



Status Report ECA 2021 Steering Committee for AAE Board

AAE Board Meeting, ITEM 7
1 April 2020

Status



- 2nd meeting of the Steering Committee (SC) on 24/03/2020
- Javier Olaechea joined the committee as representative of the local host
- Main discussion items:
 - *ECA 2021 Regulations between AAE and EAA*
 - *Budget proposal by EAA*
 - *Mile stones for preparation*
- Selected topics need approval of AAE Board (s. next slides)

Decisions



- Congress regulations (slide 4)
- Congress budget (slide 5ff)
- Mile stones (slide 8)



ECA 2021 Regulations

- The current draft for the regulations, derived from the regulations for ECA 2019, were intensively discussed
- The establishment of an Organizing Committee will not be pursued further based on the experience of 2019 and the corresponding recommendation of the IAP (-> *Javier Olachea (CE IAE) joined the SC instead*)
- **Overall, the SC recommends approving the regulations, but notes at the same time that the profit sharing approach is defined in the regulation which the board might want to review in the light of the current situation the AAE is facing**
 - *However, it was recommended as well to aim at signing the regulations within the next four week. The EAA needs legal clarity to start the preparations and important tasks cannot wait much longer (contract with congress venue, sponsoring acquisition,...)*

Budget proposal

- **The presented budget proposal was acknowledged as reasonable in general and recommended for discussion in the board (also see accompanying complete budget in excel)**
- The budgeted expenses are much higher than in 2019 due to the generally higher price level in Madrid
 - as already agreed in the AAE board this cost increase will be balanced by higher ticket fees
- The budget also includes 19,000 € provisions for sponsoring acquisition (20% for the home association of the sponsor)
 - could be re-discussed as this generates a leverage to create higher revenues
- **See next slide for the net results of the business case with different numbers of participants**

Budget proposal (continued)



- Business Case ECA 2021 results

Number participants*	200	250	300	350
Revenues	211.264,48 €	248.514,04 €	285.763,60 €	323.013,16 €
Expenses	216.610,64 €	231.339,64 €	251.093,64 €	266.322,64 €
Net Result	-5.346,16 €	17.174,40 €	34.669,96 €	56.690,52 €
AAE Share Net Result	0 €	5.152,32 €	10.400,99 €	23.683,36 €
EAA Share Net Result	-5.346,16 €	12.022,08 €	24.268,97 €	33.007,16 €

**When the number of registrations does not exceed 150 participants, the EAA is entitled to cancel the event.*

Budget proposal – EAA perspective

- Project team as provided by EAA:
 - Marketing
 - Congress Management
 - Support
- EAA, with support from at least three members of DAV staff (20 % communications manager, 20 % congress manager and 20 % project manager for 18 months), takes care of:
 - Organising the congress as a whole
 - Concepts for marketing, sponsoring, registration before the background of the goals of the AAE for the ECA 2021
 - Signing all necessary contracts
 - Handling of all financial activities
 - Direct cooperation with IAE for local organization



Budget proposal – EAA perspective

- EAA guarantees sufficient personnel
- EAA will take all risks for running the congress
 - A handling fee of 27,500 € is included into the business case as a lump sum payment (no direct remuneration of actual workload)
 - A potential loss will be covered by EAA (exit clause included at less than 150 registrations by the end of the early-bird registration period)
 - Profit will be shared according to ECA 2019 share between AAE and EAA (profit up to 40,000 €: 30 % AAE / 70 % EAA; profit above 40,000 €: 70 % AAE / 30 % EAA)



Mile Stones for Preparation

- April 2020 ECA 2021 regulations signed
- May 2020
Committee Budget agreed by AAE and EAA, start of sponsoring acquisition, Program is created
- July 2020 Launch website www.eca2021.eu / Increasing marketing activities start: first issues of monthly newsletter, announcement of keynote speakers,...
- August 2020 Release of Call for Papers (Deadline 25 October 2020)
- November 2020, 16th Publication of preliminary congress program
- December 2020, 1st Start of registration
- February 2021, 28th End of Early-Bird-Tariff
- June 2021, 3rd – 4th ECA 2021 in Madrid, Spain

Remark: Following this schedule, the registration period and therefore the main marketing activities will probably be affected by the aftermaths of the Corona crisis. Therefore it is currently investigated by EAA if rescheduling the ECA 2021 to September / October 2021 could be an option to avoid this issue