



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER

UICC Bid Guidelines for 2024 World Cancer Congress

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1. Executive summary

This bid manual outlines the main requirements for a UICC full member organisation, supported by the bidding city's convention bureau, congress centre and government, intending to submit an expression of interest, and if shortlisted, followed by a bid to host UICC's main event: the World Cancer Congress in 2024.

This document includes general information about the Congress and its organisers (UICC – the Union for International Cancer Control), financial, logistical and operational requirements to host the biennial event as well as an outline of the roles and responsibilities of all parties involved, detailed information on the bid process and selection criteria.

UICC wishes to thank its member organisations, convention bureaus, congress centres, local authorities, governmental institutions and all other parties involved in this bid process for their willingness to host the World Cancer Congress in 2024.

2. General information

1. About UICC

The Union for International Cancer Control (UICC) unites and supports the cancer community to reduce the global cancer burden, to promote greater equity, and to ensure that cancer control continues to be a priority in the world health and development agenda.

Union for International Cancer Control (UICC) is a membership organisation that exists to help the global health community accelerate the fight against cancer.

Founded in 1933 and based in Geneva, UICC's rapidly increasing membership base of over 1100 organisations in more than 170 countries, represents the world's major cancer societies, ministries of health and patient groups and includes influential policy makers, researchers and experts in cancer prevention and control. UICC also boasts more than 50 strategic partners. The organisation is dedicated to taking the lead in convening, capacity building and advocacy initiatives that unite and support the cancer community to reduce the global cancer burden, promote greater equity, and to ensure cancer control continues to be a priority in the world health and development agenda.

UICC uses key convening opportunities like the World Cancer Leaders' Summit, World Cancer Congress and World Cancer Day for continued focus on:

- Developing specific time-bound targets and indicators to measure the national implementation of policies and approaches to prevent and control cancer;
- Raising the priority accorded to cancer in the global health and development agenda;
- Promoting a global response to cancer

UICC and its multisectoral partners are committed to encouraging governments to look towards the implementation and scale-up of quality and sustainable programmes that address the global burden of cancer and other NCDs. UICC is also a founding member of the NCD Alliance, a global civil society network that now represents almost 2,000 organisations in 170 countries.

Governance

UICC is governed by its member organisations, which meet in a general assembly, held in conjunction with the World Cancer Congress, every two years. Between assemblies, a board of 17 directors, elected by the General Assembly, act as the executive body of UICC.

Working in partnership

UICC works closely with key international UN agencies including: the World Health Organization (WHO), with whom we are in official relations, the International Agency for Research on Cancer (IARC), the International Atomic Energy Agency (IAEA), and has consultative status with the UN Economic and Social Council (ECOSOC). In addition to this, UICC offers corporate partners a unique opportunity to demonstrate social responsibility on a global scale.

World Cancer Declaration

This year alone, nearly 9 million people will die of cancer, and left unchecked, the number of deaths will increase to 13.2 million per year by 2030. UICC is committed to reducing the global cancer burden through delivering the targets of the **World Cancer Declaration**.

This call to action sets out 9 goals to be achieved by 2025 including:

- Universal vaccination programmes for hepatitis B (HBV) and human papillomavirus (HPV) to prevent liver and cervical cancer;
- Dramatic reductions in the emigration of health workers with specialist cancer training
- Universal availability of effective pain medication
- Dispelling myths and misconceptions about cancer

A visionary campaign

UICC is committed to delivering the targets of the World Cancer Declaration through strategic partnerships involving members and other institutions interested in fighting cancer. Together we aim to save millions of lives by focusing on what needs to be done by taking the lead in:

- Convening the world's leaders for innovative, wide-reaching, cancer control events and initiatives
- Building capacity to meet regional needs
- Leveraging past advocacy successes to drive change in the future

2. About the World Cancer Congress

The World Cancer Congress (WCC) is a recognised international conference that encourages effective knowledge transfer and best practices exchange amongst 3,500 global cancer control and health experts. It was awarded '*Best Conference Development*' at the **2016 International & European Associations Awards** and '*Best use of social media*' with the 2016 WCC campaign at the **2017 Association Excellence Awards**.

The event aims to **strengthen the action and impact of the cancer community** on national, regional and international scales through its educational programme which spans the full spectrum of cancer - from prevention and treatment to palliative care.

The first International Cancer Congress was held in Madrid in 1933. It led to the foundation of the International Union Against Cancer in 1935, renamed the Union for International Cancer Control (UICC) in 2010 and today's proud winner of the International & European Association Award for Membership Engagement.

The WCC supports UICC's purpose statement to unite and support the cancer community to reduce the global cancer burden, to promote greater equity, and to ensure that cancer control continues to be a priority in the world health and development agenda.

The event takes place every two years in a different country and is hosted by a local UICC full member. Each event is awarded to a destination and host organisation following a thorough bidding process led by the UICC Congress & events team. The final decision on the destination is taken by the UICC Board of Directors.

World Cancer Congress set of principles

- Convene and engage UICC members and partners
- Educate, inform and exchange knowledge to support UICC purpose
- Generate small profit to support UICC activities
- Build for the future: attract more funds, new members and partners, new generation / future leaders
- Improve the position, visibility and UICC purpose

See appendix 1 - the list of past and upcoming Congresses.

3. Roles and responsibilities

Over the recent years, Congress host organisations and countries have widely benefited from welcoming the global cancer community in their respective countries. It gives them an opportunity to considerably push forward their national and regional agendas and secure a coordinated and multileveled response. The programme for each edition is articulated around a broad overarching theme that sets the tone for the event.

The host organisation, the city and the country will all benefit from global visibility and credibility in their recognition as key players and leaders in the global fight against cancer for hosting this pivotal platform gathering world experts in cancer control.

The successful host receives the unique opportunity for its reputation to be disseminated across a multi-disciplinary global context, including governments, international organisations, NGOs, cancer affiliations, patient support groups, research institutes, care centres, academia and the corporate sector. World Cancer Congress hosts are not only afforded altruistic recognition by the rest of the world in being seen at the forefront of the global campaign to eliminate cancer as a life-threatening disease but its afforded unparalleled networking and partnership opportunities. These opportunities in the past have created and will continue to create enduring structures of prosperity both in terms of global cancer control and global recognition in general for any willing host country.

1. Definition of success at the World Cancer Congress

1. **Meet attendance objective of at least 4,000 registered delegates:** large number of international registrations including dominant participation from the host country and region; well attended sessions and high connectivity amongst participants throughout the three days;
2. **Meet sponsorship and exhibition objective:** high number of sponsors and exhibitors (cross-sector representation) including travel grantees and sponsored groups;
3. **Develop a high quality programme and impactful outcome:** high quality local, national and regional input in the programme content through the different means of engagement opportunities; high quality experts and high profile leaders in public health presenting at the Congress; Government representatives' to participate to the Congress, from the host country and region; large number of local, national and regional quality session proposals and abstracts submitted; broad range of education and training opportunities and/or sessions with clearly defined take away messages / tools; high interactivity and active participation;
4. **Increase UICC exposure throughout the region** which results in increased engagement levels as well as recruitment of new members and partners;
5. **Flawless and well logistically organised Congress;**
6. **Increase national and local media interest and press coverage** leading up to and during the Congress and in line with UICC's messaging;
7. **Create unique networking and interaction opportunities for participants:** encourage participants to start new collaborations and partnerships; create a sense of community and belonging which helps drive the cancer control agenda forward in a coordinated and efficient way; create facilitated networking events for Congress participants; organise social and cultural event(s) which help create a unique delegate experience in the host country, in a nice and relaxed atmosphere;

8. **Build up momentum in the years leading up to the Congress by conducting a powerful marketing campaign:** promotional campaign which would boost registration, sponsorship and exhibition as well as engagement with UICC; ancillary activities involving the general public; increased advocacy leading up to and around the Congress; mobilize the local community (e.g. volunteers willing to work on the Congress, public events raising awareness, visibility throughout the city, activities on World Cancer Day, etc.) and mobilise all stakeholders; increase UCC's visibility through the region and drive engagement in UICC's activities / convening platforms / membership and partnership.
9. **Long lasting impact, including;** action points and wanted impacts clearly outlined by the hosts such as: high level governmental commitments made (i.e. increased government spending and commitments in international and national cancer control), increased activities of the regional cancer associations/societies/leagues, increased collaboration and connections within the regional cancer community, etc.
10. **Successful collaboration within the Local Host Committee,** all other Committees and stakeholders involved.

2. UICC's role and responsibilities

1. Geneva office

UICC is fully and solely responsible for all aspects of, and final decisions relating to, the organisation of the Congress such as: project management, event branding, finances, participant administration, exhibition and sponsorship management, abstract handling, registration and on-site logistics.

The Geneva office has a team dedicated to the management of UICC's flagship events namely the World Cancer Congress and the World Cancer Leaders' Summit.

UICC will seek the input of the Local Host Organisation as outlined below.

Areas of consultation will include (but are not limited to):

- the overarching theme of the Congress;
- the final selection of the event's dates, including schedule of events;
- the selection and management of venues;
- logistical organisation and operations management;
- registration fees;
- programme content management;
- branding and promotion;
- coordination of ancillary events (or approval if organised by a third party);
- fundraising and liaising with sponsors, exhibitors and partners;
- selecting suppliers;
- housing management;
- travel grant management;
- international media and press oversight.

UICC will liaise and coordinate the different Committees involved in the preparation of the Congress, including:

- Congress and Summit Committee
- 2024 World Cancer Congress Organising Committee
- 2024 WCC Programme Committee (including Abstract Committee and International Panel of Abstracts Reviewers)

UICC handles the request for proposals and then the management for all suppliers involved in the Congress preparations.

The mandate of the Professional Conference Organiser typically includes abstract management, online and onsite registrations, housing management, transfers and management of the volunteers onsite.

2. Congress and Summit Committee

The UICC Congress and Summit Committee is composed of UICC Board members. It is responsible for defining the optimal format and content of the World Cancer Congresses and World Cancer Leaders' Summits. It establishes a clear set of guidelines and principles to ensure a sustainable strategy as well as evaluate past Congresses and Summits. The UICC Congress and Summit Committee will provide long-term strategic direction.

The UICC Congress and Summit Committee provides advice and guidance as appropriate to UICC on developing and monitoring a general strategic approach to deliver successful World Cancer Congresses and World Cancer Leaders' Summits and develops a sustainable model for both UICC flagship events.

3. Organising Committee

The Congress Organising Committee is appointed every two years by the Congress President and looks at the upcoming Congress organisation, giving advice on various aspects, such as promotion, programme development, strategy, bringing innovative ideas on board, social event calendar, etc.

4. Programme Committee

Every two years, the Programme co-Chairs are appointed by the Congress and Summit Committee. They are responsible for developing the content of the Congress programme, by firstly identifying relevant themes, then appointing a Programme Committee who will shape the content within each theme through a number of global "calls for contributions" from the cancer community (UICC members, partners and beyond).

In addition, the Programme Committee will help with the abstract procedure by suggesting members for the Abstract Committee (including its co-chairs) and International Panel of Abstracts Reviewers. They will also suggest topics within each theme to help guide the abstracts submissions.

5. Abstract Committee and International Panel of Reviewers

Abstracts are reviewed on a two-tier process.

The Abstract Committee oversees the whole abstract submission and screening and then review process. They are also responsible in screening incoming submissions during the first-tier review process by accepting or rejecting them based on a number of selection criteria. This first-tier review process is ongoing during the "call for abstracts".

The International Panel of Reviewers scores abstracts as part of the second-tier review process which occurs once all abstracts have been submitted and once the call is closed. The second-tier review process will determine the format of presentation of each abstract, including its scheduling within the programme.

3. The Local Host Organisation's role and responsibilities

UICC considers the Local Host Organisation as its principal partner to provide local input to achieve a successful World Cancer Congress operating within the UICC Congress structure and guidelines. The Local Host Organisation will support UICC as the Congress organiser with the common objective to achieve a successful 2024 World Cancer Congress

1. Mission

The Local Host Organisation supports UICC and the Congress leveraging local and regional relationships (in particular engaging with the local and federal governments and other stakeholders in cancer control) and actively promoting the Congress to maximise the number of local delegates.

The Local Host Organisation will commit to develop and implement a communication and marketing campaign from the date the agreement with UICC is signed to the commencement of the Congress in 2024. The aim of the marketing campaign is to ensure optimal delegate awareness of and participation in the Congress with the common objective to reach at least 4'000 registrations worldwide.

The Local Organisation will undertake its best efforts to secure at least 2,000 registrations from the region through both its own promotion and that of the Local Host Committee (see below).

The Congress website will be developed and managed by UICC. UICC will seek input from the Local Host Organisation for content. The Local Host Organisation will actively promote the 2024 World Cancer Congress on its website and through other social media channels.

All promotional material will be in English, and any related costs incurred in the translation of content from English to another language will be covered by the Local Host Organisation.

The press and media strategy will be jointly developed by UICC and the Local Host Organisation. The Local Host Organisation will be responsible for developing and implementing a local media outreach strategy in order to maximise Congress awareness amongst the national press. The purpose of the strategy is to ensure as many national press registrations and as much on-site attendance as possible. The responsibilities of the Local Host Organisation include (but are not limited to):

- Identifying media opportunities and stories around the event that resonate with the local/national media;
- Promotion of those opportunities through the distribution of “Save the Dates”, media alerts, press releases and press kits adapted to the national press interests;
- Tracking national media registrations for the Congress;
- Coordinating on-site and remote media interviews between Congress speakers, attendees and the national media;
- Creating a final press report with national press coverage of key figures i.e. number of articles, potential reach, number of interviews or number of accredited journalists, and clippings reflecting the national media coverage.

The Local Host Organisation will assist in collaborating with Federal Authorities to provide invitation letters for participants needing a visa to enter the country. A clear process will be defined and agreed by both parties before the registration system is launched.

The Local Host Organisation will recruit and train suitable onsite volunteers to assist at the Congress.

The Local Host Organisation will establish a Local Host Committee incorporating a range of external expertise, which will assist the Local Host Organisation in meeting its objectives.

The detailed roles and responsibilities of the Local Host Committee are defined further below (Role and responsibilities of the Local Host Committee) but will include the following:

1. Supporting UICC in the preparation and delivery of a successful Congress;
2. Developing and implementing a regional marketing campaign to encourage Congress registrations;
3. Supporting UICC in the identification and recruitment of speakers for the Congress;
4. Highlighting to the Congress Organising Committee topics of regional interest in the development of the Congress agenda;
5. Promoting the programme engagement opportunities for the Congress to the target audience;

6. Supporting UICC in making the Congress financially sustainable through sponsorship and fundraising;
7. In line with UICC's mission and values, supporting UICC in order to leave a legacy in fighting against cancer at the local and regional level.

2. Benefits to the Local Host Organisation

The Local Host Organisation will receive the following benefits:

1. The logo of the Local Host Organisation will be featured in the Congress' promotional material and recognised as the Local Host Organisation. The logo of the Local Host Organisation will always be preceded by "Hosted by". The promotional material will include the following:
 - a. www.worldcancercongress.org website (recognised in the footer of every page)
 - b. Official PowerPoint presentations (recognised on the cover / front slide)
 - c. Official Word template (recognised in the footer of first page)
 - d. Pull-up banners used to promote WCC (recognised in the footer)
 - e. 2024 World Cancer Congress electronic newsletter (recognised in the footer)
 - f. Signage onsite:
 - i. Welcome arch
 - ii. Sponsors' wall
 - iii. Social event pull-up banner
 - g. Promotional one-pagers and adverts
 - h. 2024 WCC Post-event report
 - i. 2024 WCC Sponsorship brochure

In writing, the Local Host Organisation will always be referred to as "the Host".

2. The Local Host Organisation will receive a free exhibition space within the 2024 WCC Global Village of up to 18m². The space will be "fully equipped" and the location within the Global Village will be allocated by UICC.
3. The Local Host Organisation will receive the following free of charge at 2024 WCC:
 - 10 full Congress registrations (please note that invited speakers will have their registration fees waived);
 - 10 full Congress registrations for staff of the Local Host Organisation;
 - At the discretion of, and on an ad-hoc basis, a maximum of 7 registrations for VIP invitees (e.g. Minister of Health)
 - The above will need to be confirmed by sending UICC a detailed list of names one month prior to the start of the event.
4. A representative of the Local Host Organisation will be invited to deliver an address at the Congress Opening Ceremony and Closing Reception of 2024 WCC.

Additionally, the Local Host Committee:

1. will be requested to provide input in the programme content, managed by the appointed Programme Committee.
2. will be able to provide an official welcome editorial for the programme which will be featured on the Congress website and in promotional material. It will also be used for the press and media brief.
3. will provide guidance to UICC on local protocol and the running order of the Congress Opening Ceremony.
4. can use the Congress logo for their promotional activities related to the Congress for printed and electronic material (prior approval by UICC required for each item).

5. can organise promotional meetings and events prior to the Congress with the intent to promote the Congress nationally and within the region.

3. Financial aspects and commitments

UICC remains fully responsible for all financial aspects of the Congress including budgeting and financial control, setting of registration fees, sponsorship and exhibition fees, management of income and expenditure, and final financial results.

UICC will seek recommendations and input from the Local Host Organisation but will remain solely responsible for selecting all local suppliers, venues and providers, signing contracts and agreements with them, managing them and settling payments.

The Local Host Organisation has the objective of raising a financial support of 800,000 USD as seed funds for the Congress. The Local Host Organisation has to make its best efforts to meet and exceed this financial objective through its fundraising activities in support of the Congress. All financial support which is raised by the Host Committee will count towards meeting its financial objective. Expenses related to the fundraising activities of the host organisation which are expected to be covered from raised funds must be pre-approved by UICC. Funds raised by the host organisation in support of the Congress will be transferred to UICC in four instalments scheduled throughout 2023 and 2024 as agreed by both parties.

The value of in-kind received services or goods will not count towards the seed funding of US\$ 800,000.

A full audited set of financial results will be provided to the Local Host Organisation by June 2025 by UICC.

Any financial commitments made and costs incurred by the Local Host Organisation and Host Committee, which are impacting the Congress budget, must be pre-approved by UICC.

For their services or activities rendered hereunder the Local Host Organisation and the Local Host Committee shall not be entitled to receive remuneration or other advantages from UICC or any third party.

In their fundraising activities the Local Host Organisation and the Local Host Committee will collaborate closely with UICC to ensure appropriate coordination amongst the prospects.

Any additional funds raised by the Local Host Organisation and the Local Host Committee in support of the Congress may be earmarked towards specific UICC costs incurred locally in the country through the Congress with prior agreement from UICC.

The Local Host Organisation will organise and cover the costs of a local cultural host event for all Congress delegates, on one of the Congress evenings. The event will be organised under the guidance of UICC on an agreed date well in advance of the Congress to ensure event location availability.

4. The Local Host Committee

UICC considers the Local Host Organisation through the Local Host Committee as its principal partner to provide local input to achieve a successful 2024 World Cancer Congress, operating within the UICC Congress structure and guidelines.

The Local Host Committee, whose members will be appointed by the Local Host Organisation, will concentrate on the following main objectives:

- Support UICC to achieve its mission and objectives in the preparation of and during the Congress.
- Support UICC to make the Congress financially sustainable.

- Support UICC to leave locally and regionally a lasting impact in the fight against cancer after the Congress is finished, in line with UICC's mission and values.

The mission of the Local Host Committee (LHC) is to provide local, national and regional support to the Organising Committee of the Congress:

- Some of the **Congress**-related LHC's mission includes:
 - o Set-up a Local Host Committee;
 - o Promote the Congress actively nationally and regionally which will help generate registrations from the host country and more broadly its region as well as secure sponsors and exhibitors;
 - o Build momentum in the two years leading up to the Congress (including press pro-active and reactive promotion of the event and open-to-media sessions, in collaboration with UICC's communications team);
 - o Support the Congress through its relationships with a variety of stakeholders ranging from local, national and regional authorities to leaders of the scientific and public health communities to other local parties who may be able to contribute to the success of the Congress;
 - o Liaise and invite the host country's and other Governments and Ministries of Health and secure commitment to participate in the event (from at least the Federal Government and Ministry of Health);
 - o Support with protocol for national and regional high-level participation;
 - o Provide national and regional input in the programme content by participating actively in the different calls for input in the programme (i.e. call for sessions, call for abstracts, case studies for patient group pavilion, cinema, submit ideas to the Programme co-chairs on plenary speakers and big debate topics, etc.);
 - o Support with the visa application process by issuing invitation letters when required and manage process with the related Federal Authorities.

4. Bidding process and selection criteria

The World Cancer Congress bidding process, spread over a 12-month period, has been established and mandated by the UICC Board of Directors and its Congress and Summit Committee.

1. Expressions of Interest

UICC is calling out to all its UICC Full members to submit expressions of interest in hosting the World Cancer Congress to be held in either October/November 2024.

The list of UICC Full Member organisations may be found on UICC's website [HERE](#).

Based on a number of pre-selection criteria, UICC will only invite a small number of destinations and local Full Member Organisations to bid, from the expressions of interests received before **27 March 2020**.

Expressions of interest have to be directly registered with Mrs Jessica Mathieu, Head of Congress & Events at UICC at mathieu@uicc.org

Please refer to page 19 **6. Expression of interest** for all documents that need to be submitted as part of the *Expression of Interest*.

2. Invitation to bid

After the UICC Board of Directors May 2020 meeting, based on a number of selection criteria, UICC will announce the shortlist of the cities and UICC Full Member Organisations invited to bid for the 2024 World Cancer Congress.

3. Bidding process

1. Upon acceptance to bid, the invited destinations, along with the local UICC Full member organisation(s) proceed to prepare a bid document, in accordance with the instructions and guidelines found in the *World Cancer Congress Bid Manual*.
2. Bids should be submitted to UICC no later than **4 September 2020**. Please refer to page 20 **7. Bid document** for all documents that need to be submitted as part of the *Bid*.
3. The UICC Congress Team will proceed to do site inspections between July 2020 and January 2021.
4. All bidders are invited to present their bid in front of the UICC Board of Directors on 18 October 2020, in Muscat, Oman.
5. Some additional information may be required from the bidders after the presentation.
6. The final review and evaluation process is based on the analysis and scoring of over 180 parameters across six overarching categories:
 - logistical and organisational parameters
 - financial, economic and political parameters
 - Spotlight on the proposed destination
 - Overview of the Host Organisation including articulated impact/legacy

- Overview of the convention bureau
- Professional perception

The bid can be submitted in electronic format provided it is received within the requested timeline. Please use the following e-mail address: Mrs Jessica Mathieu, Head of Congress and Events at mathieu@uicc.org

In addition, 2 hard copies are requested. The hard copies should be received within 10 days of the electronic version deadline.

The bid document should reflect the style and the quality of future partnership UICC would experience if the destination is selected.

4. UICC site inspection

Applicants are required to cover the costs of a 2-3 day site inspection for 2 UICC staff (including round trip air ticket to the applicant city, accommodation, meals and local transportation).

The site inspection and its preparation should reflect the style and the quality of future partnership UICC would experience if the destination is selected.

The proposed agenda of the visit should be shared with the UICC events team at least two weeks before its scheduled date.

The purpose of the site inspection is mainly to:

- put to life the bid manual;
- showcase the chosen destination, its proposed venues for the Congress and side events, give the team a feel and a good understanding of how the city works and looks like;
- provide the opportunity for UICC to meet the host organisation and a range of stakeholders supporting the bids (other member organisations and partners, local authorities, government, etc.)

5. The selection committee

UICC will analyse and score the bids based on over 180 parameters across six categories. Based on the outcome of that analysis, a recommendation will be made to the Congress and Summit Committee for its review. The Congress and Summit Committee will in turn provide the UICC Board of Directors with its comments and a final recommendation. With the benefit of that recommendation, the Board will decide which candidate is awarded the World Cancer Congress.

6. Criteria for selection

UICC will particularly pay attention to the following criteria (not limited to) to select the host of the World Cancer Congress:

1. Logistical and organisational parameters

- Quality and suitability of Congress venues (congress centre and HQ hotel) including its infrastructure, operations team, etc.
- International accessibility (transportation network)
- Wide range of quality and affordable accommodation near the Congress venue
- Competitiveness of rates
- Contract conditions
- City atmosphere, public safety, etc
- Attractiveness of the destination including health and safety
- International openness
- Efforts to implement environmentally friendly solutions
- Politically stable destination
- Appeal of the destination as a country and city
- Visa application / immigration services
- Possibility of sightseeing tours pre and post event

- Transportation around the city, to and from the airport, to and from proposed venues, alternatives proposed
- Access of the city

2. Financial, economical and political parameters

- Financial feasibility of the project, including pricing of the destination, financial capacity of the host; Average cost of stay for delegates
- Written guarantees by the host organisation, the city or a competent body that they bring minimum 800,000 USD of sponsorship;
- Clearly report where funds will come from (fundraising plan); declare any conditions and restrictions to the funding; clearly articulated fundraising plan;
- Proposed marketing plan to secure registrations;
- Possibilities to bring cash and in-kind contribution above base fee / possibility to solicit additional sponsorship money from relevant industries and other national commercial or private sponsors;
- Business environment – laws, tax, etc.
- Ability to secure financial support from the government
- Ability to secure government's participation to the Congress (Minister of Health, Prime Minister and/or President)
- Membership growth potential
- Cost of living

3. Spotlight on the proposed destination

- City ambience
- General transportation around the city (traffic, etc.) and accessibility
- Security/safety (including reference to WEF Travel & Tourism report)
- Appeal of the destination as a convention city (inc. reference to official ICCA report ranking)
- Appeal of the destination as a country / cultural and business travel (inc. reference to official ICCA report ranking and WEF Travel & Tourism report)
- Appeal of the destination as a country in its own region and globally (inc. reference to official ICCA report ranking and WEF Travel & Tourism report)
- Summit gala dinner venue and other social venues (historical, cultural, prestige, logistical parameters, flexibility)
- Quality of life (source annual global liveability Index)
- Possibilities for pre-and post-Summit tours
- Visa application (easy to apply and to get) and support of the host in the visa process
- Engagement and commitment of the city council
- Climate / potential for natural disasters
- Country and city previously hosted the event (relevance of regional rotation of the event)

4. Overview of the Host Organisation including articulated impact/legacy of the WCC on the country

- Host organisation background, profile, mission, governance, financial soundness, etc.
- Host organisation history of support for UICC
- Experience in hosting and organising international meetings
- Leading and influencing position in the country, including scope of their network
- Relationship and support with other UICC members in the country
- How the Congress taking place in the destination can help advancing the UICC mission
- Impact and proposed legacy on cancer control in region
- Wide accessibility to the cancer control community locally and regionally
- Capacity to provide solutions involving general public in initiatives related to cancer control before, during and after the event (press campaign, publicity, ads, public seminar, free screenings, etc.).

- Capacity to mobilise local and regional press and media
- Good relationship (and support) with government and local authorities
- Understanding of UICC's and WCC's purpose
- Base of volunteers available
- Clearly articulated "story" explaining why the bidder should be selected
- Creativity, overall engagement and commitment

5. Overview of the convention bureau

- Level of support of the convention bureau
- Background check on the bureau (including financial model)
- Level of engagement and commitment of government, such as ministries of health, foreign affairs, transport and immigration (including signed statement that all registered participants will receive visas);
- Support from national provincial states, municipal authorities, police, etc.
- City willing to provide in kind or financial additional support as part of the "welcome package" and/or participation incentive;
- Appealing welcome structure for Congress participants;
- Quality of site inspection;
- Staff expertise, commitment and interest, perspective for future collaboration
- Expertise and track record in organising similar events

6. Professional perception

- Proposed dates /availability (clash with other cancer conferences? i.e. SIOP, ESTRO, ESMO; clash with public holidays (Halloween, Thanksgiving, weekend) or any major events
- Quality of written bid
- Quality of site inspection (calibre of meetings / visits, professionalism, level of organisation and involvement)
- General understanding of association congress business (from the convention bureau)
- Ability to comply with bid procedure (all partners in each destination)
- Similar profile of events previously organised in the destination

5. Timeline and process

2020 - 2021	Milestones
22 January 2020	Call for expressions of interest sent to all UICC Full members
27 March 2020	Deadline to receive expressions of interest
14 May 2020	Shortlist of bidders (by the UICC Congress and Summit Committee)
20 May 2020	Announcement of the shortlisted UICC Member Organisations invited to submit a full bid for the 2024 World Cancer Congress
July 2020 – January 2021	Site inspections by UICC Team
4 September 2020	Deadline to receive bids
18 October 2020	Bid presentations in front of UICC Board of Directors in Muscat, Oman
November 2020 – February 2021	Adjustments from bidders (if applicable) and deliberation of UICC
February 2021	UICC Board of Directors announces final destination for 2024 WCC
March 2021 (post Board of Directors meeting)	Official and public announcement of the 2024 WCC Hosts
March 2021 – December 2021	Working on agreements and contracts between UICC and Hosts
May 2022	Engagement of Host and Organising Committees for 2024 WCC

6. Expression of interest

Organisations that are keen to bid for the 2024 WCC should submit an expression of interest before **27 March 2020**. The expression of interest needs to include:

- Letter of expression of interest from the CEO of the proposed lead host organisation indicating its institutional support and commitment; and a minimal financial support of 800,000 USD.
- Letter of support from the proposed convention centre or, if competition between convention centres remains open at the time the bid is submitted, letters from the several contending convention centres in the host country.

All the expressions of interest and bids must be submitted by one or several cancer control organisation(s) full members of UICC, IN COLLABORATION and WITH THE SUPPORT of the congress centre AND the national/city convention bureau. Bids not fulfilling this requirement will not be considered.

7. Bid document

Organisations invited to bid for the 2024 World Cancer Congress should submit a bid before 4th **September 2020** that needs to include:

- Full Bid, including all basic requirements outlined below and an Executive Summary
- Letters of support from different stakeholders including other UICC member organisation(s) in the country (if any) and relevant top-level authorities in sectors such as government, health, tourism and philanthropy.

The bid should include a series of chapters corresponding to the requirements expressed in the following sections.

1. Basic logistical requirements

1. Proposed Congress venues

The requirements outlined below are guidelines based on the current format of the Congress (as of 2020). It should be noted that the site for the World Cancer Congress should be located centrally and should be easily reached from an international airport, from national destinations by both public and private transportation.

The Congress venue should accommodate up to 4,000 delegates during 3 full days.

1. Meeting rooms – a compact event

Meeting rooms should be located within proximity from one another, in a centrally located venue

- Plenary Session Hall: seating capacity of at least 3,500 people.
- Parallel Session Rooms: possibility to conduct 10 concurrent sessions per day with room configurations for around 20, 100, 250, 500 participants.
- AV equipment in the meeting rooms – please describe the technical equipment available and please indicate what is included in the renting price and if the AV supplier is exclusive.
- Press: sufficient space to set up a press centre (unless already built-in) with adequate space/offices, satellite communication, telephone, fax and PC/E-mail/internet services available
- Offices and meeting rooms: a minimum requirement of 8 offices should be available for use by the various committees. Dedicated organisers offices should also be available.
- Specify the preferred suppliers list that the Congress organisers are invited to use when renting the meeting rooms.

2. Facilities and services

- Centrally located and within quick and easy reach from hotels
- Wifi (including costs) and local network facilities
- AV systems
- On-site manpower – specify if trade unions regulations are applied or an issue
- Bank, post office, emergency medical facilities, prayer room, etc
- Decoration and signage in the building and outside
- Air conditioning/Heating
- Security in place (inc. night guards for buildings)
- 1st aid medical office during opening hours
- Environmental policies of the centre

Please provide brochure, floor plans, access map, quote with pricing structure, basic contractual conditions, Meeting Rooms Operating Manual, renovation plans up until 2025 and highlight any additional costs.

3. Exhibition and open areas

The WCC exhibition area is called the Global Village. This central area hosts a series of activities, networking space and the main catering outlet. It is normally centrally located so it is easily accessible from the meeting rooms. This area doesn't necessarily need to be an exhibition hall (as often they are quite remote) but it could also be a large foyer or atrium.

A minimum requirement of 2,500 square meters gross is required to accommodate:

- Stands
- Exhibition areas
- Catering area
- Welcome and registration area: sufficient space to handle the registration and inquiries of 4,000 participants
- Activities including Meetin' Café, Spotlight Stage and Digital Corner
- Catering main outlet
- Networking space and lounge area
- Information on pricing and pricing structure (rigging, power points – conditions, etc.)
- Specify the preferred suppliers list that the Congress organisers are invited to use when renting the exhibition area.

Please provide brochure, floor plans, quote with pricing structure, basic contractual conditions as well as the Exhibition Operating Manual.

4. Catering

- Please provide the basic cost per person for ongoing coffee break per person including a menu sample if available
 - User-pay service offering a selection of warm drinks, cold drinks, fruits, etc. for coffee break and buffet catering
 - Small mineral water bottles for speakers in the meeting rooms
 - Policy on bringing food and beverages in the meeting rooms
 - Setup, furnishing and decoration of the catering area
 - Is the caterer exclusive in-house?
-
- Venue contract and proposed rate (inc. cancelation policies, other costs such as electricity, cleaning, special rate on set-up days etc.)

Please provide basic cost for the request above.

5. Example of room allocation for 2020 World Cancer Congress at the Oman Convention & Exhibition Centre (OCEC)

Room	Function	Area (sqm)	Capacity
OCEC Entrance Hall	Registration inc: Meet'in Café NCD Café	4880	
Atrium	Global Village including: Exhibition (100 spaces)		

	Digital corner Wellness Pavilion Spotlight Stage Catering outlet Lounge area		
Meeting room 12	Abstract oral session	143	100 theatre
Meeting room 13	Abstract rapid fire	124	100 theatre
Meeting room 15	E-poster pod 1	55	30 theatre
Meeting room 17	E-poster pod 2	70	30 theatre
Meeting room 18	E-poster pod 3	70	30 theatre
Meeting room 20	E-poster pod 4	70	30 theatre
Auditorium	Cinema		3000 theatre
Grd Ballroom Subdivision	Session room	237	180 theatre
Grd Ballroom Subdivision	Session room	244	180 theatre
Grd Ballroom Subdivision	Session room	235	180 theatre
Grd Ballroom Subdivision	Session room	209	100 theatre
Grd Ballroom Subdivision	Session room	218	150 theatre
Grd Ballroom Subdivision	Session room	211	100 theatre
AI Ansab Subdivision	Session room	458	320 theatre
AI Ansab Subdivision	Session room	455	320 theatre
Meeting room 8	Session room	170	100 cabaret
Meeting room 9		182	
Meeting room 10	Session room	163	330 theatre
Meeting room 11	Session room	163	

Meeting room 14	Patient Group Pavilion	124	50 theatre
Organisers offices	6 x offices	Approx 80 sqm	
Meeting rooms	5 x meeting rooms		12 - 14 board
Lounges / hospitality suites	6 x lounges	Approx.. 40 sqm	

6. Housing

The destination should be able to provide the following amount of hotel accommodation in the following categories:

HQ hotel – 4 star hotel within short walking distance of the Congress venue

- Room block of 250 rooms for 3 nights (week days)
- Room block of 50 rooms on shoulder nights (before and after the event)
- Located next to the congress centre
- Easy access from the airport
- Meeting space for UICC business meetings: up to 4 meetings rooms – size 30 people
- Meeting rooms for UICC business partners: up to 4 additional meeting rooms – various sizes
- Lobby providing a conducive space to networking
- Options of restaurant / café / bar onsite or within short walking distance
- Security experience in handling protocol)
- Strictly non-smoking
- Other facilities
- Offer to be included in the bid with pricing and full booking conditions (i.e. inclusion of breakfast, wifi)

Please note that UICC would contract directly with the HQ hotel.

Please provide brochure and floor plans.

Other hotels (located in the vicinity of the congress venue and all strictly non-smoking):

- Identify 4 to 5 stars hotels able to allocate 500 rooms.
- Identify 2 and 3 stars hotels able to allocate 1000 rooms.
- Proximity of the congress centre (how to get there, how long does it take); can the hotel include shuttles?
- Provide a range of pricing for the different hotels and guarantee of availability on the events peak nights

Please provide a description of the hotels as well as their location on a city map.

7. Professional Conference Organiser

Please note that at a later stage, UICC would proceed to a *Request for Proposal* to select a professional conference organiser (PCO) who would manage hotel contracts and hotel reservations, online and onsite registrations, volunteer management, abstracts and transfers. The PCO would be managed by UICC.

2. General information about the destination

Please provide information on the following points:

1. City description

- Proposed dates for the 2024 WCC (in October or November 2024)
- Geography
- Climate during the proposed dates
- Population
- Attractiveness of the destination to participants
- Stable political and economic situation
- Safety and security
- Engagement of the city council in the bid

2. City attractiveness to delegates

- Infrastructure and communications
- Visa requirements and customs practices
- Proposed welcome desk at the airport / fast track at customs
- Medical services (in case of a health emergency for a delegate)
- Exchange rates
- Past events reference and experience

3. Location and transportation

- Accessibility nationally and internationally
- Traffic in the city and between proposed venues (if heavy, what solutions can be proposed)
- Location of the venues (from airport, from HQ, from other hotels) Inc. travel time
- Public transport and taxi service
- Proposed shuttle system in place from the hotels, if any
- Support of the city with possible police escort, if available

4. Political situation

- Political situation of the country (stability, any upcoming elections)
- VAT and other tax issues
- Business environment
- Foreign affairs
- International openness

3. Social programme and ancillary events offer

Please provide information on the following points:

1. Local Host cultural event

The Local Host organisation will be responsible to organise a social event aimed at providing Congress delegates with a cultural experience of the destination. Please provide a short description of an event, organised by the hosts. This event would be free of charge for delegates to attend and would take place on one of the Congress evenings.

The event's location should be within easy reach of the Congress venue and organised under UICC's guidance.

2. Ancillary events

Ancillary events, including the UICC General Assembly, sponsors dinners and receptions may be organised by UICC, Congress partners or sponsors, outside of the Congress hours. Support in terms of finding a suitable venue may be required. Please provide a few examples of venues that would be suitable to host any ancillary events.

3. Tours

Accompanying persons and delegates (before or after the Congress) should have the possibility to take a city tour as well as institutional tours, to discover some key medical facilities, UICC Member organisations or other institutes. Please provide a short description of potential sites with an approximate cost per person for a 4-hour tour.

Please provide a list of potential pre and post Congress tours, as well as accompanying delegate activities.

4. Convention bureau involvement

Please provide information on the involvement of the convention bureau and the type of support that could be offered by the bureau and the city. Please also detail the business model of the convention bureau and how it is funded, structured, etc.

UICC is looking for a “Welcome package support” which may include (but not limited to):

- Grant to support the “welcome reception” or “welcome lunch” or “coffee breaks”
- Grants for delegate boosting (for example to cover the participation of a keynote speaker, or travel grants for delegates from low- and middle-income countries)
- Free shuttle service between airport and HQ hotel/Congress venue (arrival and departure days)
- Free public transport for delegates during dates of Congress
- Free city maps to be available at the congress centre for the delegates
- Permanent police for managing traffic and general security of delegates (in front of Congress venue)
- Welcome desk at the airport with staff and permission to set-up related Congress signage (after customs) at the airport free of charge; permission to have a Congress few staff members at the luggage belt delivery to help and welcome delegates.
- Designated fast track at the immigration point at the airport of the destination for the UICC Congress delegates; allow presence of Congress staff to help.
- Free of charge banners and signs of the Congress in some dedicated areas within the city at the time of the Congress to mobilize awareness of the city supporting the cause of cancer.
- Ease access to local, regional and international media (newspapers and TV).
- Access to a free image bank of the destination
- Support with protocol
- Cultural or historical venues that could host a dinner and/or reception

Please provide a project outline that would demonstrate how to generate a lasting impact of the UICC events and UICC mission in the destination. Please also provide ideas how to bring the entire country behind the selected city once the event is awarded.

5. Host organisation involvement

1. Description

Please provide the following information:

- Host organisation’s mission and vision
- Governance
- Priority areas of work
- On-going activities/ projects, supporting activities to achieve World Cancer Declaration targets for 2025

- General staffing
- Host organisation's history of support for UICC
- Proposed staff to coordinate 2024 WCC (experience)
- Access to the last published annual report
- Financial and audited report as disclosed in the annual report
- List of events/conferences undertaken by the organisation (experience)

In addition, UICC would like to know if the host organisation is planning to allocate some local administrative assistance or any other type of support.

2. Motivation

UICC would like to understand the reasons that have motivated the host organisation to host the 2024 World Cancer Congress. What would be the benefits for the cancer control community to hold the Congress in this specific destination with the host organisation as partner?

3. Support

Delegate attendance

UICC would like to see a comprehensive communication and marketing plan dedicated at attracting delegates from the region to attend the 2024 World Cancer Congress. A realistic attendance objective from the country and region should also be projected.

Financial

The bid is requesting a financial support of 800,000 USD. UICC is requesting a bidding written guarantee statement for this amount and a suggested payment schedule that will be collaboratively be decided at a later stage.

If the seed funding is not fully covered by the host organisation, UICC would like to see a high-level breakdown of the different sources of financial support, including a fundraising strategy if applicable. Any restrictions and conditions on the funds should be disclosed within the bid.

Across the bid, UICC will also look at the financial feasibility of the project, including price competitiveness and negotiated rates with venues for example.

Programme

During the preparation of the programme, the host organisation will be asked to support the programme committee to develop the content through suggestions of topics, speakers, etc. The host organisation should be actively engaged in the calls for engagement and should ensure to promote them widely.

Themes that may resonate more specifically with the regional audience may also be suggested.

4. Influence

Access to local and regional organisations

It is important to demonstrate the support of other local and regional organisations in hosting 2024 WCC in the country and how they would be engaged in the preparations.

The experience of the host in mobilising them on previous occasions can also be detailed.

Access to volunteers who may be willing to come and support the team at the Congress would also be an added value. Any experience in mobilising the public behind a cause such as at an event can also be detailed.

Access to the local media/press

The success of the Congress also relies on good access to local media network and a friendly local press. UICC would like to understand the experience and support the host organisation has in engaging national and international press and media.

Any examples of national press coverage may also be provided.

Access to local authorities and government

A close link to local authorities (could be facilitated by the city's convention bureau) as well as good relationships with the government (e.g. Ministry of Health) in order to secure their participation to the Congress are considered as important success factors. Any examples of collaborations with them may also be provided (or with any other stakeholders).

5. Impact

Long lasting impact and legacy within the region

The bid should give an overview of how the Congress could leave a long-lasting impact within the region and how the host organisation would drive this impact. The host can articulate the type of legacy they would like to see on the country.

Examples may also be provided on how hosting the 2024 WCC in the country may help advance UICC's work and influence in the region.

8. Appendix 1 - World Cancer Congresses

27 th	BERLIN, Germany	November 2022
26 th	MUSCAT, Oman	October 20 – 22, 2020
25 th	KUALA LUMPUR, Malaysia	October 1 – 4, 2018
24 th	PARIS, France	October 31 – November 3, 2016
23 rd	MELBOURNE, Australia	December 3-6, 2014
22 nd	MONTREAL, Canada	August 27-30, 2012
21 st	SHENZHEN, China	August 18-21, 2010
20 th	GENEVA, Switzerland	August 27-31, 2008
19 th	WASHINGTON, U.S.A.	July 8-12, 2006
18 th	OSLO, Norway	June 30 - July 4, 2002
17 th	RIO DE JANEIRO, Brazil	August 1998
16 th	NEW DELHI, India	October-November 1994
15 th	HAMBURG, Germany	August 1990
14 th	BUDAPEST, Hungary	September 1986
13 th	SEATTLE, U.S.A.	October 1982
12 th	BUENOS AIRES, Argentina	October 1978
11 th	FLORENCE, Italy	May 1974
10 th	HOUSTON, U.S.A.	October 1970
9 th	TOKYO, Japan	July 1966
8 th	MOSCOW, Russia	July 1962
7 th	LONDON, U.K.	July 1958
6 th	SAO PAULO, Brazil	July 1954
5 th	PARIS, France	September 1950
4 th	ST. LOUIS, U.S.A.	September 1947
3 rd	ATLANTIC CITY, U.S.A.	September 1939
2 nd	BRUSSELS, Belgium	September 1936
1 st	MADRID, Spain	October 1933