

Belfast

BELFAST AND NORTHERN IRELAND
CONFERENCE SUPPORT SCHEME
APPLICATION PACK

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Belfast
City Council



**TOURISM
NORTHERN
IRELAND**

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Applications for support should be made on this official application form and submitted to Visit Belfast. This application form should be accompanied by:

- A draft budget for the Belfast event showing income and expenditure
- A copy of the previous conference final budget showing event income and expenditure

Objectives of the scheme

The Belfast and Northern Ireland Conference Support Scheme is funded by Belfast City Council and Tourism Northern Ireland and administered by Visit Belfast. The scheme provides financial support for eligible associations and event organisers who will work in partnership with the destination to:

- Attract business events to Belfast and Northern Ireland to support tourism/events recovery and growth
- Maximise the contribution of business events to Belfast and Northern Ireland
- Enhance the profile of the region as a leading business and leisure destination
- Attract events that support the destinations research, education and economic development objectives
- Deliver safe, sustainable and high quality business events in the destination, creating an excellent experience for attendees and visitors

Financial Support

- Associations and eligible event organisers can apply for £50 per out-of-state delegate to the destination that stays for a minimum of one night
- This funding will be provided for spend against the eligible costs below
- Organisers will be able to claim 75% of the funding award in advance of the event and 25% of the funding award following successful the post event evaluation

Conditions & Eligibility Criteria

To be eligible for support, the following criteria applies:

1. The applicant must demonstrate that it is a not-for-profit organisation
2. The conference should attract a minimum of 100 out-of-state (OoS) event attendees to the destination for a minimum of one night. Out of state attendees are visitors who are not from Northern Ireland. Day visitors and virtual attendees are not included
3. The conference/business event must be based in Belfast and include use of overnight accommodation in the Greater Belfast area
4. The conference must demonstrate that it would not come to Belfast unless support is provided
5. The subject areas of the conference should support Belfast and Northern Ireland's economic, tourism, social and cultural priorities
6. An application for conference support cannot be considered without evidence of sound financial project management in the form of a detailed projected income/expenditure account for the proposed Belfast event
7. At the time of submission support is not available if the conference is taking place/confirmed within the next 6 months
8. Applications will be assessed against the Scheme criteria and only conferences deemed to most closely match the objectives of the Scheme will be considered for support. Applications should include all supporting documentation as detailed in the application form
9. Financial support of £5,000 - £100,000 is available based on the number of eligible delegates in attendance
10. The scheme funds £50 per out of state delegate that attends the conference. Any variances between forecast and actual delegate attendance will be reconciled after the event

In applying to the scheme, applicants must also agree to the following conditions:

- Organisers are required to provide final attendee lists to Visit Belfast and scheme funders as part of the post event evaluation. Attendee lists must include first name, last name, country of origin and email address. Organisers are responsible for having appropriate permissions in place to provide attendee lists to the scheme
- As part of the agreement in accepting Conference Support, tourism researchers will be allowed to interview a sample of delegates on the day(s) of conference to allow them to assess economic value and contribution to tourism in Belfast and Northern Ireland and also provide feedback on tourism products and services. Researchers may also undertake random sampling on conferences delegate lists to confirm attendance of delegates
- If the conference does not take place for any reason then all funding is immediately repayable to the funders
- If the conference does not deliver the stated number of delegates, this will be reconciled post event and the post event claim (25%) will be amended to reflect the actual number of attendees if less than the award
- In the event of the organiser having claimed pre-event for more delegates than actually attended, funders reserve the right to claw back part of the funding. Funders will take into consideration all circumstances including those deemed outside of the control of the conference organisers
- The organiser must commit to promotion of business extenders/partner programmes OR demonstrate how they will encourage repeat leisure visitors to include other regions of Northern Ireland

Eligible Costs

The following costs will be deemed eligible for consideration for assistance:

- Venue costs (including AV, technical and hybrid costs but excluding any food and beverage costs)
- Exhibition marketing
- Pre-conference marketing costs
- Delegate transfer costs
- Speaker costs
- In addition to these any other item of expenditure deemed essential to help deliver the conference in Belfast will be considered on a case by case basis

Non-Eligible Costs

The following areas will not be considered eligible for assistance;

- Event Management Fees
- Food, beverage and entertainment
- Loose fittings and fixtures i.e. items which can be used at future conferences
- Retrospective support cannot be given for activity undertaken before application is approved and Letter of Offer received

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Part 1 - To be completed by the applicant

1. Organisers Details

Name of Organisation

Are you a not-for-profit organisation?

Organising Secretary/Main Contact

Address

Telephone (daytime)

Mobile

Email

Website

2. Conference Details

Conference Venue/s

Please specify all

Date (opening)

Date (closing)

Pre/Post events or extender programmes

Exhibition Attached? Yes No Size in sq.m.

Total Physical Event Attendees (All incl NI)

Total Virtual Event Delegates For information only. Please note that virtual delegates are not eligible for support.

Projected Event Attendees
by Territory

GB, Scotland, Wales
Republic of Ireland
Europe
The Americas
Asia
Rest of World
Northern Ireland

Total

Projected Out-of-State physical Event
Attendee Numbers by Type

Delegates
Speakers
Exhibitors
Sponsors
Staff/Organisers
Other – please specify

Total

Projected total Out-of-State Bed nights

Attendees X 1 night
Attendees x 2 nights
Attendees x 3 nights
Attendees x 4 nights
Attendees x 5 nights

Total bednights

% of Attendees that will arrive / extend
their stay and % of Partner attendance

Name of Local Ambassador/s and Local
NI partner organisations

Please specify the eligible costs that you are seeking support for through the scheme

Please provide a full description of the conference including the aims and objectives

Please highlight relevance to Belfast and Northern Ireland and opportunities for the destination
(tourism / education / economic development / social / impact)

2. Eligibility

Please provide details to demonstrate how the conference meets the criteria for this scheme:

Is the Conference and accommodation based in the greater Belfast area	Yes	No	Please specify venues/ accommodation being considered
Delivers a minimum of 100 out-of-state delegates staying for a minimum of one night	Yes	No	
Can you demonstrate that the conference would not come to Belfast unless support is provided	Yes	No	Please detail rationale and/or competitor destinations
Have you provided a projected income and expenditure budget for the Belfast event	Yes	No	Please enclose with your application
Have you provided a copy of the previous conference accounts showing income and expenditure	Yes	No	Please enclose with your application
Is the funding being used for eligible costs only	Yes	No	Please detail category
Confirm that you agree to the conditions of the scheme	Yes	No	

4. History of Event

Is this the first time the conference has been held in Belfast or Northern Ireland? Yes No

If No, please detail previous dates/s of when the conference was held in Belfast or Northern Ireland and if it received financial or in-kind support?

Previous details of conference venues for the past 3 years

Year	Destination	Physical Delegate Numbers	Support Amount
1.			
2.			
3.			

Are there any competing UK or International destinations being considered for this conference? Yes No

If Yes, please give details, including any potential funding.

5. Destination Partnership, Promotion and Impact/Legacy

Please provide details of how you will promote Belfast and NI – to maximise delegate numbers for the conference / encourage delegates to extend their stay and/or return for leisure or business purposes:

Please provide details of opportunities for collaboration, impact and legacy in Belfast and Northern Ireland (tourism, education, research, culture / social impact / legacy)

Please detail your commitment to sustainability

6. Conference Budget & Financial Management

- Please enclose a copy of the anticipated Belfast income and expenditure budget for the conference which should include the main items of expenditure and income in detail including expected revenue from delegate fees, exhibition and sponsorships.
- Please enclose a copy of the last conference accounts in the previous host destination showing income / expenditure

Has an approach for financial or in-kind support been made or expected to be made to any other source(s)?	Yes	No
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If so, please provide details of the extent of assistance requested or offered.

7. Declaration

To the best of my knowledge and belief the information given in this application is correct

Name

On behalf of

Date

Note: This application carries no entitlement to grant assistance even though previous assistance may have been given. Any offer of assistance is at the sole discretion of the Conference Support Panel. All such offers are made subject by applicants of any terms and conditions which the panel may stipulate.

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