

# Organising an EWT AGM and Symposium

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## *Draft Guidelines*

### **Purpose**

The purpose of the event is to provide an opportunity for the network to hold its AGM each year at the same time as providing a platform for exchange of technical expertise and an opportunity for the development of regional and interregional and European projects.

### **Timing**

AGMs have taken usually place in the period September- November. The preferred time is late September as it favours cheaper flights and accommodation as well as avoiding possible disruptions to travel due to the onset of winter weather and giving scope to have last minute extra promotion of the event after the Summer holiday break. To help fix a space in members' calendars, to attract the best speakers and help forward planning for organisers of other heritage conferences as well as to fit the local calendar of the host town, the date needs to be fixed 15-18 months in advance.



## Format

The essential format should be:

Wednesday	18.00-19.00	Welcome reception
Wednesday	18.30-19.30	Walking tour of host town's Walls (or for members of the EWT Executive, Autumn Executive Meeting)
Thursday	09.00-17.00	Symposium
Thursday	19.00-22.00	President's and Mayor's Gala Dinner
Friday	09.00-11.00	Annual General Meeting

It may be possible to extend the symposium to include the Friday where:

- the symposium coincides with a major conference on a heritage/cultural theme relevant to Walled Towns
- where there are a cluster of Walled Towns in close proximity and where there is technical merit in a sub-regional tour.

In this case, the AGM would be on Saturday morning.

EWT member towns who are members of the Executive Committee will meet on the evening of the Wednesday 18.30-19.30 to prepare for the AGM and then Secretariat will make Executive minutes available for the AGM agenda. This evening start time for the both members of the EWT Executive and for other delegates will allow most members to start and end their journey on the Wednesday, avoiding the need for taking an extra day off work.

## Symposium

The EWT is a network dedicated to the exchange of expertise and experience on the management of town walls and the exploitation of this heritage resource for economic and cultural development. Therefore it is critical that the symposium day is of high level, relevant technical content. The format of the day should be:

09.00-09.15	Welcomes
09.15-10.45	Keynote presentations (2)
10.45-11.00	Break
11.00-12.30	Best practice presentations (4)
12.30-13.00	Q&A
13.00-14.00	Lunch
14.00-16.30	Workshops (these can be in the symposium main venue or may involve the workshop participants going to parts of the town walls or projects associated with the town walls, and having the workshop sessions off-site).
16.30-17.00	Plenary session.

Each symposium should include a poster exhibition of best practice in each walled town, especially for the towns which are not speaking at the symposium. The aim should be to have 1 of the keynote presentations and 2 of the best practice presentations being from non-EWT association member towns.

## Cost

Apart from travel and accommodation, the maximum symposium fee should be €100 for members of the EWT and €150 for non-members. Host towns should secure the lowest possible corporate rates for pre-booked accommodation. The EWT and the host town should share the cost of the gala dinner.

Hosting a Symposium can be expensive. Items to consider are:

- Event coordinator staff cost
- Production of symposium programme leaflet
- Venue hire and audio-visual equipment hire for Symposium, Executive Meeting and AGM
- Speaker fees, travel and accommodation
- Production of printed material for symposium e.g. delegate welcome packs, badges, workshop materials etc
- Meals viz Wednesday evening meal, Lunch on Thursday, Gala Dinner on Thursday.
- Transportation within the host walled town and sub-region as part of the workshops
- Any cultural activities
- Photographic or film recording of Symposium
- Production of symposium report (this can be done on-line)
- Where the location of the host town is remote from direct public transport, organised transfers from main airports to the host town may be required on arrival and departure.

*To achieve these low symposium fees it is **ideal** if the host town (or the EWT) is part of an EU-funded project supporting the dissemination of best practice so that the main costs of hosting the symposium are subsidised. The EWT may provide financial assistance, over and above the cost of the Gala Dinner, either through such EU funds or from EWT reserves.*





Draft for consideration by EWT Executive Meeting

## Benefits for the host town

While hosting an AGM and Symposium can seem daunting, it can bring tangible benefits to the host town over and above the generation of bed-nights and spend by delegates. Examples are:

- local / regional awareness on EU cooperation on the common theme of Walled Towns
- exchange of ideas
- helping to put the host town on the European map.

An intending host town may wish to host a Spring Executive Meeting which is a smaller scale event than the AGM and Symposium.

## Responsibilities

By end of May/June in the previous year, the EWT will have agreed the host town and dates. The other milestones are as follows:

By End of February	The host town will have agreed with the EWT Secretariat the theme and objectives of the symposium
By End of March	The EWT Secretariat will start promoting the symposium at a European level and the host town will do the same at a regional level.
By End of May	The host town will have the draft programme ready, with speakers identified, venues, prices, staffing etc. for approval by the EWT Secretariat at a joint meeting in the host town
By End of June	The EWT Secretariat and host town will actively promote the symposium programme at the European and regional levels, with press releases, paid advertisements and distribution of symposium leaflet.
By mid-July	EWT Secretariat will have issued papers and agenda for AGM
By End of July	EWT members will have registered to attend to take advantage of early bird book rates for EWT members.
By early September	EWT Secretariat and host town will put out pre-event publicity and final promotion, at European and regional levels.
By end of October	EWT Secretariat will have issued symposium report and draft AGM minutes; Secretariat and host town will meet to debrief on symposium and make proposals for the next.



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