

Fáilte Ireland

Meetings Incentive
Conference Exhibitions
(M.I.C.E.) Supports
Programme

GUIDELINES

Fáilte Ireland

Financial Support Programme

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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 Meet In Ireland Team in Fáilte Ireland was set up specifically to develop the business tourism sector and support winning business tourism for Ireland. To aid this endeavour, the Financial Support Programme was created to enhance the programme on offer to delegates attending an international conference in 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 support. 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.

COMPLETING THE APPLICATION FORM

Applications should be completed online, using the following link www.meetinireland.com/Conference-Support/Financial-Support-Scheme and submitted to Fáilte Ireland a minimum of six months prior to the conference or bid or site inspection travel taking place.

Hard copy application forms will not be accepted. Failure to adhere to the above deadline will result in funding not being provided. 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 and any domestic delegates as only registered international delegates may be supported under this programme.**

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Factors considered in determining financial support are:

- ▶ Number of international delegates
- ▶ Nature of conference
- ▶ Likelihood of future conferences coming to Ireland
- ▶ Location of conference
- ▶ Time of year the conference is taking place
- ▶ Duration of conference
- ▶ Available budget
- ▶ Conferences that enhance the regional and seasonal spread of tourism in Ireland will be more favourably assessed
- ▶ Strategic Importance
- ▶ Target Specific Sectors.

If funding is approved, you may be asked to supply a copy of your current Tax Clearance Certificate/Charity Certificate. 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, on nonrestaxclearance@revenue.ie +353 61 401009.

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.

Fáilte Ireland conducts research on international delegates who have travelled to Ireland on business. Delegate participation at your conference provides Fáilte Ireland with important information in relation to Business Tourism in Ireland. **As a condition of funding from Fáilte Ireland we require your co-operation in this research.**

SUPPORT TO SECURE & ENHANCE YOUR CONFERENCE

Fáilte Ireland will support you to secure an international conference for the Republic of Ireland under the following criteria.

Only conferences that attract a **minimum of 100 international delegates** will be eligible to apply for support.

BID

Items considered:

- ▶ Bid materials, design and printing (This can include but is not limited to: Bid Document/video, flyers, postcards, bookmarks, exhibition stand, T-shirts for bidding personnel only, USBs and pull ups.) Any deviation from this list must be agreed in advance by Fáilte Ireland.
- ▶ Travel, accommodation and meals to present the bid (standard class).
- ▶ Ireland Networking Event (only at bid presentation and only in exceptional circumstances, agreed in advance by Fáilte Ireland).

SITE INSPECTION

- ▶ Travel (standard class), accommodation and meals expenses, **incurred by decision makers from overseas**, to carry out a site inspection.
- ▶ Only one site inspection is supported and visits to other destinations, as part of the same journey, will reduce the funding. Thresholds apply.

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MARKETING SUPPORT

(Including marketing the conference to maximise the number of international delegates attending, such as promotion at a preceding conference)

Items also covered:

- ▶ Welcome reception
- ▶ Gala dinner
- ▶ Social programme
- ▶ Print costs
- ▶ Website costs
- ▶ Announcements
- ▶ Activities related to organising the conference

CLAIMING SUPPORT

Support must be agreed in advance and Letters of Offer must be signed and returned, electronically within two weeks of receipt, to Catherine Killaly:

- ▶ Email: catherine.killaly@failteireland.ie

Claims must be submitted within **twelve weeks** of the activity/conference taking place (including bid and site inspection). Failure to do this will result in loss of funding. Claims should be forwarded to: Catherine Killaly:

- ▶ Email: catherine.killaly@failteireland.ie

FUNDING IS PAID UNDER THE FOLLOWING CRITERIA:

- ▶ **Bid Stage:** After expenditure has been incurred and on provision to Fáilte Ireland of the following:
 - ▶ **Bid Material:** Copy of invoice for work done and copies of ALL bid material.
 - ▶ **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 Support:** This payment will be made after your conference has taken place. However, there is provision to pay 50% of the funding prior to the conference, in **exceptional circumstances**.
 - ▶ **In order to receive marketing support the following will apply:** applicants must provide full registration details - containing a list of all the delegates' names who attended the conference, their e-mail addresses and country of origin. You will be required to prove the number of international delegates, this can be done in one of the following ways:
 1. Provide a list of names (with their permission) for all the delegates who attended the conference, their country of origin

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and their email address. This information will be kept in the strictest confidence by Fáilte Ireland, will be used to spot check attendance, will not be disclosed to any other party or used for any other purpose.

OR

2. You will provide a list of names and country of origin from which Fáilte Ireland will select, at random, a list of names to be spot checked. You will be required to email those delegates selected, requesting them to confirm attendance to Fáilte Ireland by email. A minimum response of 80% will be required before funding can be paid.

- ▶ Where the expected overseas delegate numbers fall below 80% of the figure given in the Application Form, a reduction of between, €10 - €20 per missing delegate will be deducted.
- ▶ Where 50% of the funding has 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.

MARKET RESEARCH

It is a condition of Fáilte Ireland's Conference Supports Programme that we require your participation in this research.

A representative from our designated research agency will attend the conference at a designated time and date (in line with your wishes) and will ask delegates for their email address so that they may participate in the survey once they return home.

If you are conducting any of your own research on delegate satisfaction levels we would be grateful to receive a copy of your findings also.

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:

- ▶ **Catherine Killaly**, Meet In Ireland, Fáilte Ireland 88-95 Amiens Street Dublin 1 Ireland, T: +53 1 884 7117, Email: catherine.killaly@failteireland.ie
- ▶ Please visit the Meet in Ireland website at: www.meetinireland.com