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**On: Stakeholder Workshop “Baltic Sea Conference 2013 –
Blue Growth, Sustainability and Water Industries”
Copenhagen, 3 October 2013**

Final report

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AUTHOR	JOB TITLE	VERSION	LAST UPDATED
Géraldine BECHAUX	Event Manager	1.1	06.12.2013
Noëlle LEOZ	Event Manager	1.2	30.10.2013

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1. INTRODUCTION

This is the final report for the event "Baltic Sea Conference 2013 – Blue Growth, Sustainability and Water Industries", which took place on 3 October 2013 in Copenhagen, Denmark. The event was jointly organised by the Directorate-General for Maritime Affairs and Fisheries (DG MARE) of the European Commission, and the Baltic Development Forum. The conference gathered together 196 participants, including paid speakers, and European Commission representatives.

GOPA-Cartermill was in charge for most of the logistical aspects of the conference, in cooperation with the Baltic Development Forum. The content of the conference (including speakers' identification) was prepared by the Baltic Development Forum in cooperation with DG MARE.

2. EVENT PROGRAMME AND OBJECTIVES

A significant part of this Maritime stakeholder conference will focus on the Maritime Policy and the Baltic Sea Strategy as well as the outcome of the Study on Blue Growth. Links between Blue Growth and the Baltic Sea Strategy, different possibilities identified by the Study would be discussed and the aim is to take stock of and develop concrete ideas for Blue Growth deliverables in the Baltic Sea areas. The conclusions from this conference would feed into a Report on the Implementation of Maritime Policy in the Baltic and could be then be presented at the annual EUSBSR Stakeholder Forum which is planned for 11-12 November 2013 in Lithuania.

300 participants were initially foreseen to attend the conference, with a maximum of 35 paid speakers. According to the effective list of participants, 196 attended the event including 6 paid speakers.

The conference was held on 3 October 2013. On 2 October evening the European Commission offered the catering for the welcome reception at the City Hall of Copenhagen, located at walking distance from the venue, the Scandic Copenhagen. The final programme of the conference (Annex I) and the effective list of participants (Annex II) are attached to this report.

3. LOGISTICS

GOPA-Cartermill provided a number of logistical and organisational support services before, during and following the event.

GC was in charge of

- Booking the venue for the conference that had been identified by Baltic Development Forum
- Liaising with the venue to arrange catering and AV equipment supplies
- Organising the accommodation for paid speakers and EC Officials
- Designing the visual of the conference and adapting it to conference material
- Finding local providers (production companies for producing the roll-ups and the programmes, hostesses and technical equipment).
- Setting of the online registration form and event website
- Managing registrations
- Producing the conference materials
- On site management
- Follow-up tasks: sending thank you emails, drafting the minutes and summary report, reimbursement, of travel expenses for paid speakers, follow-up with local service providers.

3.1. HOTEL SELECTION AND CONFERENCE FACILITIES

The Baltic Development Forum (BDF) recommended a conference venue, the Scandic Copenhagen, which was located the centre of Copenhagen in Denmark. GOPA-Cartermill booked this recommended venue to host the conference.

According to the task description, GOPA-Cartermill booked the main conference hall for a maximum capacity of 300 delegates and additionally four break-out rooms for 60 persons each. One extra room was foreseen for VIP and bilateral meeting and a second room was booked to be used as a secretariat by the local organisers.

The main conference room set-up was decided by the Baltic Development Forum with the agreement of DG MARE.

The conference was held in English. No interpretation was foreseen.



3.2. ACCOMMODATION

The speakers were accommodated at the Alexandra Hotel. In total GC covered accommodation costs for 4 speakers. Please see below the corresponding rooming list for speakers:

Rooming list Alexandra Hotel - Booking by Impact Group for GOPA-Cartermill							
	First Name	Last Name	Check-in	Check-out	Number of nights	Type of room	Comments
Speaker	Jakob	Granit	10/2/2013	10/3/2013	1	Single	Paid by GOPA-Cartermill
Speaker	Axel	Wenblad	10/2/2013	10/3/2013	1	Single	Paid by GOPA-Cartermill
Speaker	Ulrich	Hausner	10/2/2013	10/3/2013	1	Single	Paid by GOPA-Cartermill. Late arrival on 2/10/2013
Speaker	Jochen	Deerberg	10/2/2013	10/4/2013	2	Single room. King size bed	Paid by GOPA-Cartermill
	Mrs	Deerberg	10/2/2013	10/4/2013	2	Single room	Paid by Mrs Deerberg
DG MOVE	Madga	Kopczynska	10/2/2013	10/3/2013	1	Single	Will pay upon check out. Late arrival after 22:00.
DG MARE	Carla	Montesi	10/2/2013	10/3/2013	1	Single	Will pay upon check out
DG MARE	Haitze	Siemers	10/2/2013	10/3/2013	1	Single	Will pay upon check out

Table 1: Rooming list to Alexandra Hotel

Note: Mr Hausner didn't show up and is considered as a no-show. His room was charged by the hotel.

3.3. TRAVEL

As per signed contract, speakers were requested to make their own travel arrangements, that would be reimbursed after the event on the basis of the filled in and signed travel reimbursement form and original invoices and tickets. On 10th October, an email was sent with the travel reimbursement form to the 7 speakers entitled to travel reimbursement.

Note: As Mr Hausner didn't show up, we will not pay his travel cost.

1	First Name	Last Name	Check-in	Check-out	Number of nights	Type of room	Comments
2	Christian	Ramberg				NO ROOM	ONLY FLIGHT REIMBURSEMENT NEEDED
3	Kaisa	Kononen				NO ROOM	?
4	Björn	Risinger				NO ROOM	?
5	Jakob	Granit	10/2/2013	10/3/2013	1	Single	
6	Axel	Wenblad	10/2/2013	10/3/2013	1	Single	
7	Jochen	Deerberg	10/1/2013	10/4/2013	3	Twin Room	Mr Deerberg will pay the extra night upon check out. And any additional costs for twin rom
8	Ulrich	Hausner	10/2/2013	10/3/2013	1	Single	NO-Show

Table 2: All paid speaker overview

Table 3: Speaker travel reimbursement

	First name	Last name	Profile	Country	Attendance	As per FWC
1	Christian	Ramberg	Speaker	Finland	yes	546.00 €
2	Kaisa	Kononen	Speaker	Finland	yes	546.00 €
3	Björn	Risinger	Speaker	Sweden	yes	546.00 €
4	Jakob	Granit	Speaker	Sweden	yes	546.00 €
5	Axel	Wenblad	Speaker	Sweden	yes	546.00 €
6	Jochen	Deerberg	Speaker	Germany	yes	546.00 €
7	Ulrich	Hausner	Speaker	Germany	yes	546.00 €
8						

3.4. MANAGEMENT OF THE REGISTRATION PROCESS

GC was in charge of the registration process. To this aim, an online registration page (<http://fr.amiando.com/BalticSeaConference2013.html>) was set-up by GOPA-Cartermill event team. The registration form mock-up and link to the test registration were submitted to DG MARE for approval, before the registration page went live.

Three registration codes were set-up in order to distinguish the different categories of attendees: Participant, Speakers (unpaid) and Invitee (paid). The registration form for the category “Participant” contained general questions on the person and organisation that s/he represents. The registration form for “Invitees” was set for the category of the paid speakers and contained an additional set of questions and information on the accommodation and travel reimbursement. The registration form for “Speakers” was the same as the one for “participants” because they add to take of their own travel and accommodation arrangements.

The invitation letter and reminders to participants were sent by DG MARE and the Baltic Development Forum themselves. A generic email address (BalticSeaConference2013@gopa-cartermill.com) was set-up, to deal with the communication with participants and speakers.

On this registration page, <http://fr.amiando.com/BalticSeaConference2013.html> a link to the conference website www.BalticSeaConference.eu was included for more practical information, with useful information for participants (information on the venue, the social

activities, accommodation, how to get to the venue, etc.) and the conference programme.

A confirmation email drafted by GOPA-Cartermill was approved by DG MARE and sent automatically after registration to each participant. The online registration page was left open until the day before the conference. A total of 308 persons were registered prior to the conference. Please note also that 17 persons registered on site.

3.5. CONFERENCE MATERIALS

GOPA-Cartermill was in charge of the lay-out of the conference materials: programme, list of participants, list of attendance, conference pens and 4 roll-ups.

In order to avoid shipping costs, GOPA-Cartermill produced 4 roll-ups and 300 folder programmes on site. The 4 roll-ups were placed first of all at the pre-event reception in the Copenhagen City Hall and the day of the Conference at the Scandic Copenhagen at strategic points, such as the coffee/lunch area and the registration area.

The folder programmes were used to prepare the conference packs, which included the participants' list, the metallic blue pen with the conference title and the working documents provided by BDF. 45 name plates for speakers and delegation members were prepared by GOPA-Cartermill. In total, 196 badges were prepared.

GOPA-Cartermill was also responsible for organising the shipment of the conference materials and one roll-up back from Copenhagen to Brussels.

3.6. ONSITE MANAGEMENT

Six hostesses were provided for the duration of the event: the day prior to the conference to help us to prepare the participants packs and on the day of the conference for on-site assistance. Under the supervision of GOPA-Cartermill event team, the hostesses took care of the registration process, handled the microphones during Q&A sessions and provided assistance to participants.

Overall, the registration process went smoothly and was dealt with efficiency. There were 17 on-site registrations and 126 no-shows. The on-site registrants were then added to the effective list of participants.

3.8. CATERING

Catering was organised by GOPA-Cartermill. It consisted in a welcome reception for 80 persons on 2 October, 2 coffee breaks and one lunch buffet for 280 persons on 3 October. We ordered the catering for 280 persons as we had 308 persons registered. We foresaw that 10% will not show up.

3.9. BUS TRANSFERS

No transfer was foreseen and provided for speakers.

3.10. FOLLOW-UP ACTIVITIES

All the presentations were collected by GOPA-Cartermill team right after the event. A “Thank You” email was sent to the attendees on 10 October 2013. The effective list of participants and the scanned copy of the signed register of attendance were sent to DG MARE on 9 October 2013. GOPA-Cartermill took care of uploading the speakers’ presentations into the BalticSeaConference2013 website (registration website) and of informed the participants/speakers accordingly.

4. PROBLEMS ENCOUNTERED

Due to a Medical congress in town, all the hotels were fully booked and we faced some difficulties to accommodate paid speakers and EC officials. Thanks to the help of Rikke Gandrup Vestenbæk, a consultant recommended by BDF, GOPA-Cartermill managed to find a hotel suitable for hosting the speakers and two EC officials.

Please note that the paid speakers, Mr Calberg booked his hotel individually. He was therefore removed from the list of paid speakers, with the approval of GD MARE. The situation was cleared before the event took place.

5. EXPECTED OUTPUTS & DEGREE OF ACHIEVEMENT

Indicator	Target	Result
No. of on-line registrations	300 max	308
No. of effective participants	300 max	196 of which :
No. of paid speakers	35	6

Please note that we had 126 no-shows.

Due to HELCOM meeting and negotiations taking longer than initially foreseen a big number of registered participants did not show up while around 40 of them came late and thus did not register on the spot.

During the course of the contract, the following actions were taken:

Tasks	Timing (year 2013)
Set up the event webpage, specific email address and online registration module (including visual elements)	August 2013
Online invitation and registration process	From beginning of September to 2 October
Preparation and print conference materials and visuals, hiring hostesses, selecting catering, etc.	September
Shipment of conference materials	30.09.2013
Print final version of the list of participants (due to the need for shipping the materials from Brussels on 30/09 and as agreed with DG MARE, the pax lists were printed in Copenhagen on 2/10 to be able to include as much as participants registered as possible).	02.10.2013
Mantling conference visuals at the venue	02.10.2013
Welcome reception at City Hall of Copenhagen	02.10.2013
Onsite registration of participants and onsite management	03.10.2013
Collecting final speakers' PPT presentations	03.10.2013

Dismantling conference visuals and prepare materials to be shipped back to Brussels	03.10.2013
Send “thank you” email to participant	10.10.2013

6. ANNEXES

- Annex I: Conference programme
- Annex II: Effective list of participants
- Annex III: Financial overview