

Report ad hoc committee to evaluate bids for IEA2015 congress

The officers of the International Ergonomics Society have formed an ad hoc committee to evaluate the three bids that were submitted for the organization of the 2015 triennial congress. The committee consists of Ernst Koningsveld (chair), Hal Hendrick, Ken Laughery, Eric Wang (members).

The task of the committee was to:

- evaluate if each of the bids meets the criteria, specified in the document IEA Triennial Congress_Bid_2015.pdf, which is based on the IEA Basic Rules;
- highlight strengths and weaknesses of the proposals based on the criteria identified in the bid process.

To perform this task, the committee has made a list of all nearly seventy criteria that can be derived from the mentioned document. In an Excel file the findings are presented; for each of the bids a sheet is filled out. Next to a rating in one or a few words, further information is provided where applicable.

We choose to use three colours:

- green: item is sufficiently filled in;
- yellow: item could be filled in in a better way;
- red: no information provided, or an choice made is not in line with IEA policies.

By doing so, a fair and efficient procedure could be followed.

As a principle, it is important to state that only the IEA Council can select one organizer out of these three¹. In August 2009, in the IEA council meeting in Beijing, this selection will be made.

As a consequence the ad hoc committee will not show any kind of preference or disfavour. If this report would suggest so, please be sure this is not what we intend. We only intend to indicate which information is yet poor or missing, and a few strong and weaker points in each bid.

Results

Over all we think that IEA received three very good bids. In the perspective of the last three decisions where to hold IEA congresses² it is a luxury to be able to choose out of three options.

Nevertheless, all three proposals can benefit from the evaluation. A critical review of their bids could enhance each of these even further.

A critical remark must be made at this moment. We sincerely wonder if IEA councillors will be able to make a sound choice when proposals have an extent of 100 pages or more. This report and the attached evaluation tables may help IEA council members to prepare their standpoint with the board of their society. Of course each of the bidding societies will get the opportunity of a brief presentation at the council meeting to highlight the specific features of their bid.

Below we give in three brief paragraphs our findings. For the full evaluation results we point at the attached tables per bid.

Australia-New Zealand Proposal

This is a well thought out proposal that meets many IEA requirements in outstanding fashion. Much information is provided in detail, with one important exception: it does not include a proposed budget. On several other (not critical) points no information is provided. It would have been good if the formal IEA meetings had got attention in the bid.

However, given the relative lower cost of living and the good prognosis for sponsorship, it might have the lowest expenses and lowest registration fee of all three bids. We think that the expected participation of at least 1,500 is very optimistic. Drafting a budget based on a break even of max 1,100 attendees would have been safer.

¹ IEA Basic rules

² For IEA2006, 2009 and 2012 there was only one bid per triennial congress.

The two societies have a combined membership of over 600 ergonomists and one has previously hosted a successful IEA Congress (1988) with a very warm atmosphere. The proposal has outstanding governmental, airline, and other organizational support. The venue has a major international airport. Direct flights are possible from many major world cities. The technical and other tours look outstanding. One significant disadvantage is that a congress in Australia probably would draw several hundreds less participants than a European Congress. However, lower costs could enable it to be as successful financially.

Italian proposal.

In general, it is a well worked out proposal at a place that will be appealing to many. Like the other proposals, also this one has several points that are not indicated as clearly as we would have liked. Though being one of the founding members of IEA, the Italian Ergonomics Society never hosted a triennial IEA congress. The technical and other tours look outstanding.

On one major factor we are critical about the proposal. The budget is based on 1,400 attendees. As a break even this is optimistic and a financial risk. The budget also has some high fixed expenses that will not be reduced if there are significantly less attendees (e.g. congress rooms). The only solution then is more sponsorship, which is contradictory to a reduced number of participants. The organizers are optimistic about sponsorship.

Should the world economy be like it is now, the advanced registration fee of 600 Euro for IEA members could be prohibitive and result in a significantly lower attendance than expected by the organizers. It would have been more careful when the draft budget was based on e.g. 1,200 attendees and still show at least a small surplus after paying the IEA capitation fee.

The location of Florence has a certain disadvantage. For persons not in Europe, they will have to fly to a major international airport and then transfer to a local flight into Florence or commute by train. This not only adds flying time, but may also have cost consequences. However, over the years such a location is not unusual for IEA: Tampere, San Diego and Maastricht had similar connections, and to certain extent this counts also for Edinburgh.

The fact that the congress will be in two buildings is not the best option, but as these buildings are neighbouring, it is not a serious point.

UK Proposal

Of the three proposals, this is by far the most concise, and as a consequence the less detailed. The level of effort that went into preparing this proposal looks lower than in the other proposals. To their credit the Ergonomics Society has had excellent experience over decades organizing national conferences, including the successful 1985 IEA Congress. And important topics are clearly worked out, like the committee (highly experienced), venue (excellent) and a promise to meet IEA requirements and to try and keep costs and registration fees down (which in the UK, still are likely to be substantial, even despite the recent low rate of the Pound Sterling). Nevertheless, a budget proposal is missing and no indication is given what will be done with a potential surplus.

The venue is very well located, but has limited capacity for the auditorium (1,200) and a limited number of smaller rooms. The latter may be a bigger problem than the auditorium, as only for the opening ceremony a hall of over 1,200 could be required.

Though better in airline connections than Florence, Edinburgh is not so easily accessible for people from outside Europe. But, as stated under Florence, this disadvantage has not hampered previous IEA-congresses.

28 March 2009

Ernst Koningsveld, Hal Hendrick, Ken Laughery, Eric Wang

GENERAL

		rating	remarks
Size of society		>600	p. 35, HFESA 575 members + ESNZ 85 members = 660 members
Degree of risk for IEA	credibility Society	sound	p. 35, p. 36, p. 38, p. 39
	capability/experience	large	p. 26, p. 66, and from IEA website, Has showed 21 letters of support from related companies, academic institutes and universities, and government agencies. Has hosted IEA Congress in 1988, in Sydney.C3+C4
Location of congress	geographical	OK	p. 41, 1982: Japan, 1985: UK, 1988: Australia, 1991: France 1994: Canada, 1997: Finland, 2000: US, 2003: Korea, 2006: Netherlands, 2009: China, 2012: Brasil.
Growth of congresses	can host a growing number	yes	p. 41
Participation	no restrictions	no restrictions	p. 42
Advantages to IEA	strategic	yes	p. 43, Organizers should plan activities to support IEA strategic goals
	scientific	yes	p. 44
	political	yes	
Allocation of gain		foreseen	p. 46
Assistance to participants	IDC's	yes, foreseen	p. 43, p.46, p. 47
	Central European	yes, foreseen	p. 47
	Students	yes, foreseen	p. 43, p.46, p. 47
	handicapped	not foreseen	
Special events, tours	during congress	several	p. 48, p. 49

SUBMISSION PROPOSALS

Submitted by Society	federated society?	yes	
	title correct?	yes	
Scope	International/intercontinental	clearly	
Length	days	5	
Attendance	expected number particip's	>1500	p. 42, at least 1500 participants are expected. May be too optimistic
Financials	society carries responsb'y	yes	p. 35
	preliminary budget	clear budget	p. 58
	seed money asked for	no	p. 35, HFESA provides seed funding
	sponsorship	indicated	p. 116
	professional congress org'r	no info	
	return to IEA budgetted	yes	p. 46, p. 58, Stated on p. 46 but did not clearly budgetted
	expenses council covered	no info	

CONGRESS ORGANIZATION

Location of congress	close to major erg's center?	yes	
	social and historic attract.	yes	p. 41
	easy access	yes	p. 50, pp. 62 - 64,
	proposed dates (1st day)		p. 35, 3rd quarter of 2015 but no specific date is given
	alternative dates (1st day)		p. 35, 3th quarter of 2015 but no specific date is given
	conflicting with		No information is available
Congress center	one building	more or less	
	catering	OK	p. 71
	accessible for handicaped	no info	
	audio visuals	sound	

Translation	signage (signs and so)	no info	
	translation foreseen?	no info	
Accommodation	available nearby	yes	p. 52, pp. 84-86
	diversity in prices	yes	p. 52, pp. 84-86
Transportation	all at walking distances	yes	p. 51
	transport to/from airport	no info	
	local transport	sound	p. 51, Free City Circle Tram and City Saver Tram, p.
Registration, promotion	process indicated?	no	
IEA's role in promotion	indicated?	no	
Invited papers	not relevant at this moment	-	
Name badges	not relevant at this moment	-	
Social events	during congress	the usual ones	
	pre/post congress tours	potentials	
Reports to council	process indicated?	roughly	
Planning timeline	provided	no	
	quality of planning	moderate	
TECHNICAL PROGRAM			
Cooperation with STC	indicated?	no info	
IEA meetings planned	e.g. General Assembly	no info	
Audiovisual guidelines	not relevant at this moment	-	
Exhibits	foreseen?	no info	
PROVISIONS REGARDING IEA			
Council meeting	room provided for 2 days?	no info	
	catering provided?	no info	
Additional meeting space	for EC, IEA committees?	no info	
IEA President	facilities foreseen?	no info	
	for receptions?	no info	
IEA President's speech	not relevant at this moment	-	
Fee waived for EC	3 officers, 4 chairs	no info	
EC to chair sessions	not relevant at this moment	-	
Table for IEA brochures	not relevant at this moment	-	
Reduced fee	for IEA fed.soc's members	no	

GENERAL

		rating	remarks
Size of society		moderate	
Degree of risk for IEA	credibility Society	sound	over 300 members, of which 45 are certified ergonomists; limited ergonomics degree programs
	capability/experience	moderate	However, using a highly experienced professional conference organizer
Location of congress	geographical	at the right time	
Growth of congresses	can host a growing number	yes	
Participation	no restrictions	no restrictions	
Advantages to IEA	strategic	sound	
	scientific	yes	
	political	no info	
Allocation of gain			
Assistance to participants	IDC's	foreseen	
	Central European	foreseen	
	Students	foreseen	
	handicapped	not foreseen	
Special events, tours	during congress	several	
SUBMISSION PROPOSALS			
Submitted by Society	federated society?	yes	
	title correct?	yes	
Scope	International/intercontinental	clearly	
Length	days	4½	
Attendance	expected number participant's	1.500	
Financials	society carries responsibility	not specific	Implied, but not specifically stated.
			However, conference facility rental costs are high \$125,000 EUs; IEA member registration fee \$500 EUs plus 20% VAT; based on 1,400 attendees (not conservative).
	preliminary budget	clear budget	Not mentioned one way or the other. Needs clarification.
	seed money asked for	no	
	sponsorship	indicated	
	professional congress organizer	already involved	Highly experienced PCO.
	return to IEA budgeted	yes	25 Swiss francs capitation; sharing of any surplus acknowledged but no percentages given.
	expenses council covered	no info	Nothing shown in the budget for this.

CONGRESS ORGANIZATION

Location of congress	close to major erg's center?	moderate	Local university has ergonomics courses in several departments; no professional degree program in ergonomics indicated.
	social and historic attract.	yes	Outstanding artistic and historic attractions! Should attract participants.
	easy access	moderate	Most attendees will have to transfer to a local flight from a major European international airport.
	proposed dates (1st day)	11-Jul-10	
	alternative dates (1st day)	22-Aug-10	
	conflicting with		
Congress center	one building	more or less	Two buildings within walking distance of each other in center of town; approximately 10 technical meeting rooms plus large auditorium in each.
	catering	OK	
	accessible for handicapped	yes	

Translation	audio visuals	sound	
	signage (signs and so)	OK	
	translation foreseen?	yes	For major sessions.
Accommodation	available nearby		
Transportation	diversity in prices	yes	
	all at walking distances	yes	
	transport to/from airport	no	Airport is a 10 minute taxi ride away.
	local transport	sound	All hotels and local attractions within walking distance of the two conference venues.
Registration, promotion	process indicated?		
IEA's role in promotion	indicated?		
Invited papers	not relevant at this moment	-	
Name badges	not relevant at this moment	-	
Social events	during congress		
	pre/post congress tours	specific	Excellent variety
Reports to council	process indicated?		
Planning timeline	provided		
	quality of planning	sound	
TECHNICAL PROGRAM			
Cooperation with STC	indicated?		
IEA meetings planned	e.g. General Assembly	yes	
Audiovisual guidelines	not relevant at this moment	-	
Exhibits	foreseen?		
PROVISIONS REGARDING IEA			
Council meeting	room provided for 2 days?	yes	And state that the IEA proposal requirements for the Council will be met.
	catering provided?	no info	Not shown in budget.
Additional meeting space	for EC, IEA committees?	yes	
IEA President	facilities foreseen?	yes	But nothing shown in budget.
	for receptions?	no info	
IEA President's speech	not relevant at this moment	-	
Fee waived for EC	3 officers, 4 chairs		
EC to chair sessions	not relevant at this moment	-	
Table for IEA brochures	not relevant at this moment	-	
Reduced fee	for IEA fed.soc's members	yes	

GENERAL

		rating	remarks
Size of society		sound	More than 1000 members
Degree of risk for IEA	credibility Society	sound	A strength of ES
	capability/experience	large	Lots of experience, including international conferences
Location of congress	geographical	OK	Timing fits 9 years since last European congress
Growth of congresses	can host a growing number	yes	Anticipate being able to host 1800-2000
Participation	no restrictions	no restrictions	
Advantages to IEA	strategic	sound	
	scientific	sound	
	political	sound	
Allocation of gain		foreseen	Not any information in the proposal found on this
Assistance to participants	IDC's	yes	
	Central European	not foreseen	
	Students	yes	
	handicapped	yes	
Special events, tours	during congress	several	Several good tours listed in the proposal

SUBMISSION PROPOSALS

Submitted by Society	federated society?	yes	The Ergonomics Society
	title correct?	yes	
Scope	International/intercontinental	clearly	
Length	days	>5	Six
Attendance	expected number participants	?	Able to accommodate 1800-2000
Financials	society carries responsibility	yes	Yes
	preliminary budget	poor budget	No preliminary budget included
	seed money asked for	no	None. Society does not anticipate needing seed money
	sponsorship	clear expectations	Will attempt to obtain sponsorship
	professional congress organization	already involved	Edinburgh Convention Bureau
	return to IEA budgeted	no	
	expenses council covered	no info	

CONGRESS ORGANIZATION

Location of congress	close to major erg's center?	yes	Some interesting possibilities
	social and historic attract.	yes	A strength of Edinburgh
	easy access	yes	
	proposed dates (1st day)	sound	Sunday 2/8/2015 Week before Edinburgh Festival
	alternative dates (1st day)	-	No alternative dates proposed
	conflicting with	holidays	No others known at this time
Congress center	one building	yes	Edinburgh International Conference Center - Built 1995
	catering	OK	
	accessible for handicapped	yes	Seems to be excellent
	audio visuals	sound	
	signage (signs and so)	sound	
Translation	translation foreseen?	no info	
Accommodation	available nearby	yes	25,000 beds, half within 2 km, 2,500 within 1 km
	diversity in prices	yes	Substantial range in prices, luxury to low cost
Transportation	all at walking distances	no	

	transport to/from airport	yes	Taxi, bus, tram	All available
	local transport	sound		
Registration, promotion	process indicated?	yes	This is a strength of the proposal	
IEA's role in promotion	indicated?	no		
Invited papers	not relevant at this moment	-		
Name badges	not relevant at this moment	-		
Social events	during congress	new ideas	Opening reception and banquet and other possibilities	
	pre/post congress tours	sound	Many options will be available	
Reports to council	process indicated?	yes		
Planning timeline	provided	yes	Specific timeline is presented and detailed	
	quality of planning	sound		
TECHNICAL PROGRAM				
Cooperation with STC	indicated?	yes		
IEA meetings planned	e.g. General Assembly	yes		
Audiovisual guidelines	not relevant at this moment	-		
Exhibits	foreseen?	indicated		
PROVISIONS REGARDING IEA				
Council meeting	room provided for 2 days?	no info		
	catering provided?	no info		
Additional meeting space	for EC, IEA committees?	yes		
IEA President	facilities foreseen?	no info		
	for receptions?	yes		
IEA President's speech	not relevant at this moment	-		
Fee waived for EC	3 officers, 4 chairs	no info		
EC to chair sessions	not relevant at this moment	-		
Table for IEA brochures	not relevant at this moment	-		
Reduced fee	for IEA fed.soc's members	yes		