

BIDDING TIMELINE TEMPLATE

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BID PHASE	ACTIVITIES
<p>BID1 Gathering Ideas & Dreams</p> <p><i>Inception to Commitment</i></p>	<ul style="list-style-type: none"> • Dream the Impossible Dream • Is bidding feasible? Can we actually do this? • Identify people interested in participating • Establish investigative working group (including appointing a leader/bid chair) • Establish bid theme & general outreach policies • Reach out & engage local fannish communities. • Prepare “long list” of possible locations • Set bid committee membership / supporter rates and policies
<p>BID2 Creating Processes & Strategies</p> <p><i>Commitment to Public Launch - ~2-3 years pre-vote</i></p>	<ul style="list-style-type: none"> • Formally announce/launch the bid • Establish basic communication infrastructure (e.g. email lists and a way of sharing documents) • Establish high level bid budget & bookkeeping procedures* • Create overall bid timeline • Develop convention vision, values, & structure • Establish basic policies such as Code of Conduct, Diversity and Inclusion, etc. • Brand the bid: Choose name, strapline/catch phrase, logo, etc. • Formalize bid committee, assign key roles & responsibilities • Build civic relationships (CVB’s, Tourist Boards, etc.) • Set public bid support tiers, rates, and policies • Establish bank account • Establish credit card & other payment arrangements • Develop bid membership database • Choose or “shortlist” locations and venues • Begin contingent facility contract talks • Determine bid promotions strategy, plan, and policies • Create initial promotional materials • Build bid website • Establish social media accounts
<p>BID3 Bid, Bid, Bid!!</p> <p><i>Launch to ~12 months before Vote</i></p>	<ul style="list-style-type: none"> • Implement promotions plan/strategy • Choose location/venue, if not already done • Establish contract or letter of agreement facility • Manage expectations • Expand IT infrastructure and committee collaboration tools • Establish conflict management and other internal policies as needed • Monitor and respond to potential competitors • Full in-person Bid Committee meetings (at least annually) • Begin recruiting convention committee • Site visit(s) for the team • Identify and manage convention appearances (tables, parties, fannish inquisitions)

<p>BID4(A) Laying the Foundations</p> <p><i>~12 months out to filing</i></p>	<ul style="list-style-type: none"> • Develop provisional organizational structure (list of Divisions/Areas and responsibilities) • Choose or confirm convention chair • Choose convention name, theme, catch phrase (if any), and logo • Begin appointing Division Heads • Prepare high-level timeline for the convention • Start GoH selection process • Onboard people who are not part of the bid team • Develop draft convention budget • Establish legal entity, if needed. Note: There may be date and accounting year choices that affect tax and accounting burdens. • Establish con bank account, card payment facilities etc (often separate from bid accounts) • Open contract negotiations with necessary venues. Typical approaches have been either a fully executed contract with a conditional-on-winning cancellation clause or a ready-to-sign contract to be executed after the vote • Obtain letters of agreement or contract for key sleeping room blocks • Define convention membership categories, rates, planned changes over time and policies (instalment plan, discounts, family plans etc) • Define overall convention IT strategy and architecture • Develop convention membership database (may be enhancement of bid database or new solution) • Develop convention web site and online registration solution • Begin detailed promotions plan for immediately after the vote through the end of the year • Determine the convention's merchandise strategy - Will there be a Sales to Members partner(s) and if so, who? • Prepare & submit filing materials
<p>BID4(B) Prepare for the Win!</p> <p><i>Filing to Award of Convention</i></p>	<ul style="list-style-type: none"> • Complete GoH selection process • Obtain GoH Bios and supporting material • Appoint at least interim GoH Liaisons • Complete facility contract negotiations, if not yet done • Continue to refine convention Timeline, Budget, etc • Continue to build convention IT systems • Plan presence at administering Worldcon (staff, processes, data handling) • Plan for victory party after the vote • Promptly inform each Guest of voting results