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**“Stakeholder conference on Shipping and Maritime Spatial
Planning”**

Final report

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1. INTRODUCTION

This is the final report on the “Stakeholder conference on Shipping and Maritime Spatial Planning” which took place on 6 June 2014 in Athens, Greece. The event was organised by the Directorate-General for Maritime Affairs and Fisheries (DG MARE) of the European Commission, Unit E.1.

The conference gathered together 110 participants, including the speakers. A press conference took place on the day prior the event and was followed by an official dinner hosted by the European Commission at the conference venue.

The final programme of the conference (Annex I) and the effective list of participants (Annex II) are attached to this report.

2. EVENT PROGRAMME AND OBJECTIVES

The key audience of the event were technical experts, industries, NGOs and MS representatives familiar with the subjects of Shipping and MSP. The aim of the conference was to draw conclusions on the specific needs and best practices on cross-sector cooperation. Discussion and conclusions will feed the work of the Commission to support the deployment of MSP in Europe.

3. LOGISTICS

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

GC was in charge of

- Identifying and booking the venue for the conference
- Liaising with the venue to arrange catering and AV equipment supplies
- Organising the transfer service and the accommodation for speakers
- Suggesting experts for reporting on the conference and coordinate with the chosen expert
- Producing the conference materials based on the visual identity provided by the EC
- Finding local providers such as production companies for producing the roll-ups and the programmes.

- Searching and hiring the interpreters and a local photographer as well as hostesses/stewards.
- Sending out save the dates and invitations
- Setting of the online registration form and event website
- Handling registrations
- Producing the conference pens
- Preparing the lay-out of documents and printing: participant list, register of attendance and programme and assembling the participant's pack
- Welcoming and registering participants
- Follow-up tasks
 - Sending thank you emails
 - Uploading PPT presentations on the conference website
 - Sending to DG MARE the minutes and summary of the presentations as well as the conclusions
 - Reimbursement of travel expenses for speakers

3.1. HOTEL SELECTION AND CONFERENCE FACILITIES

DG MARE suggested to find a venue located close by the port of Piraeus. GOPA Com. selected and found the Metropolitan hotel, to host the conference as well as to accommodate paid speakers and EC officials. DG MARE accepted the proposal after consultation with the commissioner cabinet.

3.2. ACCOMMODATION

There were a total of 14 confirmed paid speakers. The speakers were accommodated at the Metropolitan hotel.

Speakers were entitled to a maximum of 2 nights' accommodation, breakfast included. Any supplements, such as room for double use, mini-bar, Internet connection, etc, were directly charged to the guests.

In view with the lower number of confirmed paid speakers (14 instead of 25 as per initial budget), DG MARE accepted to cover when requested, a third night. This was the case for Mr Trümpler and Mr Olsen. It was also agreed that GC would cover 4 nights for Ms McGee travelling from the US but wouldn't cover her flights costs.

Rooming list Metropolitan Athens 4-7 June 2014												
Title	First Name	Last Name	Accommodation needs	Number			Use	1 June	4 June	5 June	6 June	Comments
				Check-in	Check-out	of nights						
Mr	Andreas	Chrysostomou	Single room, 2 nights	5 June	7 June	2	Single			1	1	
Mr	Andrew	Winbow	Single room, 1 night	5 June	6 June	1	Single			1		
Mr	Ben	van Scherpenzeel	Double room, 2 nights	5 June	7 June	2	Double			1	1	
Mr	David	Patraiko	Single room, 2 nights	5 June	7 June	2	Single			1	1	
Ms	Leslie-Ann	McGee	Single room, 1 nights	1 June	2 June	1	Single	1				4 nights covered by GOPA
Ms	Leslie-Ann	McGee	Single room, 3 nights	4 June	7 June	3	single		1	1	1	
Mr	Kai	Truempler	Single room, 3 nights	4 June	7 June	3	Single		1	1	1	3 nights covered by GOPA
Mr	Geir	Olsen	Single room, 2 nights	4 June	7 June	3	Single		1	1	1	3 nights covered by GOPA
Mr	Jean Philippe	Pagot	Single room, 1 night	5 June	6 June	1	Single			1		
Mr	Jochen	Lamp	Single room, 2 nights	5 June	7 June	2	Single					
Ms	Anita	Mäkinen	Single room, 2 nights	5 June	7 June	2	Single			1	1	
Mr	Patrick	Verhoeven	Single room, 1 night	5 June	6 June	1	Single			1		
Mr	Stavros	Hatzakos	Single room, 1 night	5 June	6 June	1	Single			1		
Mr	Andrew	Oldland	Single room, 1 night	5 June	6 June	1	Single			1		
Mr	Laurent	Dezamy	Single room, 2 nights	5 June	7 June	2	Single			1	1	

Speakers' rooming list

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 16 June, an email was sent with the travel reimbursement form to the all the speakers entitled the travel reimbursement. On 3 July a reminder was sent to speakers that had not yet sent their request for travel reimbursement. In total 12 speakers had their travel costs covered.

First name	Last name	Profile	Country	Attendance	Entitled	As per FWC
Andreas	CHRYSOSTOMOU	Paid Speaker	Cyprus	YES	YES	714,00 €
Laurent	DEZAMY	Paid Speaker	France	YES	YES	714,00 €
Jochen	LAMP	Paid Speaker	Germany	YES	YES	714,00 €
Anita	MÄKINEN	Paid Speaker	Finland	YES	YES	714,00 €
Antonis	MICHAIL	Paid Speaker	Belgium	YES	YES	525,00 €
Andrew	OLDLAND QC	Paid Speaker	UK	YES	YES	714,00 €
Geir	OLSEN	Paid Speaker	Norway. Effective costs	YES	YES	336,53 €
Jean Philippe	PAGOT	Paid Speaker	France	YES	YES	714,00 €
David	PATRAIKO	Paid Speaker	UK	YES	YES	714,00 €
Ben	VAN SCHERPENZEEL	Paid Speaker	The Netherlands	YES	YES	714,00 €
Patrick	VERHOEVEN	Paid Speaker	Belgium	YES	YES	525,00 €
Andrew	WINBOW	Paid Speaker	UK	YES	YES	714,00 €

Travel reimbursement overview

3.4. MANAGEMENT OF THE REGISTRATION PROCESS

On 14 March a personalised save the date was sent through the online registration platform to the list of stakeholders. First round of invitations were sent on 17 April. One reminder was sent on 19 May.

GC was in charge of the registration process. To this aim, an online registration page (http://www.amiando.com/MSPConference_Athens) was set-up by GOPA Com. event team.

There were three registration codes linked to each category of attendee: participant, invitee and speaker. In addition to standard registration fields, the online registration website also included a “Practical information” page, with useful information for participants (information on the venue, accommodation, how to get to the venue, etc.). A generic email address (MSPConference_Athens@gopa-cartermill.com) was also set-up, to deal with the communication with participants, speakers and invitees.

A confirmation email drafted by GOPA Com. was approved by DG MARE and sent automatically after registration to each participant. Registration was open in order to allow participants to transmit the invitation to other interested people. The online registration page was left open until 30 May 2014, when it reached 150 registrations. A note was posted on the registration webpage indicating that onsite registration was possible on the day of the event at the conference venue.

3.5. CONFERENCE MATERIALS

GOPA Com. was in charge of the lay-out of the conference materials: programme, list of participants, list of attendance, conference pens and 3 roll-ups. In order to avoid shipping costs, GOPA Com. had the roll-ups produced in Athens.



Picture of Roll-up

The folder programmes were used to prepare the conference packs, which included the participants' list and a branded pen. 20 name plates for speakers were prepared by GOPA Com. In total, 170 badges were prepared (150 badges for registered participants and 20 for onsite registration).

GOPA Com. took care of the shipment of the conference materials back to Brussels. The three roll-ups were delivered to DG MARE on 20 June 2014.

3.5. NOTE TAKERS

One CFP expert was selected by DG MARE. His role consisted in attending the plenary sessions of the conference and drafting the minutes, summarising presentations, debates and conclusions. The expert's conference report was sent by GOPA Com. to DG MARE on 10 June. The conference report was approved by DG MARE on 3 July 2014.

3.6. PRESS CONFERENCE

A press conference took place on the day prior the event. An additional meeting room as well as some additional AV equipment (microphones) were booked for the press conference. The photographer and one interpreter were present and requested by the client.



Press Conference: from left to right Minister Miltiadis Varvitsiotis, Commissionner Maria Damanaki and MEP Gesine Meissner

3.7. INTERPRETATION

Interpretation in English and Greek was provided throughout all the conference on Friday 6 June.

3.8. PHOTOGRAPHER

A photographer was hired by GOPA Com. to cover the event. The DVD with the conference pictures was delivered to DG MARE on 20 June 2014.



1st Panel: from left to right: the moderator Mr Agislaos Anastasakos, Mr Andrew Winbow, Ms Gesine Meissner and Ms Carla Montesi

3.9. ONSITE MANAGEMENT

Three hostesses were hired to support the event team on site. Overall, the registration process went smoothly and was dealt with efficiency. There were 15 on-site registrations and 49 no-shows. The on-site registered participants were then added to the effective list of participants.

3.10. CATERING

The following catering services were organised by GOPA Com.

- A pre-conference dinner for speakers and EC representatives on 5 June for 45 people.
- A permanent coffee break on 6 June for 150 people.
- One buffet lunch on 6 June for 150 people.

Although the effective participation was of 110, the numbers of online registrations reached 150 by Monday 02 June. Therefore the numbers confirmed for the catering with the hotel were of 150.

3.11. TRANSFER

GOPA Com. organised individual transfers for the paid speakers with a local transportation company from the airport to the hotel and the hotel to the airport.

3.12. FOLLOW-UP ACTIVITIES

All the presentations were collected by GC event team right after the event.

On 16 June, the travel reimbursement form was sent by email to all entitled speakers. The email contained all relevant information about the procedure to be followed to get the reimbursement. This information was also explained in the invitation letter that was sent to the speakers.

The effective list of participants and the scanned copy of the signed register of attendance were sent to DG MARE on 10 June. All the speakers' presentations were uploaded into the conference website in PDF format, as per DG Mare request.

A "Thank You" email was sent to effective participants, on 16 June. The email included a link towards the event webpage with uploaded presentations.

The minutes and conclusions of the conference were drafted in English by the CFP expert and were sent to DG MARE on 10 June. The expert report was approved by DG MARE on 3 July 2014.

4. EXPECTED OUTPUTS & DEGREE OF ACHIEVEMENT

Indicator	Target	Result
No. of registrations	100/150 max	150
No. of participants	100/150 max	110 of which :
No. of speakers	25	16

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

Tasks	Timing (year 2014)
Set up the event webpage, specific email address and online registration module (including visual elements)	March
Save the date	14 March
Online invitation and registration process	From 17 April to 19 May
Preparation and print conference materials and visuals, hiring hostesses, selecting catering, etc.	From April to early June
Shipment of conference materials	2 June
Mantling conference visuals at the venue	5 June
Official dinner for speakers and other selected guests	5 June
Onsite registration of participants and onsite management	6 June
Dismantling conference visuals and prepare materials to be shipped back to Brussels	6 June
Collecting final speakers' PPT presentations	6 June
Upload relevant documents onto event webpage	
Send "thank you" email to participant	16 June
Provide DG MARE with the first draft of the minutes by the Experts	10 June
Experts Minutes approved by DG MARE	3 July

5. ANNEXES

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