



# INTEROTA 2020 HONG KONG

Rotary  
District 3450



Rotaract  
District 3450



Hong Kong / Macao / Mongolia /  
The People's Republic of China –  
Guangdong Province

## INTEROTA 2023 Bidding Tips and Recommendations

September 2019

# Agenda

- Preface
- What is Interota?
- Where was Interota held?
- What does Interota entail?
- What will be your responsibilities as a host?
- What is key for a successful Interota?



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# Preface

Interota decides the next hosting city through a bidding process, judged by the entire proposal that different bidding teams present to Interota attendants.

Interota 2023 Bidding Convenor Team of Interota 2020 Hong Kong Organizing Committee (“Bidding Convenor Team”) would like to provide a brief introduction of what to consider before placing a bid, with some tips and recommendations. These are only suggestions with no binding power. You are welcome to plan and design your own Interota bidding and organizing plan.

For the official rules and regulations, interested Rotaractors should refer to the Bidding Rules.

It is a 3-year commitment in multiple aspects. Are you ready?



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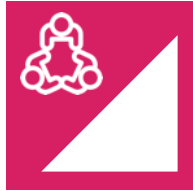
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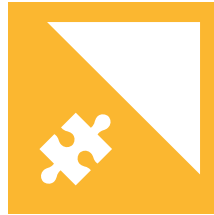
# What is Interota?

**Triennial** worldwide youth convention  
Organized by Rotaractors



Highly recognized and supported by **Rotary International (RI)**  
RI leadership is represented at the convention

**Workshops** and discussions  
Inspiring **speakers**  
**Cultural** activities



**Hosted** in different cities  
Decided by **bidding**



Photo: Interota 2017 @ Taiwan



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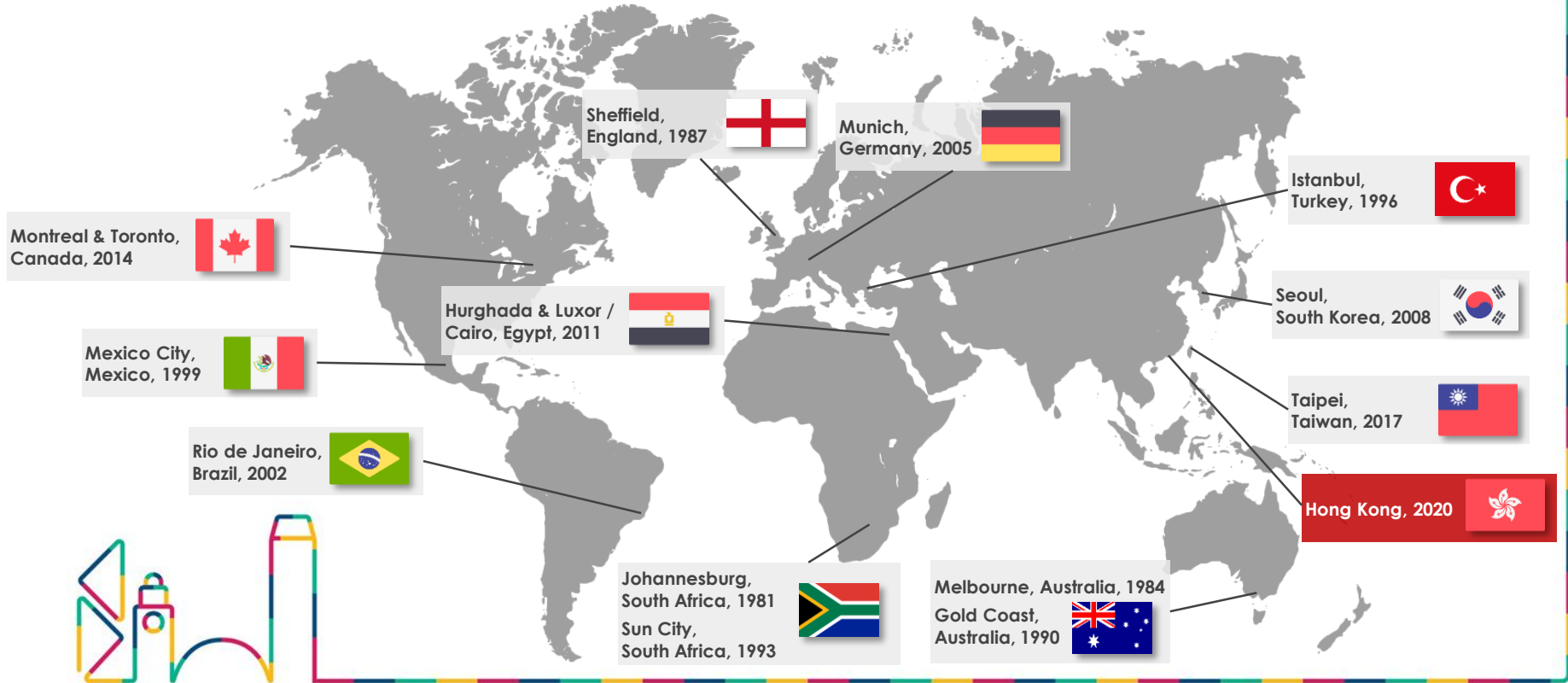


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# Where was Interrota held?



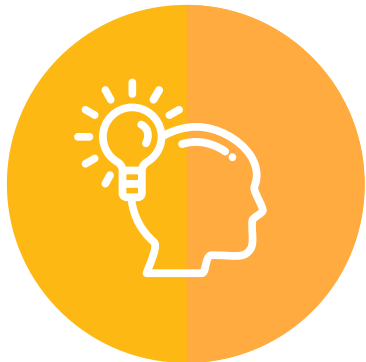
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# What does Interota entail?



**Duration**  
between 3-7 days



**Venue**  
Adequate & accessible for delegates with appropriate technical facilities



**Participants**  
Rotaractors aged 18-30 across the globe; Rotarians, Interactors, Rotary Alumni, partners and external guests are welcomed



**Scale**  
Range from 150-600 people



**Past Conference Fees**  
USD 350 – 750 subject to location, duration and cost of service



**Elements for Consideration**  
Workshop, keynote speech, cultural exchange, volunteer service, local tour, fellowship, pre/post-conference tour

Interested delegates to present their proposals for the next Interota for voting and election



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# What will be your responsibilities as a host?

- Design, planning and execution of the Interota programme, and submission of a complete proposal to Rotary International (RI) at least one year before the event date
- Financial management and sponsorship / partnership soliciting to support programme needs and achieve breakeven
- Logistic arrangement including selecting conference venue and accommodation, arranging transportation and catering
- Promotion of Interota via multiple channels including website, social media e.g. Facebook, occasions within / outside Rotary e.g. Rotary Convention, Rotary and Rotaract district / international events, etc.
- Registration of delegates and guests



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# What is key for a successful Interota?

Well defined purpose (why to host Interota?) and vision (what will the conference look like?)

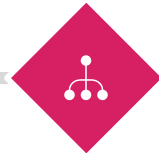
A dedicated team to assume responsibility for different aspects, with good structure and communication rhythm to ensure transparency, alignment and coordination

Promotion beyond own district / country via all available channels to raise awareness and attendance

## OBJECTIVES



## ORGANIZING COMMITTEE



## PROMOTION



## PROPOSITION

A unique identity or brand for the conference, showing what's special in your country

## ROTARY & ROTARACT SUPPORT

Support in terms of financial, in-kind or advisory; full commitment from Rotaract clubs to contribute and participate



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# What is key for a successful Interota?

## Organizing Committee

A dedicated team to assume responsibility for different aspects of planning and execution, and with good structure and communication rhythm to ensure transparency, alignment and coordination

<b>Treasurer</b>	<ul style="list-style-type: none"><li>▪ Develop budget by liaising with teams for expected cost and income</li><li>▪ Manage and monitor financial status at ongoing basis</li></ul>	<b>Secretary</b>	<ul style="list-style-type: none"><li>▪ Ensure meetings are effectively organized and documented</li><li>▪ Maintain records of progress and decision, and correspondence</li><li>▪ Maintain administration</li></ul>	<b>Programme</b>	<ul style="list-style-type: none"><li>▪ Design and execute programme that:<ul style="list-style-type: none"><li>▪ aligns with objectives</li><li>▪ with a good mix of contents e.g. idea sharing, cultural exchange, etc.</li></ul></li><li>▪ Select and invite speakers, service partners for topics of interest</li></ul>
<b>Sponsorship</b>	<ul style="list-style-type: none"><li>▪ Solicit funds / in-kind supports by engaging into sponsorship arrangement within/outside Rotary</li></ul>	<b>Registration</b>	<ul style="list-style-type: none"><li>▪ Develop a registration process, including online registration system, payment, attendee statistics</li><li>▪ Define registration fee schedule</li><li>▪ Manage accommodation arrangement and onsite delegate reception</li></ul>	<b>Promotion</b>	<ul style="list-style-type: none"><li>▪ Develop &amp; execute promotion strategy and communication plan to raise awareness across Rotary community</li><li>▪ Make use of various channels e.g. social media, Rotary events to attract attendance</li></ul>
		<b>Others e.g. IT, Logistic, Optional Tour</b>	<ul style="list-style-type: none"><li>▪ Other support functions if needed:<ul style="list-style-type: none"><li>▪ IT support e.g. website &amp; system design and set up</li><li>▪ Logistic support e.g. venue liaising, transport, catering</li><li>▪ Optional tour: design and execute pre/post-conference tours</li></ul></li></ul>	<b>Interota Bidding Convener</b>	<ul style="list-style-type: none"><li>▪ Develop bidding process for the next Interota, including guideline, procedure, selection criteria</li><li>▪ Receive bid(s) and facilitate the bidding decision onsite</li></ul>



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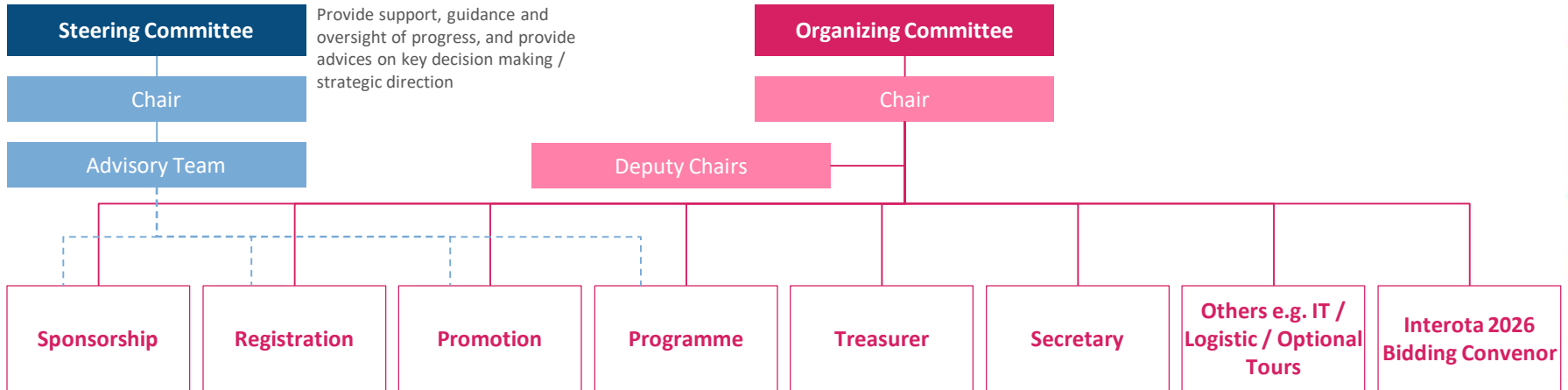


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# What is key for a successful Interota?

## Organizing Committee

Below is an example of structure for an organizing committee and a steering committee.



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# What is key for a successful Interota?

## Rotary and Rotaract Support

- Gather collective effort from Rotary and Rotaract to organize this large-scale conference which requires significant planning and execution effort:
  - Provide financial and in-kind support
  - Source partners / speakers through the extended network
  - Provide advice and expertise e.g. setting up a Rotary Steering Committee
- Get all Rotaract clubs involved in planning and execution i.e. as organizing committee members and as helpers
- Make good use of the network of Rotary clubs and Rotaract clubs within and beyond your own district / country for promotion, and get as many of them to attend as possible



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# What is key for a successful Interota?

## Promotion

- Ensure your promotional message is clear and compelling to reach your intended audience – highlight the uniqueness of your conference, address what audience needs / values
- Plan your promotion timeline to avoid ad-hoc campaign and allow sufficient time for spreading out the message
- Decide an effective channel mix e.g. website as a hub for information and registration, social media to extend your reach, in-person connection to get people excited for your conference
- Attend Rotaract and Rotary events in your District, Zone and Internationally to promote; if you cannot physically be there, send a video and ask if the event host could broadcast for you



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