

Side Event Information Kit

What are Side Events at the Summit?

Side Events are a vital component of the programme, as they provide opportunities for information dissemination, capacity building, technical and policy discussions. Partner organisations, research institutions, and key stakeholders present their work or foster discussions on key issues, often engaging the audience in a question and answer session.

Side Events can take many forms such as workshop with presentations, panel discussions, meetings between experts (open or restricted access to summit participants), presentations or a launch of guidelines, recommended practices or a publication, or a lunch-time debate.

Side Events are listed with the organisation(s)' name of the side event organiser(s) on the official Summit programme: both web and printed versions in four languages. Side Event Speakers will be listed in media briefing kits and the Summit daily programme (subject to information confirmed within requested timeframes).

ITF Secretariat contact for Side Events: Rachael Mitchell (rachael.mitchell@oecd.org)

Other Events at the Summit

The Summit is an excellent platform for other events such as press conferences, official signings of agreements which can also be hosted at the Summit venue.

ITF Secretariat contact for Media Events: Michael Kloth (michael.kloth@oecd.org)

ITF Secretariat contact for Agreement Signings: Sharon Masterson (sharon.masterson@oecd.org)

Complementary Events

As with many international events, it can be advantageous to hold independent, complementary events in the same city to strengthen the value of participation for all delegates. The Secretariat would be pleased to coordinate with organisations wishing to leverage this opportunity.

Side Events Slots on the Programme: offer, conditions and fees

The section outlines the slots for Side Events Sessions. Slots during the Summit are limited and may vary depending on types of events preferred by Side Event Organisers. Please also refer to the draft preliminary Summit 2013 Programme when considering your Side Event request.

Programme slot	Offer and Conditions	Fee
30 MINUTE SESSION: SUITBLE FOR PRESENTATION, LAUNCH OF GUIDES/PUBLICATION ETC.		No fee
Multiple Options: 22 May 09:00 – 09:30 10:00 – 10:30 16:00 – 16:30 17:00 – 17:30 23 May 09:00 – 09:30 10:00 – 10:30 16:45 – 17:15 17:45 – 18:15	<p><u>Room options:</u> press conference room (up to 30 persons), exhibition stand (requires organiser to commit to an exhibition space – up to 30-50 people standing), or a session hall (from 30 to 150 people).</p> <p>Tables and chairs will be provided to the specifications and location of event.</p> <p><u>Tailored Invitations[#]:</u></p> <p>Personal invitations to the Summit highlighting the side event and with the organiser's logo will be mailed to any new contacts provided in the Secretariat required format by the side event organiser.</p> <p><u>Registrations:</u></p> <ul style="list-style-type: none"> • One person free allowing access to all other summit activities and sessions (does not include cultural tours). • Side event speakers will be offered a reduced registration fee (unlimited) – note regular discount periods will also apply. • Package to allow purchase of 5 additional free registrations – 1600 Euros. <p><u>Promotion and Programme Presence[#]:</u></p> <ul style="list-style-type: none"> • Event is listed in web and printed versions of official programme (all) in four languages with the organisation(s)' name of the side event organiser(s). • Event will be mentioned in Summit Highlights publication which is sent to every registered summit participant after the Summit. • Speakers will be listed in media briefing kits and the Summit daily programme. • Option to provide a "Position Paper or Statement" about topic to be published on the Summit website. • Basic signage within the conference centre will be provided (on monitors, outside the room). 	
Please note that some of these slots may be cancelled should 1.5hr sessions be preferred by Side Event Organisers.		

Programme slot	Offer and Conditions	Fee
	<ul style="list-style-type: none"> • Staging and ITF Summit backdrops will be provided. Any organisation specific backdrops or signage to be arranged at the cost of the side event organiser. • Press areas may be used by side event organisers, subject to no other event operating in that area at the time. • Advertising in the Forum's Motion! Magazine will be offered at reduced rates. <p><u>Special Requests:</u></p> <p>At the cost of the organiser and coordinated and billed directly by conference centre, for example:</p> <ul style="list-style-type: none"> • interpretation services • video and audio recordings • publication stands • specific equipment, lighting, sound requirements for the room • exhibition stand (should the side event be held from this location) • catering in the room. 	
1.5HR SESSION: SUITABLE FOR WORKSHOP, TECHNICAL DISCUSSION, MULTIPLE PRESENTATIONS		
<p>Multiple Options:</p> <p>22 May 09:00 – 10:30 16:00 – 17:30</p> <p>23 May 09:00 – 10:30 16:45 – 18:15</p> <p>24 May 9:00 – 10:30</p> <p>Please note that some of these slots may be cancelled should 30 minute sessions be preferred by Side Event</p>	<p><u>Room options:</u> Session Hall (from 30 to 150 people); or Banquet Room Level 0 (Max 20 people subject to room set-up requirements). Tables and chairs provided to the event specifications and location of event.</p> <p><u>Tailored Invitations#:</u></p> <p>Personal invitations to the Summit highlighting the side event and with the organiser's logo will be mailed to any new contacts provided in the required format by the side event organiser.</p> <p><u>Registrations:</u></p> <ul style="list-style-type: none"> • Three persons free allowing access to all other summit activities and sessions (does not include cultural tours.) • Additional side event speakers will be offered a reduced registration fee (unlimited) – note regular discount periods will also apply. • Package to allow purchase of 5 additional free registrations – 1600 Euros. 	<p>No fee in 2013</p>

Programme slot	Offer and Conditions	Fee
Organisers.	<p data-bbox="562 204 1084 236"><u>Promotion and Programme Presence[#]:</u></p> <ul data-bbox="611 240 1832 836" style="list-style-type: none"> <li data-bbox="611 240 1832 304">• Event is listed in web and printed versions of official programme (all) in four languages with the name of side event organisation(s). <li data-bbox="611 309 1832 373">• Event mentioned in Summit Highlights publication which is sent to every registered summit participant. <li data-bbox="611 378 1832 410">• Speakers listed in media briefing kits and the Summit daily programme. <li data-bbox="611 414 1832 446">• Option to provide a "Position Paper or Statement" about topic on Summit website. <li data-bbox="611 451 1832 515">• Basic signage within the conference centre will be provided (on monitors, outside the room). <li data-bbox="611 520 1832 620">• Staging and ITF Summit backdrops will be provided. Any organisation specific backdrops or signage will be need to be arranged at the cost of the side event organiser. <li data-bbox="611 625 1832 689">• Press areas may be used by side event organisers, subject to no other event operation at the time. <li data-bbox="611 694 1832 794">• Event topic may be covered in either the Motion! Magazine or as a News Item on the Summit home page – subject to availability. Side event organiser may be approached for an article, interview or quotations and referenced accordingly. <li data-bbox="611 799 1832 836">• Advertising in the Forum's Motion! Magazine will be offered at reduced rates. <p data-bbox="562 858 808 890"><u>Special Requests:</u></p> <p data-bbox="562 912 1756 976">At the cost of the organiser and coordinated and billed directly by conference centre, for example:</p> <ul data-bbox="611 981 1496 1166" style="list-style-type: none"> <li data-bbox="611 981 965 1013">• interpretation services <li data-bbox="611 1018 1025 1050">• video and audio recordings <li data-bbox="611 1054 904 1086">• publication stands <li data-bbox="611 1091 1496 1123">• specific equipment, lighting, sound requirements for the room <li data-bbox="611 1128 981 1166">• catering needs in room. 	
LUNCH DEBATE: WORKSHOP SESSION HELD DURING THE LUNCH PERIOD		
Two Options: 22 May 12:30 – 13:30	<p data-bbox="562 1273 1115 1305"><u>Side Event "Lunch Debate" Registration:</u></p> <ul data-bbox="611 1310 1832 1374" style="list-style-type: none"> <li data-bbox="611 1310 1832 1374">• Registrations for the event to be managed by the side event organiser. Suggest that event registrations be taken only on the day of the event to reduce the risk of no-show 	Fee applied (upon application)

Programme slot	Offer and Conditions	Fee
<p>23 May 12:30 – 14:00</p> <p>Please note: VIP lunch also held during this time period.</p>	<p>rates. Limited to the first 80 event registrants.</p> <ul style="list-style-type: none"> • Lunch debate registration stickers provided by Forum and to be affixed to the Summit Badge at the time of side event registration. • A side event registration point to be set up on the ground floor of the conference center after the entry gate (where bar codes are scanned). Table and signage for registration point will be provided by ITF. Computers, etc. To be provided and organised by side event organiser as appropriate. <p><u>Room options:</u> Hall 3 with tables and chairs provided to seat up to maximum of 80 people (10 tables of 8) – may be a smaller lunch event if desired. ITF branded note pads and pens will be provided for use by participants.</p> <p><u>Lunch</u></p> <p>A lunch box that can be consumed at the table by participants – up to 80 persons – will be provided as part of this package.</p> <p><u>Tailored Invitations[#]:</u></p> <p>Personal invitations to the Summit highlighting the side event and with the organiser’s logo will be mailed to any new contacts provided in the Secretariat-required format by the side event organiser.</p> <p><u>Registrations:</u></p> <ul style="list-style-type: none"> • Up to 10 persons free allowing access to all other summit activities and sessions (does not include cultural tours). Role of each person for free registration to be provided to the Secretariat. Quantity of free registrations is based on one person at each table to facilitate discussions. • Additional side event actors will be offered a reduced registration fee (unlimited) – note regular discount periods will also apply. • Package to allow purchase of 5 additional free registrations – 1600 Euros. <p><u>Promotion and Programme Presence[#]:</u></p> <ul style="list-style-type: none"> • Event is listed in web and printed versions of official programme (all) in four languages with the name of side event organisation(s). • Event promoted by the Secretariat to encourage side event registrations. • Event mentioned in Summit Highlights publication which is sent to every registered summit participant. 	

Programme slot	Offer and Conditions	Fee
	<ul style="list-style-type: none"> • Speakers listed in media briefing kits and the Summit daily programme. • Option to provide a "Position Paper or Statement" about topic to be published on Summit website. • Signage within the conference centre will be provided (on monitors, outside the room, at the on-site registration point). • ITF Summit backdrops will be provided (and standard Forum staging if appropriate). Any organisation specific backdrops or signage to be arranged at the cost of the side event organiser. • Press areas may be used by side event organisers, subject to no other event operating in that area at the time. • Event topic may be covered in either the Motion! Magazine or as a News Item on the Summit home page – subject to availability. Side event organiser may be approached for an article, interview or quotations and referenced accordingly. • Advertising in the Forum's Motion! Magazine will be offered at reduced rates. <p data-bbox="566 699 808 727"><u>Special Requests:</u></p> <p data-bbox="566 754 1753 810">At the cost of the organiser and coordinated and billed directly by conference centre, for example:</p> <ul style="list-style-type: none"> • non-ITF branded promotional items, note pads, pens, usb keys etc that are available on the tables • interpretation services • video and audio recordings • publication stands • specific equipment, lighting, sound requirements for the room • desired catering beyond standard lunch offered by ITF. 	

Subject to information being provided to the Forum Secretariat in the requested format and by the deadlines communicated.

How to Request a Side Event and the Process from Initial Requests until the Summit

Side Events are selected based on requests received that use the 'Side Event Request' Form.

Following is the process and timeframe of side event organisation for the 2013 Summit.

	<u>Send a request</u>
By 25 January	<p>To send a request, please fill in the 'Side Event Request' Form (see attached) and send it to zara.kuruneri@oecd.org</p> <p>Please provide a short outline of the event, and indicate your preference of the slots listed as available on the programme in the information kit or the draft programme.</p>
	<u>Confirmation of a side event & update of information</u>
By 8 February	<p>The Secretariat will contact you to advise if your event has been selected for the official programme and request the completion of the 'Update of Information' Form (see attached). Notably, the title and event-specific text for the programme, invitations and web outline need to be finalised at this point.</p>
	<u>Provision of your contacts list for co-branded invitations</u>
By 18 February	<p>Upon receipt of the "Update of Information" website promotion and communication on your event will be initiated.</p> <p>This will also be the opportunity for you to provide us with list of contacts you would like to be invited to the Summit using the co-branded invitations.</p>
	<u>Promotion by the International Transport Forum</u>
By 18 February	<p>Information on the side event will be published on the Summit website and included in the web and printed Summit Programme.</p>
Mid-April	<p>Co-branded e-invitations with access codes for registration emailed to your contacts' list with links to the programme and an invitation to the Gala Dinner.</p> <p>A second emailed reminder of the invitation will be sent to all contacts.</p>
	<u>Registration for the Summit</u>
March-May 2013	<p>Participants from your contacts' list are able to register once they received the invitation letter with access codes – regularly registration fees apply.</p> <p>The Forum will provide you with access codes for free registration(s) in accordance with the conditions and offer specific to your event. Extra codes at the reduced fees offered will be provided upon your request.</p>
	<u>Logistics</u>
March-May 2013	<p>Once the Forum advised you on the room allocated to your side event, you should then liaise directly with the Conference Center Leipzig (CCL) for any specific additional technical and logistical requirements.</p>

Role of the Side Event Actors

Forum Secretariat, Side Event Organiser, Conference Center Leipzig

International Transport Forum:

- ▶ slot allocation for the side event (preferences will be taken into account but cannot be guaranteed)
- ▶ central co-ordination with side event organiser in relation to:
 - room allocation
 - promotion and programme presence of the side event
 - co-branded invitations of participants (contacts' list received from the organiser processed for mailing and co-branded invitations drafted)
 - registration access codes for the organiser in accordance with the session offer)
- ▶ co-ordination with CCL re distribution of the co-branded invitations, registration of participants, on-site promotion (signage etc. subject to the session offer).

Side Event Organiser:

- ▶ overall organisation of the event (agenda, speakers, list of contacts to be invited, etc, list of speakers for inclusion in the daily programme and media information)
- ▶ co-ordination of speaker registration
- ▶ direct coordination room set-up (arrangement of tables and chairs) with CCL
- ▶ direct co-ordination with the Conference Center Leipzig (CCL) in relation to specific requirements not included in the Forum's offer. All costs associated with these special requirements are at the expense of the Side Event Organiser.

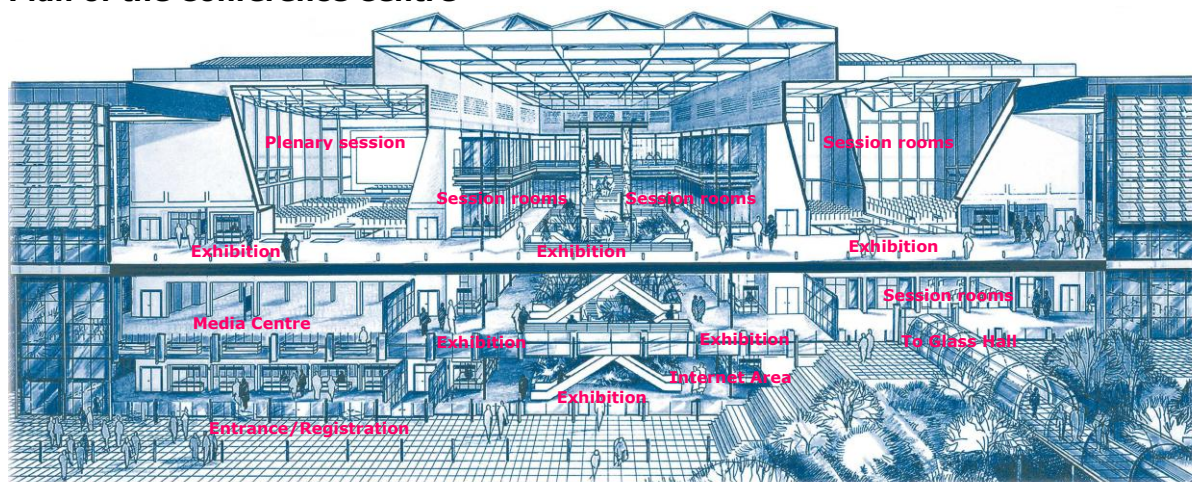
Conference Center Leipzig (CCL):

- ▶ basic room set-up (tables, chairs, powerpoint projection screen)
- ▶ co-ordination and implementation of specific technical and logistical requirements (seating style, staging, decoration, in-room signage, interpretation, equipment, in-room catering, on-site printing etc.)
- ▶ invoicing the Side Event Organiser directly for specific technical and logistical requirements.

Venue Information

Plan of Conference Centre, Facilities, Address, Contacts

Plan of the Conference Centre



More detailed plans available upon request.

Facilities

Wi-Fi – within the conference centre
Computing area with internet access and print stations
Free parking for equipment vehicles
Advance access to rooms for set-up (limited time subject to specific sessions and programming)

Venue Address

Congress Center Leipzig - Leipziger Messe GmbH
Messe-Allee 1
04536 Leipzig
Germany

Contacts

International Transport Forum:

Rachael Mitchell
Email: rachael.mitchell@oecd.org
Tel.: +33 1 45 24 97 93
Mob: +33 6 18 89 11 64

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Congress Center Leipzig:

Katja Lehmann, Project Manager
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Tel.: + 49 341 678 84 43
Mob.: + 49 151 12 04 10 03

SIDE EVENT REQUEST

Please complete the request form fully as this information is used by the Secretariat to assess if the Side Event can be accommodated in the official 2013 Summit programme.

Your Organisation _____

Your Name _____

Please include your contact details – telephone, email


Side Event Title	
Link to the summit theme	
Speakers	
Preferred Date and Time Refer to information kit for available slots on the programme	<i>[date, time]</i> <i>List in order of preference</i>
Outline of event Please limit to 300 words	<i>This information will be used to promote the event on the 2013 Summit website. It can be adjusted as the session develops.</i>
Format	<i>Type of event – round table discussion, presentations from stage etc.</i>
Technical requirements	<i>(seating style, staging, equipment, interpretation – please note that these requirements are at the expense of the side event organiser)</i>
Web link to more information (if appropriate)	
Logos for website promotion	<i>List appropriate logos for initial request.</i> <i>Upon acceptance of the request, logos will be requested by the Secretariat.</i>
Expected number of participants	<i>Please note that all persons you would like to attend your event, including speakers, must register for the Summit. Registration fees will apply.</i> <i>Upon acceptance of your side event request, ITF will request an invitation list with full contact details (street and email addresses) so that official co-branded invitations can be sent.</i>

UPDATE OF INFORMATION ON SIDE EVENT AT THE 2013 SUMMIT FOR THE WEBSITE PROMOTION

Your Organisation _____

Your Name _____
Please include your contact details – telephone, email

Side Event Title	
Confirmed Date and Time	
Format	
Contact person (include contact details if appropriate)	
Text to be included in the invitation	<i>Please also provide one paragraph of text in English specific to your side event and organisation that can be included in the invitation to your contact list</i>
Speakers (name, position, company, country)	
Outline of event Please limit to 300 words	<i>This information will be used to promote the event on the 2013 Summit website. It can be adjusted as the session develops.</i>
Format	<i>Type of event – round table discussion, presentations from stage etc.</i>
Technical requirements	<i>(seating style, staging, equipment, interpretation – please note that these requirements are at the expense of the side event organiser)</i>
Web link to more information for website promotion (if appropriate)	
Logos for website promotion	<i>List appropriate logos for initial request. Upon acceptance of the request, logos will be requested by the Secretariat.</i>
Presentations to be uploaded on the web	

<p>Technical requirements</p>	<p><i>Seating style, staging, equipment, interpretation – please note that these requirements are at the cost of the side event organiser.</i></p>
<p>Expected number of participants</p> <p>Template for invitations list:</p>  <p>Template List of Contacts recommend</p>	<p><i>Please fill in the attached template with full contact details (street and email addresses) of persons you would like to attend your event so that official co-branded invitation can be sent. Please note that all of the invited persons, including speakers, must register for the Summit. Registration fees will apply.</i></p>