed by questions and answers<br>Dominic Samuelson, Director of Conferences<br>Dow Jones Conferences        |
| 11.00 – 11.45 | Discussion by panel (DMG will arrive at around 11.15 to set up for their computer presentation)                              |
| 11.45 – 12.45 | Presentation followed by questions and answers<br>Tony Pike, Publishing Director<br>DMG Worldwide Media                      |
| 12.45 – 13.15 | Discussion by panel  |
| 13.15 – 14.30 | Lunch  |
| 15.00 - 16.00 | Presentation followed by questions and answers<br>Michael Hobbs, Managing Director<br>AgraEurope (London) Ltd. (IBC/Informa) |
| 16.00 – 16.30 | Discussion by panel  |

**ICO panel**

- |                    |   |
|--------------------|---|
| Mr. Fernando Casij | Director for Europe, National Federation of Coffee Growers of Colombia (representing Mr. Cardenas and Dr. Pizano) |
| Celsius A. Lodder  | Executive Director  |
| Pablo Dubois       | Head of Operations  |
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