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Black Sea Stakeholders Conference
Sustainable development of the Blue economy of the Black Sea
Bucharest, Romania – 30 January 2014

Final report

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1. INTRODUCTION

This is the final report for the Black Sea Stakeholders Conference which took place on 30 January 2014 in Bucharest, Romania. The event was jointly organised by Directorate-General for Maritime Affairs and Fisheries (DG MARE) of the European Commission and the Romanian Ministry of Foreign Affairs (RO MFA).

The conference gathered together 186 participants, including 47 on-site registrations.

GOPA-Cartermill was in charge of the logistical aspects of the conference on behalf of DG MARE, with the RO MFA. The content of the conference (including speakers' identification) was prepared by DG MARE - Unit Maritime Policy Mediterranean and Black Sea (MARE/D/1), in cooperation with RO MFA.

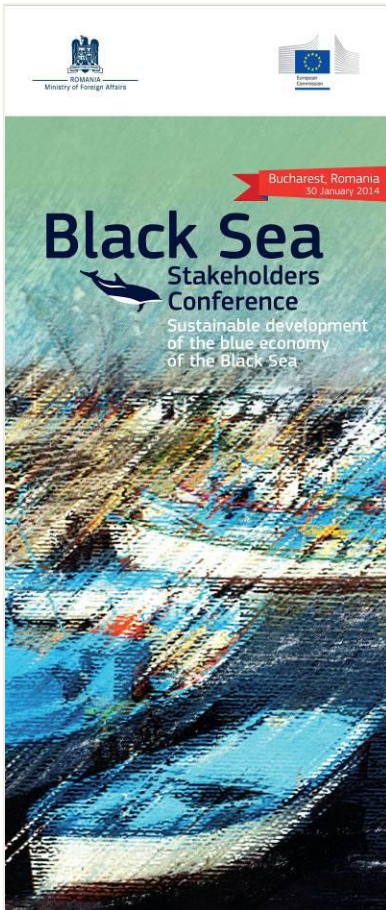
2. EVENT PROGRAMME AND OBJECTIVES

The aim of the Conference was to bring together officials and experts from maritime administrations and line ministries of both EU Member States (Bulgaria, Romania) and NON-EU Member States (Ukraine, Moldova, Russia, Georgia, Turkey). Private stakeholders and participants from these and other countries were invited and some participate as guest speakers.

3. LOGISTICS

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

3.1. VISUAL OF THE CONFERENCE



GOPA-Cartermill’s Graphic studio designed the visual identity of the conference. GC sent a link to an “image bank” where DG MARE selected 4 pictures related to the theme of the Black Sea that served to create the roll-ups.

The visual of one of the roll-ups was selected by the RO MFA and DG MARE to be the generic visual identity for the conference. This image (picture here on the left) was selected and used for the cover of the programme and the speakers guide.

GOPA-Cartermill produced 4 roll-ups to decorate the conference venue, instead of 7 initially foreseen. The budget of the 3 remaining roll-ups was used to produce a spider (pop-up stand) as requested by RO MFA and agreed by DG MARE. The visual of the spider was given by the RO MFA and based on the visual identity created by GC.

One roll-up was not used during the conference because it was broken and couldn’t be self-standing. Therefore GC only invoiced 3 roll-ups to DG MARE.



Spider's visual. Provided by the RO MFA, based on the visual identity developed by GC

In addition, GC developed two banners: one for the conference website (with the 7 flags from the country delegations) and another for the desk names and the badges.



Banner for the Conference website



Banner for Speakers desk names and badges

3.2. VENUE SELECTION

The RO MFA selected and booked the conference venue, JW Marriott Bucharest Grand Hotel. They booked a plenary room, as well as the press conference room, the secretariat room and a VIP room for bilateral meetings.

Audio-Visual equipment and Interpretation

Audio-visual equipment (screen, beamer, sound system, lights, etc.) was rented by the RO MFA, as well as the interpretation booths, and related equipment.

3.3. ACCOMMODATION

Paid participants and paid speakers were accommodated at the JW Marriott Bucharest Grand Hotel.

GOPA-Cartermill booked a total of 38 room-nights for paid speakers and EC officials. Participants were entitled to a single room for maximum of 2 nights, breakfast included. One exception was made for Mr Tvircun who needed 3 nights according to his travel schedule. This was agreed by DG MARE prior to the event. Any supplements, such as double room supplement, mini-bar, Internet connection, etc. were directly charged to guests.

Please see overleaf corresponding rooming list sent to the hotel.

Rooming list JW MARRIOTT Bucharest Grand Hotel 28-30 January											
Title	First Name	Last Name	Check-in	Check-out	Number of nights	Use	27-janv	28-janv	29-janv	30-janv	Comments
Mr	Dimitrios	Triantaphyllou	29-janv	30-janv	1	Single		0	1	0	
Mr	Abdellah	Srour	29-janv	30-janv	1	Single		0	1	0	
Mr	Bayram	Ozturk	29-janv	31-janv	2	Single		0	1	1	
Ms	Valeria	Abaza	29-janv	30-janv	1	Single		0	1	0	
Mr	David	Kereselidze	29-janv	30-janv	2	Single		0	1	1	
Mr	Nicholas	Emirzas	29-janv	30-janv	2	Single		0	1	1	
Mr	Victor	Tvircun	27-janv	31-janv	4	Single	1	1	1	1	3 nights agreed with DG MARE. 1 night to be paid by guest upon check-out
Mr	Dimitar	Dimitrov	29-janv	31-janv	2	Single		0	1	1	no-show. First night charged
Ms	Oksana	Vialova	29-janv	31-janv	2	Single		0	1	1	
Mr	George	Mamukadze	29-janv	31-janv	2	Single		0	1	1	no-show. First night charged
Mr	Liviu	Oboroc	29-janv	31-janv	2	Single		0	1	1	
Mr	Peter	Kirov	29-janv	30-janv	1	Single		0	1	0	no-show. First night charged
Mr	Damien	Périsse	29-janv	30-janv	1	Single		0	1	0	
Mr	Cristian	Badiu	28-janv	31-janv	3	Single		1	1	1	1 Pay Individually upon check-out
Mr	Nicola	Di Pietrantonio	29-janv	30-janv	1	Single		0	1	0	Pay Individually upon check-out
Mr	Alberto	Volpato	28-janv	31-janv	3	Single		1	1	1	1 Pay Individually upon check-out
Ms	Beate	Gminder	28-janv	31-janv	3	Single		1	1	1	1 Pay Individually upon check-out
Ms	Carmen	Falkenberg	29-janv	30-janv	1	Single		0	1	0	Pay Individually upon check-out
Mr	Svetoslav	Stoyanov	29-janv	30-janv	1	Single		0	1	0	Pay Individually upon check-out
Mr	Fabrizio	Donatella	29-janv	30-janv	1	Single		0	1	0	Pay Individually upon check-out
Ms	Monique	Pariat	29-janv	31-janv	2	Single		0	1	1	1 Pay Individually upon check-out
							1	4	21	12	

In addition, GC negotiated a preferential rate for participants, and informed all registered participants of the special rate by sending them the individual booking form provided by the hotel.

3.3. TRAVEL

As per signed contract, paid 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. Among 16 paid speakers initially foreseen, 3 were Romanian and living in Bucharest, and 3 didn't manage to come to the conference because of the bad weather conditions. In total, 10 paid speakers were entitled to travel reimbursement. Please see corresponding overview table in annex V. DEVCO was in charge of paid participants travel arrangements.

3.4. MANAGEMENT OF INVITATION AND REGISTRATION PROCESSES

GOPA-Cartermill was in charge of sending the save the dates and invitations to participants and speakers and of the registration process. To this end, a "Save-the-date" email campaign was carried out on 21 November 2013. The text of email was provided in English to GC by DG MARE. GC was in charge of the translations of the save the date message into Romanian and Russian.

The save the date email message was sent in three languages to all contacts included in the Stakeholders list provided by DG MARE and cleaned by GC. A draft version of the agenda was attached to the emails.

An online registration page was set-up by GOPA-Cartermill event team. The registrations fields were submitted to DG MARE, for approval, before the registration page went live. Four registration codes were created, to give access to the registration page to invited people, according to their category (Invitees, Attendees, InviteeSpeakers and Speakers). The link towards the online registration page and the registration code were inserted into the official invitation text attached to the invitation email, according to the specific category to which the person belonged. The registration web-page went live on 04 December 2013.

Official invitations were drafted in English by DG MARE and translated into RO and RU by GC. GC drafted an accompanying email for the invitations to participants and speakers that was approved by DG MARE. Invitations to participants were sent in the three languages of the conference. Individual invitations were sent to paid speakers, in English and Romanian or Russian depending on their country.

A dedicated email address (BlackSeaStakeholdersConference@gopa-cartermill.com) was set-up, to deal with all communications with participants.

DG MARE chose a two-step registration process. Upon registration, each participant received an automatic email informing of their successful registration. Registration statuses were regularly sent to the client, in order to provide an updated overview of the number of registered people and inform GC on the consequent actions to take; such as confirming the registered participants, informing selected paid participant (invitees) and forwarding their names to DEVCO contractor or rejecting any undesired registration.

The registration page was closed on 23 January 2014, once the number of 220 registrations had been reached. In total, 221 people registered online. Upon request of the RO MFA and DG MARE, some participants were added manually to the final list of participants, prior to the event.

3.5. CONFERENCE MATERIALS

The following materials were produced for the conference:

Item	Quantity ordered	Comments	Produced by
A3 folded draft programme	100 in English. 50 in Russian and 100 in Romanian	Visuals and lay-out produced by GC Format: A3 folded into A4 landscape; full colours; 200 gr paper.	GC
Speakers guide	250	In English. A4 Format. 12 pages. Full colours 160gr paper. Lay-out and visual by GC. Names of speakers displayed in alphabetical order	GC
Badges	279	221 on-line registrations + 47 on-site registrations + 20 for the Press	GC
Name plates	41	In colour, personalised with visual of the conference.	GC
List of Participants	250	In B/W, 1 staple, 11 pages.	GC
Register of attendance	1	For speakers, participants and on-site registrations	GC
Working document	250 English	15 pages; R/V; cover in colours – provided ready to print by DG MARE	GC
Roll-ups	4	Visual Identity and lay-out provided by GC. One was broken, GC only charged 3 roll-ups	GC
Spider	1	Visual Identity and lay-out provided by RO MFA. Replaced the 3 remaining roll-ups	GC

Shipment of the materials to Bucharest

GOPA-Cartermill was in charge of shipping the conference materials to Bucharest. In order to reduce the costs, meet production deadlines and reduce CO₂ footprint, some conference items, such as the roll ups, programmes, speakers guide and spider, were produced in Bucharest. Lists of participants, addendum to the list of participants, badges, speakers' desk names and background documents were produced and printed in Brussels and then shipped to Bucharest.

3.6. NOTE TAKERS

Two CFP experts from COFAD were selected by the client. Their role was to attend the plenary sessions of the conference and to prepare the minutes. The experts sent their reports to GOPA-Cartermill on 17 February and there were immediately forwarded to DG MARE. After two sets of corrections, the reports (extended minutes and summary) were approved by DG MARE on 25 February 2014.

3.7. ONSITE MANAGEMENT

250 participants were initially foreseen to attend the conference, with a maximum of 20 paid speakers. According to the effective list of participants, 187 people attended the event, of which 32 were speakers (13 paid speakers, 3 of them living in Bucharest) and 28 were paid participants cover by DG DEVCO. The signed register of attendance (Annex II) and the effective list of participants (Annex III) are attached to this report.

Five hostesses were provided for the duration of the event. Under the supervision of GOPA-Cartermill event team, the hostesses took care of the registration process, handled the microphones during Q&A time and provided assistance to participants'.

The registration desks were arranged in the main hall at the entrance of the main conference room. Desks were organised by alphabetical order of the last name. Specific desks for on-site registration and speakers were arranged in the registration area. RO MFA was in charge of the desk for the press.

3.8. CATERING

The following was organised by GOPA-Cartermill:

- 2 Coffee breaks for 200 people

- Buffet lunch for 200 people

3.9. FOLLOW-UP ACTIVITIES

Speaker's presentations were collected by GOPA-Cartermill team right after the event.

On 4 February the 'thank you' email was sent all participants and speakers. The 'thank you' email to speakers included the travel reimbursement form with the relevant information on the travel reimbursement procedure. This information was also included practical email that was sent to the invitee speakers prior the conference.

The effective list of participants and the signed register of attendance were sent to DG MARE on 3 February. Following the request of DG MARE, the effective list of participants was uploaded into the event website, along with the speaker's presentations.

The minutes and conclusions of every session were drafted in English by the CFP experts and were sent to DG MARE on 17 February. The minutes summarised the presentations and debates. As requested by DG MARE, an additional draft Summary reporting the sessions was requested by sent to DG MARE on 21 February. The conference proceedings were approved on 25 February and immediately uploaded on the conference website. Translations of the summary in Romanian and Russian were sent to the client on 3 March.

GC copied the conference pictures from DG MARE on a USB key and uploaded a selection of the pictures into a hyperlink that was posted on the conference website on 3 March.

On 4 March, GC sent an email to all the participants and speakers informing that the conference proceedings, the pictures and the videos were online and accessible through the conference website.

Extra tasks not foreseen in the contract

GC performed some extra tasks that were not initially foreseen. These were:

- Uploading selected pictures on a Flickr free platform (<https://www.flickr.com/photos/117152735@N05/>).
- Uploading 7 CD's with the videos of each panel as well as the press conference on the EC FTP server and uploading the URL links on the conference website.

- Emailing all participants to inform them that the conference proceedings, the pictures and the videos were online and accessible through the conference website. <http://www.amiando.com/BlackSeaStakeholdersConference>

3.10. PROBLEMS ENCOUNTERED AND SOLUTIONS

As the RO MFA did not approve the Romanian version of the final programme, the production of the Romanian programme had to be stopped and the deadline for printing the programmes in Romanian could not be met. Therefore, the RO MFA printed the Romanian version on the evening prior to the event. A total of 100 copies of the Romanian version were printed, the cost for this additional printing was covered by GC.

4. EXPECTED OUTPUTS & DEGREE OF ACHIEVEMENT

Indicator	Maximum	Result
No. of participants	250	187
No. of paid speakers	20	13
No. of paid participants	30	28

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

Tasks	Timing
Set up the event webpage, specific email address and online registration module (including visual elements)	End of November 2013
Save-the-date campaigns	21 November 2013
Online invitation and registration process	5 December 2013
Creation of the visuals for the conference	18 November 2013 – 20 January 2014
Preparation and print conference materials and visuals, hiring hostesses, selecting catering, etc.	From December to event date
Shipment of conference materials: Participants' lists, Speaker's guide, working document, badges, desk names.	27 January 2013
Onsite registration of participants and onsite management	30 January 2014
Dismantling conference visuals and prepare 3 roll-ups to be shipped back Brussels (GC)	30 January 2014
Upload relevant documents, videos and pictures onto event webpage	From 3 February to 3 March 2014
Send "thank you" email to participant	4 February 2014
Provide DG MARE with the first draft of the minutes	17 February and 21 February (extended version and shorter version)
Proceedings approved by DG MARE	25 February 2014

5. ANNEXES

Annex I	Conference programme
Annex II	Signed register of attendance
Annex III	Effective list of participants
Annex IV	Overview of Expenses
Annex V	Speakers travel reimbursement table
Annex VI	Table Speakers DSA