CALL FOR PROPOSALS TO HOST 8th EUROPEAN COMMUNICATION CONFERENCE 2020

ECREA is opening a call for proposals for the hosting and organisation of the 2020 edition of the European Communication Conferences. The first European Communication Conference took place in Amsterdam in 2005; the second in Barcelona in 2008; the third in Hamburg in 2010; the fourth in Istanbul in 2012; the fifth in Lisbon in 2014; the sixth in Prague 2016 and the 7th will be held in Lugano in 2018.

These conferences are major opportunities to show the know-how and the activities of the organising institution(s) and to foster the energy and creativity of the organisers around a large international project. The Executive Board of ECREA has developed a framework document – Terms of Reference (please see below) to define the format and give guidelines for the organisation of such a conference.

Interested members are asked to submit proposals for hosting the 2020 European Communication Conference. The institution hosting the Conference has to be active in the field of communication research and/or education and have sufficient experience and sufficient capacity (staff and support) to prepare and run the event.

The proposal for hosting the 2020 European Communication Conference must take the form of a document where candidate host institutions will: 1) Describe their general vision of the event (including the location, timing, duration and their organisational capacity). 2) Explicitly engage themselves to meet ECREA's requirements described in the Terms of Reference for Organising ECREA's 8th European Communication Conference 2020 and provide the basic information regarding the way their proposal will meet ECREA's requirements. 3) Propose a draft financial plan. 4) Sketch out the strengths and weaknesses associated with the proposal. Please note that more than one institution can join forces and present a conjoint proposal, as long as they are in the same geographical area.

Deadline and submission
Proposals must be submitted by Wednesday, 15 November, 2017. The proposals must be sent by e-mail (attachment in .doc, .docx, .rtf, or .pdf format) to ECREA's General Secretary Irena Reifová (generalsecretary@ecrea.eu).

The ECREA Executive Board will then select one institution to act as local host, and possibly one runner-up to step in, in case the selected host encounters unforeseen difficulties.

Timeline
ECC conferences are normally held in October-November (unless the local host argues otherwise). The selection of the host for the conference will be decided upon at least two years prior to the event.

The timetable will be as follows:
- 30 June, 2017: the call for applications is open. Each candidate-host turns in a summary project describing how they see the event, where, how, etc.
- 15 November, 2017 : the call is closed. The Board considers applications and selects one which complies with all criteria, including the strategic priorities of the Board. Contacts are made with candidates for further information where necessary.
- 15 January, 2018: The Board announces the selected host institution to all institutional members that have applied. The selected institution is asked to develop a full organisational plan in close cooperation with ECREA's Board. The full plan is to be ready by end of April 2018. If appropriate, the Board also selects a runner-up institution to host the conference should the selected institution be unable to deliver.
- April, 2018: The Board examines the full proposal and decides on its approval. If the plan is approved, the announcement is made public. If not, organisers are given one more month to fine-tune the proposal (with assistance of the Executive Board).
- 31 October–3 November, 2018: the ECC2020 conference host is announced at ECC2016 in Lugano.
- October – November, 2020: ECC2020 takes place.

TERMS OF REFERENCE FOR ORGANISING ECREA'S 8th EUROPEAN COMMUNICATION CONFERENCE 2020

1. OBJECTIVE

The European Communication Conference aims to become the major European conference for communication scholars. It is also a major opportunity for members to meet, gather and socialise. The conference is to combine three crucial qualities:

- o Top-level scholarly work
- o Impeccable organisation, facilities and logistics
- o Memorable events and occasions within and around the conference

The conference is a moment of prestige and conviviality combined with scholarly excellence.

The conference is a key benefit for ECREA members. It is also a major driver for many other activities of the association (publications, thematic sections, networks, working groups).

2. FORMAT

The ECC is expected to be a 4-day event (where the first day is reserved to the registration of participants and welcome session). It will start and end with a prestigious keynote speaker or panel (plenary sessions). Other plenary sessions can be organised if appropriate.

The rest of the conference is organised in simultaneous parallel thematic panels in the break-up rooms (see article 7). Sufficient time should be provided between sessions for proper coffee breaks as well as for lunch in order to facilitate contacts and exchange among participants.

While the thematic panels and keynotes should take place at the conference site, a limited number of sessions and events can be organised in another site or location if absolutely necessary or if relevant. The conference should nevertheless include on- and off-site "side events" (a social and cultural programme). These activities are to emphasise the host institution and the host region, the urban civil society and business sector, and the region's culture. A film program would for instance be welcomed. They are also designed to foster social contacts and exchange among attendees.

3. LOCATION

The institution hosting the Conference has to be active in the field of communication research and/or education and have sufficient experience and sufficient capacity (staff and support) to prepare and run the event.

The conference will be held in a city with suitable access (easy access from various parts of Europe at a reasonable price) and accommodation (hotels and conference

site).

The conference site will be a university, a congress centre or other similar facility with sufficient capacity. The venue requirements are as follows:
- o a large plenary room for at least 800 participants
- o at least 24 break-out rooms with a minimum capacity of 40 people each
- o 1 room (suitable space) for upload centre
- o 1 room with a minimum capacity of 20 people as ECREA office, (LOC is strongly advised to include one more room of appropriate size as LOC office as well),
- o poster area for 100 – 150 posters

The level of comfort and equipment will meet the expected standards for such an event (data-projection in all rooms, free Wi-Fi for all participants, air-conditioning where necessary). The conference site will be located near the city centre and close to a varied choice of accommodation (hotels) with sufficient capacity for all participants and accompanying parties. The area will also be easy to reach by public transport (including air travel).

4. ECREA CONFERENCE SYSTEM

The conference is run on the platform of the ECREA conference system. Following tasks must be managed via ECREA conference system:
- o submission of abstracts
- o evaluation of abstracts
- o creation of the scientific programme
- o centralised upload and distribution of presentations
- o

Following tasks may be managed via on-line system other than the ECREA conference system, although organisers are strongly advised to use ECREA conference system for these tasks too:
- o on-line registration
- o fee payment
- o on-site registration (including production of badges and attendance certificates)

Please note that there is a flat rate for the use and operation of the ECREA conference system (payable to the ECREA Professional Congress Organiser). The candidates should send the inquiry to the ECREA General Secretary Irena Reifová (generalsecretary@ecrea.eu) about the estimated costs of the use and operation of the conference system.

5. DISTRIBUTION OF TASKS

The host institution is entrusted with the organisation of the event and is given sufficient autonomy to give the conference a characteristic tone and focus that reflects the local identity and areas of expertise. Yet, because the conference commits ECREA's image and overall credibility, ECREA has to remain closely associated, in a supervising and supportive role, with the preparation and the carrying out of the conference.

Because experience shows that the tasks associated with the logistics of the conference are extremely time-consuming and yet critical for the success of the operation, the host institution is encouraged to consider resorting to Professional Congress Organisers (PCO) to manage rooms and equipment rental, catering, gadgets and merchandising, badges and transportation, etc. Organisers are also allowed to use their own PCO for the tasks which have to be managed via on-line system and are not included in the mandatory operations performed via the ECREA conference system. PCOs can also be called upon to help finding sponsors and by doing so, raise some or all the funds necessary to pay for their services. ECREA reserves the right to refuse the sponsorship of a particular funder that would be found incompatible with the aims and the image of ECREA.

The tasks required to organise the conference are thus to be distributed into four groupings:
- o Tasks taken on by the host institution
- o Tasks taken on jointly by ECREA and the host institution
- o Tasks taken on by ECREA
- o Tasks taken on by a PCO
- o Tasks taken by the ECREA PCO

The exact list of tasks falling in each of these categories is to be agreed.

6. MANAGEMENT AND GOVERNANCE

A management team is brought together to compose the "ECC2020 Organising Committee". It is composed of members designated by the host institution and ECREA equally and chaired by a member from the host institution. ECREA reserves the right to veto a decision if it sees it as potentially damaging to its image or interests.

The Organising Committee draws and updates regularly a timetable of the entire project. Likewise, it establishes as soon as possible a full budget plan, which will be kept up to date and accessible in full detail to the ECREA representatives at any point in time. The same transparency and real time updating will also prevail for the actual accounts of the conference.

The host institution will appoint a person who will act as General Co-ordinator of the conference. To facilitate contacts between ECREA and the host institution, most communication will be achieved between the General Co-ordinator and a contact person designated by ECREA. ECREA will not be involved in day-to-day operations and decisions.

7. PROGRAMME

The programme is composed of three components:
- o Keynote presentations or panels by prestigious personalities

- o Thematic sessions (one parallel flow for each of the ECREA Sections and two for all others)
- o Special events on or off the main conference site

Notwithstanding workshops organised by Networks and Temporary Working Groups (TWGs), the selection of the thematic sessions will be undertaken by the ECREA Sections, which will each appoint one section programme co-ordinator. The ECREA Sections will recruit the necessary number of reviewers and supervise the review process. All proposals will be anonymised and the evaluation will be done using scores on a predefined set of criteria.

The Organising Committee will deal with the selection of keynote speakers and/or keynote panels, the organisation of additional events (such as civil society panels or a film program), the allocation of the total number of slots to the Sections (and the number of slots per Section), and the final structuring of the programme.

The programme will be scheduled in a way that ensures sufficient time for each presentation, for discussion and for transition from one session to the next. Within the parallel sessions, at least 15 minutes will be allocated to each speaker (presentation and Q/A), on the basis of no more than 5 speakers per 90-minute session.

The programme will consist of the following program units:
- o presentations of sections, including at least one session for each of the networks, one session for each of TWGs in their first term, two sessions for each of TWGs in their second term
- o special panels, including panels organized by ICA, IAMCR, CSA or other strategic partners
- o posters

If the ECREA Sections and Organising Committee are confronted with more high-quality proposals than can fit in the programme, alternative means of dissemination may be offered such as publication on the conference web site.

The host institution might consider organising a pre-conference(s) aimed at a restricted group of participants, possibly participants from that region or country and/or on a specific thematic that could not be covered in the larger conference.

8. COMMUNICATION
A line of visual material (posters, web site, folders) is designed to reflect the conference and the host institution and region. ECREA will assist in disseminating the promotional material.

Each edition of the conference is named after the following model:

ECREA will use all means of communication among its members, its community and beyond to give the largest possible publicity to the event. The organisers should produce all necessary promotional material such as posters, leaflets, etc. to be sent out to institutions in all European countries.

9. LANGUAGE

The working language of the conference is English. ECREA supports language diversity and wants to encourage participation of individuals with little or no proficiency in English. Therefore, the Organising Committee is encouraged to consider activities in languages other than English, but in a way that promotes and values diversity and exchange, not segregation. Therefore, sessions or contributions in languages other than English must always provide means of translation. This necessity does not apply to pre- or post-conferences that the local organisers would like to set up before or after ECC and that are strictly targeted at one language community only.

10. FINANCIAL CONSIDERATIONS

Given the magnitude of the conference and the corresponding overall budget, there is a financial risk associated with organising the European Communication Conference. ECREA is an international not-for-profit association with no capital and with no significant treasury. This implies that ECREA has no financial responsibility or liability for the ECC2020.

In order to reduce the risk and keep the financial situation under careful control, a detailed budget plan will be established early in the conference planning based on firm offers and estimates. Given that it is difficult to predict with any accuracy the number of participants, the budget must include different scenarios corresponding to different figures of attendance. This budget is to be updated as often as necessary to incorporate any changes. The amounts charged to participants for registration and for the various activities will have to be safely determined by the time of the opening of registration.

The budget should be stabilised enough at the time of opening the registration to ensure that the fee and charges structure can be determined. The registration fee for ECREA members must be substantially lower than that of non-ECREA members. Discounted fee must also be available for ECREA members who are also students (PhD or otherwise), and also for soft-currency countries. (The conference will use the same list of soft-currency countries that is applied by ECREA to its membership fees).

Early registration should be encouraged by offering a discount for participants registering and paying before a set date.

The highest registration fee (most likely for non-members of ECREA that do not register early) will not exceed eight (8) times the amount of the ECREA individual membership fee for that year (within the fee structure of 2017, this maximum amount is 600 EUR). The standard fee for ECREA members will not exceed six (6) times the amount of the ECREA individual membership fee for that year (within the fee structure of 2017, this maximum amount is 450 EUR).

Please, note that the flat rate for provision and operation of the ECREA conference system (to be paid to the authorised PCO) has to be included in the budget (see Article 4: ECREA Conference System).

The detailed accounts of the conference will be kept up to date (books and documents) and accessible to the Organising Committee. The financial report will be approved by the Organising Committee no later than 6 (six) months after the closing of the conference.

If the final balance of the accounts shows a profit of up to 10 EUR multiplied by the number of paying participants, that profit will be transferred to ECREA. If the final balance of the accounts shows a profit of more than 10 EUR multiplied by the number of paying participants, ECREA will receive 60% of the profit, and the remaining profit will benefit to the host institution.

If the conference organiser, through the submission of a detailed and convincing financial report, can prove after the conference that there was a loss then NO financial transfer will have to be made to ECREA.

Regardless of the financial result of the ECC2020, the organisers will immediately refund travel and accommodation costs of the members of the Organising Committee. Travel and accommodation costs of the members of the Organising Committee during the preparation phase and travel and accommodation costs of the Organising Committee traveling for the Conference will be maximum EUR 10 000 (in words: ten thousand) in total. Finally, the registration fee for all ECREA Board members and 10 ECREA Guests will be waived by the organisers.