



Organización Internacional del Café
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Organisation Internationale du Café

29 January 2002
English only

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World Coffee Conference

**First ICO World Coffee Conference –
Organizational and financial aspects**

Background

The ICO has prepared the following information as background to the organizational and financial aspects of the first ICO World Coffee Conference, which took place in London from 17 to 19 May 2001.

Annex 1 – Organization: sequence of actions

Annex 2 – Financial aspects

1999	ACTIONS
July	<ul style="list-style-type: none"> ➤ Resolution 385 establishing a World Coffee Conference approved by Council at 78th Session ➤ CABI put forward suggestions for joint ICO-CABI publication
September	<ul style="list-style-type: none"> ➤ 79th Council Session and 240th meeting of Executive Board ➤ Dr. Jorge Cárdenas of Colombia elected as Chairman of the 1st World Coffee Conference ➤ Preliminary date of May 2001 proposed
2000	
January	<ul style="list-style-type: none"> ➤ 241st Executive Board meeting – Board considers communication from Chairman (WP-Board No. 875/00 and Addendum) and supports his proposals, giving him a broad remit to develop Conference along these lines, and to establish a task force and proceed as he considered best. ➤ Chairman proceeds to further develop outline programme for Conference
February	<ul style="list-style-type: none"> ➤ ICO holds preliminary meetings with representatives of professional conference organizers to brief them on conference (Dow Jones Conference Division, Agra Europe and DMG Worldwide media)
March	<ul style="list-style-type: none"> ➤ Conference organizers invited to make presentations to panel in April 2000
April	<ul style="list-style-type: none"> ➤ Presentations and written submissions by three conference organizers considered by panel (comprising representatives of Chairman, Central America and ICO) on 6 April at ICO ➤ Panel recommends appointment of Agra Europe to the Chairman (no financial risk to ICO and share in profits)
May	<ul style="list-style-type: none"> ➤ Representative of Agra Europe invited to attend ICO press briefing prior to Council ➤ Report to Board by Chairman of Conference and presentation by Agra Europe ➤ Dates of conference announced to the Board ➤ Planning meeting with Agra Europe and Chairman during Board and Council meetings
June	<ul style="list-style-type: none"> ➤ Contract with Agra Europe finalised and signed ➤ Press release sent out by Agra announcing Conference ➤ Conference letterhead prepared by Agra and approved by Chairman ➤ Draft programme received from Chairman and printed on conference letterhead by Agra ➤ Meeting with Agra Europe and ICO to discuss programme and other matters ➤ Agra requested to provide a monthly progress report on Conference arrangements ➤ ICO send list of press mail and e-mail contacts to Agra Europe ➤ Chairman sends out letters of invitation to speakers
July	<ul style="list-style-type: none"> ➤ Advert in Public Ledger and other publications prepared by Agra ➤ Sponsorship brochure and letter prepared by Agra Europe ➤ Meeting with Agra Europe and ICO to discuss communications, speaker costs, sponsors, invitations/ additional potential sponsors ➤ Chairman receives confirmations from speakers
August	<ul style="list-style-type: none"> ➤ Agra Europe provide copy of marketing plan ➤ ICO sends invitations to selected speakers on behalf of Chairman ➤ Website established by Agra Europe with link to ICO Website
September	<ul style="list-style-type: none"> ➤ Agra send out a press release giving details of speakers ➤ Meeting with Agra Europe and ICO to discuss Conference arrangements ➤ Chairman reports to Board on progress on organization of Conference ➤ ICO press briefing includes report on Conference
October	<ul style="list-style-type: none"> ➤ Final deadline for signature of contract with London Hilton Hotel and Agra ➤ Agra send draft Conference brochure to Chairman and ICO for comment ➤ Meeting with Agra Europe and ICO
November - December	<ul style="list-style-type: none"> ➤ Final draft of Early Bird brochure printed (giving details of regular and early bird fees (£895 and £795 respectively)) ➤ ED-1766 sent out to Members (with early bird programme and information about registration – one free place per Member country and up to 50 reduced rate places available) ➤ Meeting with Agra Europe to discuss speakers, costs, arrangements ➤ Executive Director undertakes contacts mission (Switzerland, Slovak Republic etc)

2001	
January	<ul style="list-style-type: none"> ➤ Chairman and Agra Europe report to the Board on progress ➤ Meeting with Agra Europe and ICO (speakers, registration, format etc) ➤ CABI submit formal proposal for joint publications which is agreed ➤ Agra send ICO copies of all registrations received from ICO delegates
February	<ul style="list-style-type: none"> ➤ Final brochure with more detailed timetable printed by Agra ➤ ED-1772/01 sent to Members with reminder about deadline for registrations ➤ ICO send fax to designated contacts of countries which have not yet registered for free place ➤ Meeting with Agra Europe and ICO to discuss arrangements ➤ Copies of registration forms sent to designated person, to inform them of who has registered for free/reduced place for their country ➤ ICO recruits interpreters on behalf of Agra Europe
March - April	<ul style="list-style-type: none"> ➤ Meeting with Agra Europe and ICO to finalise gifts for speakers (engraved pens), format of badges, evaluation forms, cost of partner package for conference (£100) ➤ Welcome letter prepared for Conference packs ➤ Agra writes on behalf of the Chairman to Session Chairmen to arrange a briefing session ➤ Chairman writes to panellists to brief them on requirements ➤ Designs for Conference binders, banners etc. approved
May	<ul style="list-style-type: none"> ➤ Press release on Conference (PR-227/01) ➤ ICO press briefing (10 May) ➤ Deadline of mid-May for Agra to receive materials etc for display at Conference (corporate materials, documents from NGOs, CABI publication etc) ➤ Briefing session for Session Chairmen on 17 May ➤ Conference: 17 – 19 May ➤ Positive communication press briefing (18 May) ➤ 83rd Session of the Council – Chairman reports to Board and Council on the Conference ➤ Council approves Resolution No. 400 ➤ Issues raised by Conference to be incorporated into ICO Outline Plan of Action 2001-06
June	<ul style="list-style-type: none"> ➤ Meeting with Agra to discuss results (evaluations, attendance, finance, proceedings) ➤ Letters of thanks sent to speakers
July- August	<ul style="list-style-type: none"> ➤ EB-3784/01 containing ideas for future action arising from the Conference, some of which are incorporated in the Outline Plan of Action, sent to Members ➤ Copies of missing presentations obtained from speakers ➤ Translations of proceedings into Spanish ➤ Consultant prepares report of Conference
September	<ul style="list-style-type: none"> ➤ 84th Session of Council – Representatives of Colombia and Agra Europe report to the Council on the Conference ➤ Report of Conference circulated (ICC-84-4)
November	<ul style="list-style-type: none"> ➤ Information on organizational and financial aspects prepared
December	<ul style="list-style-type: none"> ➤ Federacafe publish special issue of Ensayos de Economía Cafetera dedicated to Conference
2002	
January	<ul style="list-style-type: none"> ➤ Final report of Conference proceedings, with foreword by Chairman, presented to Board and Council

Financial aspects

The figures for Delegate income and costs were provided by Agra Europe.

Delegate income:

Early bird	100	75500	Spex income ¹ :	130500
Sponsor	23	15588	Spex costs	11314
Regular	120	107400		
ICO	40	10800	Net Spex income	119186
* Total	283	213288	Delegate Net	45931
Net		210089		

Balance 165117

Delegate costs:

Hotel	116170	ICO PS		
Marketing	13000	£80-£150	15%	10500
Speakers	19115	£150k +	25%	3779.27
Interpreters	5274	PS Total		14279.27
Int. Eq	3826			
AV	3145	ICO costs		
Stage	1330	Translation		5400
Hostess etc.	1352	Consultant's summary		3000
Couriers	150	CABI publication		3483
Gifts	796	Printing and distribution		2396.27
		of summary		
Total	164158	Total		14279.27
Balance	45931			

Around US\$100,000 was provided by Colombia, covering costs such as speakers (around US\$70,000), and communications such as fax, DHL and telephone, and printing in Spanish (around US\$10,000). The Chairman of the Conference and his advisor also dedicated considerable time over a period of 18 months to developing the conference including fund-raising (securing sponsorship from the Neumann Group, Fococafé and Banco Aleman-Platina, and others). Federacafe offices in New York, Tokyo and Brussels also gave substantial cooperation in these matters.

* plus 70 free places for ICO

¹ Exhibitors and sponsors

