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INCENTIVES & CONFERENCE PLANNERS

delivering expectations...





## INCENTIVES AND CONFERENCE PLANNERS

Faced by a continuously changing environment and shifting priorities, organizations need to be able to respond and react to these changes. As one of the niche conference management companies, ICON offers a unique global presence with multi-language staff to support associations, federations, government entities and other societies in organizing their conferences and events.



As a well integrated company, we help institutions, associations & corporate to grow and develop, and we work with global, regional and national companies, business partners to help them meet key business objectives by leveraging our global experience and offering local solutions.

What sets iCON apart from the competition is our focus in enhancing our client business and performance through ideas and human connections for more contact.



## OUR SERVICES

### Conference Management

Making your subject take shape in form of presentation and experience, is what we specialise in iCON. Our conference management team is specialist in creating a conference from a title. We plan, budget and execute your conference to your satisfaction and also provide end to end solutions to any of your conference needs.



### Association Management

We at iCON provide consultancy and administrative service to Associations, Federation, Government entities and other Societies. We ensure complete understanding of the association requirements and accordingly provide relevant solution. We bring to you the latest tools of the association trade with the human quotient.





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## INCENTIVES AND CONFERENCE PLANNERS - partnering as PCO

iCON Planners as Professional Conference Organiser has extensive experience with the realisation of conferences and congresses. Association clients can make use of this experience and benefit from the specific knowledge of a PCO. We take over many organisational tasks, so that Associations can concentrate almost exclusively on the scientific content of the congress or conferences.

iCON charges a management fee for the organisation and handling of a congress, a registration fee for the administration of the congress participants (depending on the number of participants), the collection procedure and congress accounting as well as a fee for the abstract handling. For the acquisition of sponsors and the realisation of a trade fair we expect an adequate gain sharing. For each event we develop a tailored agreement that takes individual circumstances into account. iCON is a partner in the project of an event and may also share the financial risk.



## HUMAN ASSETS

Our employees have an event managing background and have usually graduated in a course of studies for congress management. Several times a year, we conduct periodical in-house trainings. Further, our employees regularly attend external training courses. New insights are recorded and used in terms of quality management from own or other industry events or case study.



WHAT DIFFERENTIATES  
**iCON**  
WITH OTHERS >>>>>



## BEST PRACTICES @ ICON PLANNERS



### OUR RESPONSIBILITIES, BUT NOT LIMITED...

#### 1. Financial

- ▶ Expanded Budget Development and Preparation
- ▶ Registration Fee Levels Input
- ▶ Marketing (Sponsor) Opportunities Pricing Input/Coordination
- ▶ Dedicated Account-Opening /Administration/Deposits
- ▶ Credit Card Payment System Administration/Accounting
- ▶ Optional Payment Plan Administration/Invoicing/Accounting
- ▶ Receipt of Registration Fees
- ▶ Accounting Reports/Distribution
- ▶ Final Outstanding Collections
- ▶ Final Payables Reconciliation and Payment Coordination
- ▶ Final Financial Analysis/Budget Preparation
- ▶ Cost/Budget Approval Coordination

#### 2. Site Search

- ▶ Execute Site Search According to Client Specifications
- ▶ Negotiate Sleeping Room, Function/Meeting and Associated Facilities Rates
- ▶ Direct Final Site Selection To Prepare Contract Inclusive of Negotiated Rates and Conditions For Client Signature

#### 3. Work Plan Administration/Planning

- ▶ Work Plan/Timeline Development
- ▶ Work Plan/Timeline Coordination
- ▶ Work Plan/Timeline Maintenance
- ▶ Work Plan Working Group Coordination

#### 4. Schedule of Events

- ▶ Preliminary Schedule of Events Development and Content Coordination
- ▶ Final Schedule of Events Coordination

#### 5. Registration Administration

- ▶ Web Page Content/Design Coordination
- ▶ Email Confirmation Process Concept/Design/Coordination
- ▶ Printed Material Concept/Graphics/ Creative/Copy Writing and Printing/ Monitoring/Coordination
- ▶ Distribution & Mailing Coordination

#### 6. Marketing

- ▶ Marketing Plan Development/Coordination
- ▶ Promotional Material Development/Coordination
- ▶ Public Relations Integration/Coordination

#### 7. Registration Materials

- ▶ Mailing List Coordination
- ▶ Mailing House Coordination

#### 8. Registration

- ▶ Registration Procedure Coordination
- ▶ Website Content Preparation/Coordination
- ▶ Liaise with Webmaster on Design/Execution/Updates
- ▶ Registration Receipt/Data Entry
- ▶ Personalized Attendee Confirmation Kit Writing/Printing/Preparation/Coordination
- ▶ Confirmation Kit Stuffing/Mailing Coordination
- ▶ Inquiry Handling-Phone/Fax/Letter/Email
- ▶ Weekly Registration Information Multiple List Preparation/Distribution

#### 9. Name Badge

- ▶ Stock Graphics and Printing Coordination
- ▶ Badge Production Coordination

#### 10. Conference Administration/Housing Bureau

- ▶ Rooming Lists Preparation/Management
- ▶ Special Rooming Requirement Coordination/Arrangements
- ▶ Procedural Transmittal of Rooming Lists to Hotel
- ▶ Menu Selection/Negotiation/Coordination
- ▶ Ancillary Meeting/Special Function Coordinator/Arrangements Management/Administration Sleeping Room Block

#### 11. Audio/Visual and Entertainment

- ▶ Work With CLIENT to Ensure Highest Quality Equipment, Set & Presentation Coordination
- ▶ Audio/Visual Contractual Negotiations/Finalization Coordination
- ▶ Audio/Visual Company Direction/Orchestration Coordination
- ▶ Entertainment Search/Selection Coordination
- ▶ Entertainment Contractual Negotiations/Finalization

#### 12. Abstract Administration

- ▶ Coordinate communications and receipt of Abstracts in preparation for the selection process
- ▶ Create data storage base
- ▶ Create and maintain procedure for forwarding Abstract's to Awards Committee
- ▶ Coordinate and administer instructions for poster and verbal presentations as well as paper submission according to committee directives

#### 13. Official Program and Administration

- ▶ Assist in the design and graphics and coordinate CLIENT input and direction
- ▶ Program Input Coordination
- ▶ Document Writing Coordination

#### 14. Sponsorship Management

- ▶ As Part of The Marketing Plan, Develop Sponsorship Segment
- ▶ Identify Sponsors Through Coordination With CLIENT
- ▶ Create A Sponsorship Sales Guide to Include Sponsorship Costs, Agreement, Conditions, Etc.
- ▶ Within The Sponsorship Segment, Identify All Items, Print Materials, On Line Screens, Catered Functions, Ground Transfers, Speakers Breakouts, Workshops, Etc.

#### 15. Exhibitor Administration and Management

- ▶ Include process in CLIENT action plan/timeline
- ▶ Coordinate and Prepare and produce Exhibitor Manual and written communications to exhibitors following CLIENT approval
- ▶ Coordinate the inclusion of exhibitor fees and information on CLIENT Web-Site

#### 16. Speaker Communications

- ▶ Assist in Developing Confirmed Speaker Kits Including Room Specs and Set Up, Equipment Requirements/Parameters, Powerpoint Template Development and Distribution

#### 17. Signage/Banners

- ▶ Coordination of all Signage and Banners, Including Graphics, Content, Production and Delivery

#### 18. On-Site Administration

- ▶ Produce a comprehensive onsite manual, providing a detailed overview and schedule of activities by day
- ▶ On-Site Requirements Logistics Coordination
- ▶ Daily On-Site Hotel/Facility/Support Services Contract Checks
- ▶ Audio Visual Equipment Set-Up Coordination
- ▶ General Session and Room Sets
- ▶ Stage Management
- ▶ Floral/Decoration Rental Negotiations/Agreements
- ▶ Security Negotiations/Agreements
- ▶ Radio/Telephone/Equipment Rental Negotiations/Agreements
- ▶ CME Certificate Accreditation/Coordination

#### 19. Post Conference Administration

- ▶ Post Event Registration Analysis
- ▶ Post Event Participant Communication and Follow-Up
- ▶ Evaluation Survey Data Entry Analysis and Summary Production

#### 20. Pre/Post Conference and Partners Tours

- ▶ Coordinate appointment of DMC (Destination Management Company) to provide comprehensive activities
- ▶ Coordinate inclusion of tour information and reservation process in website and printed materials





## ICON PLANNERS CSR INTITATIVE

ICON is privileged to be associated with Udyam Prayas, a non-profit organization working to equip underprivileged children with the education, skills and character they need to lead empowered lives. Udyam addresses non formal education of underprivileged children by providing them with what they miss out on, due to their poor social and economic backgrounds. Udyam provides academic assistance and addresses the personality development and value education needs of underprivileged children. Ideally these needs should be addressed by the families of the children; however families of underprivileged children are unable to fulfill these needs because of their socio-economic conditions. Udyam intervenes to fill in this gap.

All conference and event stationary which is not used and left by delegates at the venue are used as writing material for the children of Udyam Prayas. Any other types of direct funding from the Government and non government organizations or Organizing Committee of the congress are most valued. They can directly contribute towards Udyam Prayas by visiting their website <http://www.udyamprayas.org> or at the following address:

**Udyam Prayas**  
E-45, Ansari Nagar  
New Delhi - 110029 India  
**Phone:** +91-11-26196466, 26593409  
**Email:** [udyam.prayas@gmail.com](mailto:udyam.prayas@gmail.com)



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"A shining performance  
is part of our business."  
Mae West, American Actress  
1892-1980

" **Incentives and Conference Planners** was born out of the necessity to be willing and apply our cumulative experience of more than 15 years in this industry, to create a platform which have all the incentive and conference organizing tools and technologies. Our experience, creativity, certified and professional staff represent the strong foundation of our company. Icon planners is committed to remain focused on growth, expanding services and creative partnering. Our team of people enjoys distinguished reputation in the industry and among our esteemed clients. We are your strategic choice for any destination management requirement worldwide"



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