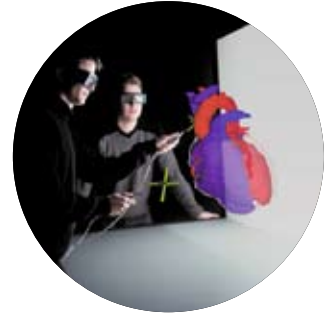


Convention in Århus?

With **VisitAarhus Convention** at your side, hosting a convention becomes much easier





In Århus, you will find a wide selection of conference facilities – from state-of-the art, to more unconventional venues and cultural institutions with great experience in handling both cultural and business needs and everything in between. A large number of high-quality hotels and strong professional backing make life easier for the conference organiser.

In the city of Århus there are some 1,500 hotel rooms, and, within the region as a whole, there are a good 5,000 rooms.



If you are looking for answers to the following questions about conferencing in Århus, then read this leaflet and feel free to contact VisitAarhus Convention:

- Who can assist you in bidding for a convention?
- Who can assist you in drawing up a budget?
- Who can assist you in booking hotel rooms?
- How many people can the Scandinavian Congress Center hold?
- Is it possible to partner with, for example, Scandinavian Airline Systems in order to obtain special price-deals in connection with a convention?
- Can part of the convention be held at, as an example, Concert Hall Aarhus?
- Is it possible to hold a reception at the City Hall or at the ARoS art museum?



Århus has **it all** – with everything within walking distance!

With a population of approximately 300,000 inhabitants, including a student population of nearly 40,000, Århus is Denmark's second largest city.

The Vikings founded the city more than 1000 years ago at the mouth of the Århus river, at the very spot where the city's most popular and vibrant area, the "Vadestedet", is today located.

In Århus you can feel the pulse-beat of a big city and yet everything is within easy reach, making the city an exciting and atmospheric place to enjoy all the year round. In addition to the beautiful countryside surrounding the city, Århus is brimming with art, culture and superb culinary delights.

The city's large international art museum – ARoS – is in a class of its own.

Featuring hugely among Århus' many museums is the Old Town, which is a living and breathing experience of what it was like to live and work in a Danish market town exactly as it was in the old days. You can have a taste of the whole world at the many restaurants offering international specialities.

After a wonderful day full of excitement and fascination, you can settle yourself comfortably in a seat at the Concert Hall, in one of the city's theatres, or in one of the city's wide range of music venues.

For your convention in Århus, you can set an agenda by drawing on a wide and attractive menu of both conventional and unconventional opportunities for meetings, conferences, conventions and activities.

There are many different opportunities for the undertaking of conferences – major international conventions at the Scandinavian Congress Center, or medium-sized conferences at hotels within the city or at the University of Aarhus to the Aarhus School of Business (ASB).

Conventions in Århus can hold up to 3,500 delegates.

Århus is easily and conveniently reached by plane, car, ferry or train. Both Aarhus Airport and Billund Airport have worldwide flight connections.



It always takes a great deal of effort to organise a conference. It is also, however, a pleasure - especially in Århus with its beautiful surroundings and many opportunities for using both conventional and less conventional venues. The city supports events held here, and as event-organiser you can rely on VisitÅrhus and its highly skilled convention-partners for professional assistance. Try it for yourself!

Karen M Lauridsen, Senior Lecturer, ASB, organiser of the ELC 2003

Why host a convention?

It is a major task to host an international convention.

But hosting a convention also has a lot of potential:

A convention creates a direct focus on the topic at hand both within Denmark and abroad, so hosting a convention is an excellent opportunity to show who you are, what you stand for, and what you are capable of.

An international convention brings along new knowledge and inspiration for the educational and business communities. In particular the social network of the delegates at a convention provides an important foundation for future cooperation whether it is in research or in exchanging experience.

Within research and education, conventions constitute an important means of attracting international researchers thereby increasing the quality of the education environment. By means of a convention, enterprises can also obtain significant up-to-date knowledge and new contacts to facilitate forward movement.

Planning a convention is exciting and rewarding.

It provides you with the opportunity to make worthwhile and lasting international contacts which can remain strong for years after the convention has finished. As host of a convention you may also achieve significant personal recognition and prestige at an international level.

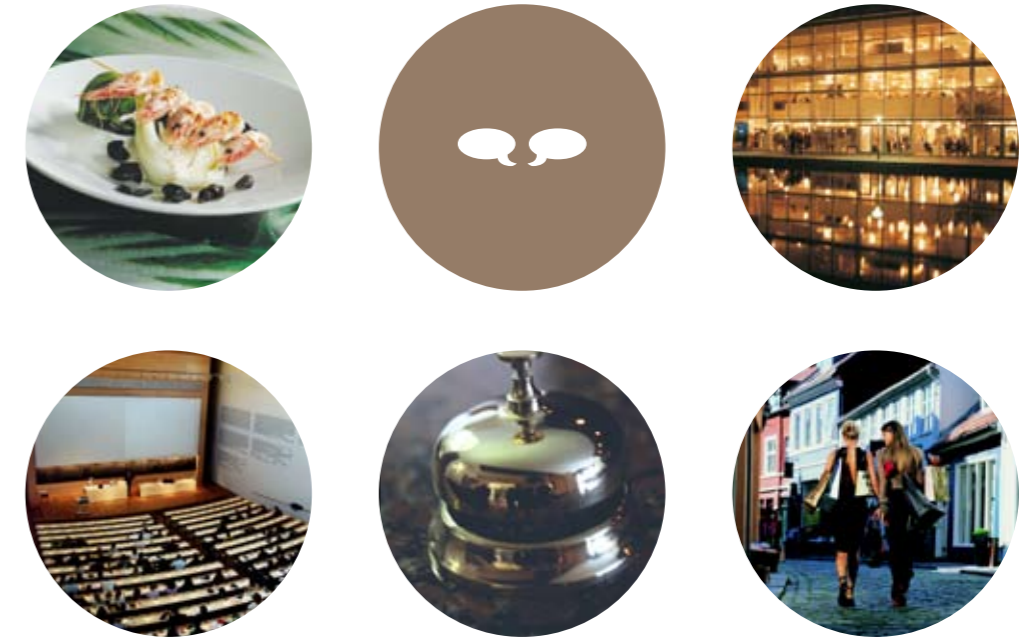
Denmark is a safe destination to visit and travel in, so the surroundings are guaranteed to provide a relaxed experience for the delegates. The conference venues and service levels are of the highest standard, and the personal service and provisioning are both excellent ensuring the smooth running of your convention. As organiser you can be fully confident of the quality of your convention.

And in Århus everything is within easy walking distance.





VisitAarhus Convention is a part of Århus's official tourist organisation VisitAarhus. VisitAarhus Convention has as its main task to offer impartial consultancy services and assistance – the perfect partner if you are considering hosting a convention in Århus.



Partnership and communication

VisitAarhus Convention works together with the main suppliers of conference facilities within the city and throughout the region – private suppliers as well as public institutions such as the University of Aarhus, the Aarhus School of Business (ASB), and the City of Århus, and other suppliers of conference-related products:

Unconventional venues, events, restaurants, professional congress organisers (PCO's), and much more. The VisitAarhus Convention staff have vast experience in bidding for both national and international conventions, producing bid materials, as well as budgeting, planning, and actual execution in cooperation with PCO's.

If you are considering hosting a convention in Århus, feel free to turn to VisitAarhus Convention for free, non-binding assistance.



"With 400 delegates attending the conference, all hotels and facilities within walking distance, and highly professional assistance from the local 'KongresKompagniet' conference organiser, it was a great pleasure holding the convention in Aarhus."

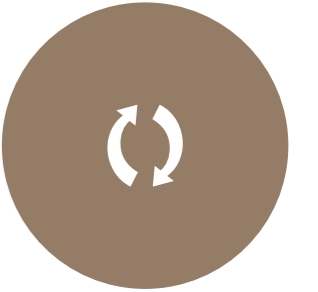
Ivan Bjerre Damgaard, Professor, University of Aarhus, organiser of the EUROCRYPT 05

Consultancy services and assistance - from start to finish

VisitAarhus Convention can help you in the early stages of planning a convention. We recommend that you leave the practical arrangements to a professional congress organiser (PCO).

A PCO advises on suitable facilities for the undertaking of the event, suggests proposals for a logistics and planning structure, and they can advise on budgeting. A PCO can undertake hotel bookings; conference facilities; online enrolment and registration; online payment; administration and secretarial services; interpreting services; advertising; communication; collection of abstracts; things to do and see; dinners; transportation; and event-running. A PCO can take care of all the important details from start to finish, so that as host you get more time to concentrate on the professional content of your convention. VisitAarhus Convention helps you find the right PCO.

Even if the practical arrangements are undertaken by a PCO, VisitAarhus Convention can still assist you free of charge with advertising at national and international level, including promoting your convention on www.visitaarhus.com by providing relevant links, and VisitAarhus Convention can register it in various international conference calendars.



The process leading up to hosting a **convention in Århus**

The process in connection with holding a convention can be long and some times very strenuous. It is also, however, a highly rewarding process. Below we have attempted to encapsulate the process as it might take place. The process from bidding over planning to holding a convention can take endless forms, so the diagram below is merely an example of one type of process where you, as conference host, can choose precisely those elements for which you need assistance from VisitAarhus Convention (VAC):

"In 2005, Kursuslex held for the first time a workshop for conference buyers outside the Copenhagen area – we chose Århus. Århus is in a central location in the main Western part of Denmark, it is easy to reach, and the assistance from VisitAarhus Convention was excellent"
Christian Guldager, Kursuslex (Danish provider of tools for conference, course, and convention planners), Copenhagen"



1. Analysis

In a partnership between VAC and you as potential convention host, we will analyse the opportunities for locating the convention in Århus:

- What is the decision-making process?
- When is the first "available year" when we can bid on the convention?
- What is the history behind the particular convention? Has it been held in Denmark or Århus previously?
- Do we have any points of contact with the central organisation?
- Which institutions can, will and are available to work on the convention?

2. Pre-booking

In order to ensure that there is sufficient hotel and conference capacity available and rooms for social events, VAC, and possibly together with the PCO, will investigate and make pre-bookings for the period concerned.

Lobbying

3. The bid

In a partnership between VAC, the PCO and you as potential convention host, we draw up a formal bid to hold the convention in Århus. The bid materials will contain a description of Århus, its conference and hotel facilities, various invitations from, for example, the Mayor or Århus, Scandinavian Airline Systems, the potential convention host, etc. Furthermore, the bid materials may include a preliminary budget.

4. Site inspection in Århus

The purpose of this visit is to present to the central organisation what the venues to be used for the convention, meetings, social events, etc. etc. actually look like. This visit will be planned, carried out and financed by VAC possibly together with the PCO.

Lobbying

5. The decision

The decision concerning the location of the convention is frequently made on the basis of a vote where key people have the opportunity to influence the decision by putting out invitations to come to their town in the local area and pleading their case. VAC may participate in the presentation of Århus. The expense for this is paid by VAC. If Århus is subsequently appointed host venue for the convention, VAC's involvement is in principle concluded, and the convention can then be taken over by a PCO if so desired.

6. Execution

Promotion of the convention, first announcement, scientific programme, registrations, sponsors and exhibitors, lists of hotels, arrival of the convention delegates, registration upon arrival, checking of technical facilities, final corrections of all practical details, etc. Remember: You don't have to do all the work by yourself – get VAC and a PCO to assist you with all the practical details. It pays off and dramatically reduces the effort required!

VAC: VisitAarhus Convention

PCO: Professional Congress Organiser

Lobbying: Ongoing influencing of decision-makers



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Convention

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**Aarhus School
of Business**
Handelshøjskolen i Århus

KongresKompagniet

A A R H U S U N I V E R S I T E T

