



Fáilte Ireland
National Tourism Development Authority

GUIDELINES

CONFERENCE AMBASSADOR FINANCIAL SUPPORT SCHEME

June 2015

About Us

Fáilte Ireland, the National Tourism Development Authority, was established under the National Tourism Development Authority Act, 2003. We provide strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination. In this context, our mission is broadly:

"To increase the contribution of tourism to the economy by facilitating the development of a competitive and profitable tourism industry."

Fáilte Ireland's key role is to support and help the Irish industry to meet the challenges facing the entire global tourism market and to sustain, or increase, the level of activity in the sector. We support the industry in its efforts to be more competitive and more profitable. Our emphasis is on strategic partnership, with all the interests in Irish tourism at national, local and regional levels working together towards a common goal.

The Business Tourism Unit of Fáilte Ireland was set up specifically to develop the business tourism sector and assist **conference ambassadors** in winning valuable business for Ireland. To aid this endeavour, the Conference Ambassador Financial Support Scheme was created to encourage international delegates to attend conferences in the Republic of Ireland.

Financial assistance broadly falls into three main categories and the support payable generally takes the form of a **contribution towards** the categories of:

Bid, Site Inspection and Marketing the conference.

All support is subject to budget availability and must comply with internal and external audit requirements. Each application is assessed on its own individual merits. Fáilte Ireland can only support the activities outlined below; however, there is no guarantee that Fáilte Ireland will support any or all the activities, or part thereof.

Support to Secure and Market a Conference

Fáilte Ireland will support Conference Ambassadors or Professional Conference Organisers (PCOs) to secure an international conference for the Republic of Ireland under the following criteria. Only conferences that attract a **minimum of 50 international delegates** will be eligible to apply for support.

Bid

- Items considered:
 - Bid material, design and printing
 - Travel, accommodation and meals to present the bid (non-business class). 2 people maximum considered for 4 nights maximum, for one journey only, except in exceptional circumstances. For bid travel outside of Europe for conferences attracting more than 500 international delegates, accommodation may be extended to 6 nights maximum.
 - Ireland Networking Event (only at bid presentation and only in exceptional circumstances).

Site Inspection

- Travel, accommodation and meals expenses, **incurred by decision makers from overseas**, to carry out a site inspection.
3 people maximum considered for 3 night's accommodation maximum. Support will be restricted to one journey only and if destinations other than Ireland are being considered as part of the trip, any funding offered may be proportionally reduced.

Marketing the Conference

- Items generally linked with the promotion of a conference are:
 - Print Costs
 - Website Costs
 - Leaflets
 - Flyers
 - Announcements
 - Promotion at a preceding conference in order to create an awareness of Ireland and, thereby, boost delegate numbers.

Completing the Application Form

Applications should be completed online, using the following link

<http://www.meetinireland.com/Conference-Support/Financial-Support-Scheme>

and submitted to Fáilte Ireland a minimum of TWO months prior to the conference or bid or site inspection travel. Late claims will not be accepted, except where there are exceptional circumstances, in the opinion of Fáilte Ireland. Failure to adhere to this deadline will result in loss of funding. Support must be agreed by Fáilte Ireland in advance of activity taking place.

Only fully completed application forms will be assessed for funding. While each application will be assessed on an individual basis, a general principle in determining likely support is between €10 and €20 per international delegate, depending on the size of the conference. Conferences that attract international delegates in excess of 1,000 may be eligible for support at the higher level, within this range. **However, funding amounts are at the discretion of Fáilte Ireland, funding is not guaranteed and is dependent on the value of the conference to the Irish economy and the factors outlined below.** The amount of spend on the conference by the applicant does not determine the amount of funding awarded. **The number of delegates quoted should not include accompanying partners as only registered delegates may be supported under this scheme.**

Factors considered in determining financial support are:

- Number of international delegates
- Nature of conference
- Likelihood of future conferences coming to Ireland
- Location of conference
- Duration of conference
- Available budget
- Conferences that enhance the regional and seasonal spread of tourism in Ireland will be more favourably assessed.

If funding is approved, you may be asked to supply a copy of your current Tax Clearance Certificate/Charity Number. Applicants who are not resident in Ireland will be required, in some instances, depending on the value of the funding, to acquire a Non-Resident Tax Clearance Certificate from the Irish Revenue.

Fáilte Ireland will issue a Letter of Offer to all applicants who have been approved for receipt of funding, containing details of the support being offered. This Letter of Offer must be signed and returned to Fáilte Ireland by the applicant (within two weeks of receipt). Unless this letter has been signed and returned within the designated timeframe there is NO obligation on the part of Fáilte Ireland to pay any funding.

Claiming Support

Support must be agreed in advance and Letters of Offer must be signed and returned **within two weeks of receipt**, to Geraldine Jeffers,

Fáilte Ireland,
Jocelyn Street
Dundalk
Co Louth
Tel: + 353 42 9339748
Email: geraldine.jeffers@failteireland.ie

Claims must be submitted within **two months** of the activity taking place (including bid and site inspection). All claims must be received by Fáilte Ireland within two months after the conference has taken place and failure to do this may result in loss of funding.

Funding is paid under the following criteria:

Bid Stage: After expenditure has been incurred and on provision to Fáilte Ireland of the following:

Bid Document:	Copy of invoice and bid document.
Travel to present bid:	After expenditure has been incurred, copies of travel receipt(s)/ticket(s) hotel invoice and food receipts. (If bidding is informal and no bid document is required, Fáilte Ireland requires proof of intention to bid, i.e. copy of letter from decision makers, minutes of meeting etc.)
Ireland Networking Event:	Receipt(s) required and details regarding number of guests.

Site Inspection: Expenses for the overseas personnel only, after expenditure has been incurred and on provision to Fáilte Ireland of copies of travel receipts/tickets, accommodation invoice/receipts (if accommodation is being claimed) and food receipts.

Please note: Receipts must be itemised, credit card receipts or statements are not acceptable.

Marketing Costs: This payment will be made post the event. However, there is provision to pay 50% of costs prior to the conference in **exceptional circumstances**. In order to receive payment the following will apply:

PCOs and Educational Institutions must provide full registration details containing a list of all the delegates who attended the conference, their e-mail addresses and country of origin. These will be spot checked by Fáilte Ireland.

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Conference ambassadors must provide a list of all delegates who attended the conference, their e-mail addresses and country of origin. These will be spot checked by Fáilte Ireland. Where the expected overseas delegate numbers fall below 80% of the figure given in the Application Form, a reduction of between €10 - €20 may be deducted for each missing conference specific delegate under the 80%.

Where 50% of the costs have been paid in advance, a "pay-back" clause will be contained in the Letter of Offer in the event that the conference does not take place.

All claims should be accompanied by a completed Post Evaluation Report and claims requiring copies of receipts, should be accompanied by an Invoice Log, both issued with your Letter of Offer.

Payment Guidelines

Applicants should ensure that Fáilte Ireland holds a current Tax Clearance Certificate; otherwise payment of funding will be delayed.

All support approved is VAT exclusive. However, if VAT is a non-recoverable cost, and your claim includes VAT, you must provide a letter from Revenue verifying that you cannot reclaim VAT. If this is not provided as part of your claim, VAT will be excluded.

If the total amount of support for the conference exceeds €9,999, an auditor's report for the full value of the funding, as stated on the Letter of Offer, is required before payment will be made.

Access to Market Research

To ensure that we can provide an effective service to the industry we are continuing to collate all sources of market intelligence in the marketplace. Therefore, we require that as a condition of Professional Conference Organiser (PCO) funding you will provide us with any relevant market research data that you have collected or to which you have access.

PLEASE NOTE:

The information contained in this guidelines document is for general purposes only.

Fáilte Ireland will make every effort to support as many conferences as possible. However, please be aware that each application is assessed on its own merit and the overall value of the conference to the Irish economy is taken into account. Funding is not guaranteed and applicants should not anticipate the amount of funding in advance. Once a decision is reached to support a conference, applicants will receive formal notification by Letter of Offer. This will form the contract between Fáilte Ireland and the applicant. Only agreements in writing from Fáilte Ireland will be honoured.

For queries relating to the above scheme, please contact:

Geraldine Jeffers at: Tel: +353 42 9339748

Email: geraldine.jeffers@failteireland.ie

Please visit the Meet in Ireland website at: www.meetinireland.com

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