

**WORLD COFFEE CONFERENCE  
GUATEMALA 2010**

**Outline schedule of preparations**

<b>2008</b>	<b>CONFERENCE</b>
October - December	<ul style="list-style-type: none"> <li>• Decision on Presidency and organizing committee</li> <li>• Preliminary planning for Conference (themes and structure)</li> <li>• Document setting out requirements for the Council and other ICO meetings sent to Guatemala, together with background information on 1st and 2nd Conferences</li> <li>• Financial matters</li> <li>• Conference logo, letterhead etc. discussed</li> </ul>
<b>2009</b>	
January - March	<ul style="list-style-type: none"> <li>• WCC task force meetings / consultations</li> <li>• Outline programme finalized</li> <li>• Decision on speakers</li> <li>• Electronic signature of Chairman obtained if required</li> <li>• The Chairman of the Conference and Executive Director send letters of invitation to speakers (tbc)</li> <li>• Letters of invitation sent to Heads of State/ Ministers (Guatemala)</li> <li>• Meeting rooms and accommodation arrangements confirmed by Guatemala (rooms block-booked in advance)</li> <li>• Marketing and publicity plans prepared by conference organizers (Guatemala)</li> <li>• Sponsorship strategy, brochure and letter / adverts prepared by Conference organizers (Guatemala)</li> <li>• Report to March Council</li> <li>• President of Conference nominated</li> </ul>
April – June	<ul style="list-style-type: none"> <li>• Further letters of invitation sent out as required by ICO/ Guatemala</li> <li>• Task force on WCC – planning meetings</li> <li>• Preparation of background thematic document if required (ICO)</li> <li>• Target and secure sponsorship as appropriate (Guatemala)</li> </ul>
July - September	<ul style="list-style-type: none"> <li>• Task force meetings as required</li> <li>• Preliminary WCC programme circulated to Members</li> <li>• The Chairman of the Conference and Executive Director send further letters of invitation to speakers as required</li> <li>• Guatemalan conference organizers prepare monthly progress reports (including communications, speaker costs, sponsors, invitations, registration, other practical arrangements)</li> <li>• Target and secure sponsorship as appropriate (Guatemala)</li> <li>• Chairman’s Report to Council</li> <li>• Provisional programme and social events scheduled (Guatemala)</li> <li>• Conference website established by Guatemala with link to ICO Website and facilities for online registration</li> <li>• Conference brochure prepared (Early Bird version – regular and early bird fees) (Guatemala)</li> <li>• Designs for conference binders, banners etc. approved (Guatemala)</li> <li>• Guide to meetings prepared (Guatemala)</li> </ul>

October - December	<ul style="list-style-type: none"> <li>• Task force meetings as required</li> <li>• The Chairman of the Conference and Executive Director send further letters of invitation to speakers as required</li> <li>• Press release sent out by ICO announcing Conference and speakers</li> <li>• Monthly progress report – Guatemala</li> <li>• Sponsorship approaches continue (Guatemala)</li> <li>• Working facilities established e.g. interpretation, technical equipment (sound system/ AV etc), staffing arrangements) (Guatemala)</li> <li>• Special equipment secured/ Suppliers contacted (Guatemala)</li> <li>• Communication facilities and transportation requirements established (Guatemala)</li> <li>• Catering and social arrangements planned (Guatemala)</li> <li>• Estimate of additional costs incurred by ICO (airfares, per diems, postage etc) sent to Guatemala (ICO)</li> <li>• Document sent out to Members with early bird programme and information about registration and accommodation (free/reduced rate places) (ICO)</li> <li>• Practical details (design of badges, evaluation forms, gifts for speakers, VIP handling plan, PR plan, seating arrangements, social events, AV, signs, food and beverages, finalised, communications) (Guatemala)</li> <li>• Interpreters recruited for meetings (ICO)</li> <li>• Presentations received in advance from panellists</li> </ul>
<b>2010</b>	
January	<ul style="list-style-type: none"> <li>• Planning meeting of WCC task force as required</li> <li>• Chairman writes to panellists to confirm final arrangements and requirements (Guatemala/ICO)</li> <li>• Materials for display at Conference sent to Conference organizers in Guatemala (e.g. corporate materials from sponsors, documents from NGOs etc)</li> </ul>
26-28 February/ 1-4 March	<ul style="list-style-type: none"> <li>• Briefing meeting with Conference Session chairmen (Guatemala)</li> <li>• Conference takes place</li> <li>• Photographs of speakers etc (Guatemala)</li> <li>• Press briefing with speakers / Press release on outcome of Conference</li> <li>• ICO meetings: Conference Chairman reports to the Council</li> </ul>
March - April	<ul style="list-style-type: none"> <li>• Follow up meeting with task force to evaluate results (evaluations, attendance, finance, proceedings)</li> <li>• Report on Conference prepared/ presentations put on ICO Website (ICO)</li> <li>• Letters of thanks sent to speakers (ICO/Guatemala)</li> <li>• Issued raised at Conference incorporated into Strategic plan (ICO)</li> <li>• Report on financial and organizational aspects prepared (Guatemala)</li> <li>• Country nameplates and stands, gavels, and other materials returned to ICO (Guatemala)</li> <li>• ICO prepares invoice of costs (travel of staff, communications, additional translation etc.) and sends to Guatemala for payment (ICO)</li> </ul>