



WORLD FEDERATION OF | FÉDÉRATION MONDIALE DE | FEDERACIÓN MUNDIAL DE  
CHIROPRACTIC | CHIROPRACTIQUE | QUIROPRÁCTICA

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# WORLD FEDERATION OF CHIROPRACTIC BIENNIAL CONGRESS

## BID GUIDELINES

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## The Congress and you

This guide has been produced to help you and your WFC Constituent Member national association of chiropractors with the necessary information concerning the WFC Biennial Congress, the responsibilities of each partner and the steps each national association must follow to submit its candidature to be a potential host organization.

The guide includes checklists and general advice on the information and format required by WFC Council in reviewing your bid.

National Associations are encouraged to submit their letter of intent to bid well in advance as selection of the host nation and venue is made three years prior to the event. This timing allows your national association adequate time to generate local, national and regional support for your bid from partners, sponsors and other organizations.

## What is the WFC Congress?

The WFC Biennial Congress is the leading global continuing education event and scientific meeting for chiropractors and attracts practising chiropractors, academics, researchers and others from around the world.

It is the only international forum for national chiropractic association leaders and executives worldwide to share best practice experience, develop networks and learn about new areas of innovation from other national associations as they face the challenge of remaining relevant to practicing chiropractors in their regions.

In addition to the Congress scientific programme, additional activities include the WFC Assembly of Members, pre-Congress seminars, regional federation meetings and a program of social activities.

As part of its outreach to chiropractic organizations worldwide, the WFC believes that it is important for its Congress to be held in a different region of the world on each occasion. The rotation of the Congress to different regions has proved beneficial to WFC in strengthening and maintaining awareness or and participation in our work by our national association members and corporate partner organizations.

## Congress host

The WFC Biennial Congress is organized by WFC in conjunction with the host national association and, often, the regional federation. To guarantee the success of the Congress, it is important that the local host is an active member within the WFC and the global chiropractic community and is familiar with the functioning and activities of the WFC. Previous engagement and active participation within the WFC and/or the regional chiropractic federation lends importance to your commitment in hosting the WFC Congress.

### **TO INCLUDE IN YOUR BID:**

To show that your national association is an active member of WFC, you will need to highlight in the beginning section of your bid and provide to WFC prior to your presentation, a full summary of the relationship and engagement in WFC activities and projects. Previous national

association activity within WFC is an important dimension in choosing the next host for the WFC Congress.

## Program and speakers

The Congress addresses current issues and topics in the chiropractic profession. It focuses on practice and principles of chiropractic, both on a theoretical and strategic level and on a practical level in the form of workshops and smaller group seminars.

It is also the leading global scientific meeting for the chiropractic profession and attracts submissions from all seven of its world regions for both platform and poster presentations. There is a research competition that gives sponsored awards and financial prizes to the best submitted research, best new investigator, best poster and the best platform presentation.

Congress speakers from within and outside the chiropractic profession are invited from interdisciplinary leadership, educational, research and practice backgrounds and are selected for the diversity of their subject, presentation skills and likely appeal to the delegates.

### **TO INCLUDE IN YOUR BID:**

The program is planned jointly by WFC and representatives of the host nation. In the bid document you should highlight relevant topics of interest for the program as well as speakers that your national association has connections to and can secure for the Congress. Local dignitaries, such as the mayor, a Minister or a prominent member of Parliament have nearly always played a role in the opening ceremony and support from their office should always be procured from your national association and be included in the bidding document.

## Trade exhibition

The exhibition area at the WFC Congress is the perfect forum to network and promote opportunities and activities or showcase particular products or services. Exhibitors can include:

- Chiropractic organizations
- Educational institutions
- Trade promotional organizations
- Chiropractic equipment manufacturers
- Medical equipment companies
- Specialist manual therapy equipment providers
- Nutrition companies
- Orthotics manufacturers
- Chiropractic indemnity insurers
- National and international examination boards
- Practice software companies
- Non-profit organizations

### **TO INCLUDE IN YOUR BID:**

The exhibition area is managed by the host nation in combination with WFC. In the bid document your national association should include exhibition area information (such as accessibility, available space, proximity to the plenary/breakout room areas in the proposed

Congress venues. Please note that the exhibition area has in the past been used for networking events, receptions, lunch and break venues and delegate meeting areas.

## Congresses, past, present and future

Following the formation of the WFC in 1988, the inaugural Congress was held in Toronto, Canada in 1991. In combination with the WFC Assembly, held concurrently at each Congress, the event has provided the opportunity for the WFC to achieve global recognition and reach.

National associations have expressed interest in hosting Congresses as far ahead as 2025. National associations intending to submit their candidature for any future Congresses may write to the WFC Secretary-General at any time expressing their interest to host the event. WFC recommends that organizations submit their expression of letter of interest as early as possible. This will assist the national association to work with WFC to refine its bidding document and share past experiences and best practice.

Year	Location
1991	Toronto, Canada
1993	London, United Kingdom
1995	Washington DC, USA
1997	Tokyo, Japan
1999	Auckland, New Zealand
2001	Paris, France
2003	Orlando, USA
2005	Sydney, Australia
2007	Vilamoura, Portugal
2009	Montreal, Canada
2011	Rio de Janeiro, Brazil
2013	Durban, South Africa
2015	Athens, Greece
2017	Washington DC, USA
2019	Berlin, Germany

## The purpose of the Congress

In organizing the Congress, it is important to always remember the key objectives and roles for the event, as well as the delegates who should attend. The objectives of the WFC Congress are to:

- Promote understanding and cooperation throughout the chiropractic community;
- Provide an opportunity for the exchange of ideas, best practice and innovation;

- Showcase the best research in the profession through poster and platform presentations
- Provide a forum for debate of challenging issues
- Conduct sessions and workshops that meet the needs of doctors of chiropractic involved in the chiropractic profession;
- Address the key international issues within the chiropractic profession
- Educate delegates in the aims and objectives of WFC
- Provide national associations and their memberships with the opportunity to share thoughts on how the chiropractic profession may be advanced and strengthened internationally.

## **When to start your bid and key factors – announce and participate**

There are no specific rules on when to start promoting a bid. There are many advantages in announcing three to four years in advance your interest in becoming a Congress host. In addition to showcasing your city's capacity as a world class event destination, the various opportunities for marketing and promotion of your candidacy will increase not only your national association's visibility with your peers around the world, but also the corporate partnership opportunities your association have to offer. These are important features that will also be reinforced later with the members of the WFC General Council who are the members of the congress selection committee, reviewing your bid presentation.

One of the key factors for your bid is the support within the national association to fulfil its commitment to host the event. This is through the perspective of the CEO, current and future Presidents, key permanent staff and board members. Some national associations have chosen to develop an organizing committee comprising association staff as well as members and other local stakeholders to help complete the bid document, as well as assist in all stages in the implementation of the event.

It is recommended that potential and confirmed Congress hosts participate in previous Congresses. This allows your national association to be familiar with visual and operational aspects of the event, as well as provide the opportunity to promote its candidacy or hosting of the Congress. In addition, a national association interested in hosting the Congress does not necessarily need to be a large national association member. The decision of the selection committee focuses upon the capabilities and commitment of the candidate.

## **Bid Guidelines: Steps in your national association's bid**

1. "Expression of interest" via letter to WFC Secretary-General

Following the decision to actively pursue a candidacy to host the Congress, your national association's President/CEO or the Chairman of your organizing committee should confirm the expression of interest by writing to the WFC Secretary-General. Your bid will be acknowledged and registered by the WFC secretariat and reported to the WFC General Council.

As part of its expression of interest, your national association should indicate the year in which it wishes to host the event, noting the timetable schedule of Congress locations found in this document. WFC may choose at any time to hold the Congress in an alternative nation. Should this situation arise, WFC may contact your national

association to see whether you would consider moving forward your candidature to an alternative date.

## 2. Formulating bidding document

Based on the guidelines in this document, your national association can complete the formal bidding materials for the Congress to include with your application. Should there be a difference of several years between the date of your initial submission and the date of your proposed hosting of the Congress, WFC may ask your national association to reconfirm its bidding document.

## 3. Presentation to WFC General Council

An important element by previous local hosts in their successful selection has been the accurate judgement of the timing required to generate local and national support and assistance. Aspects of Congress workload, including marketing, programme development and sponsorship have been eased with the negotiation and implementation of sound planning well in advance. With this in mind, three years prior to the Congress being held, all candidates will make a public presentation to the members of the WFC General Council. Guidelines on what to include in the presentation are found within this document.

## Decision making body

The WFC Council is made up of representatives from the WFC's 7 world regions. The WFC Council is chaired by a President. The WFC President may also invite selected members of those involved in previous Congresses to be involved in the judging process.

Council members are eligible to submit their national association's candidacy to host the Congress, but are excluded as judging members during the selection process.

## Decision-making timetable

Three years prior to the Congress, candidates present their bid – the bidding process lasts from February through May

In June, candidates are contacted by the WFC Secretary-General with the final decision.

## Bidding documents and materials

The most crucial element of your bid is the oral presentation and supporting documents showing why your national association is the most logical choice to host the Congress. The presentation and bid document need to address the following aspects:

- Support from other national associations and regional federations
- Internal operations and support – national association board, staff, and volunteers
- Infrastructure – venue facilities, accommodation, transportation, air travel, safety
- Support from government and local authorities – city, regional, national
- Financial support – sponsorship from private and public sector

- Potential themes, topics and speakers
- Cultural programme and pre/post Congress tours
- Communications, media ties and visibility, and marketing plan
- Proposed Congress dates – based on other events in the region and specific country needs
- Congress team –including day-to-day contact and availability for the two years prior to the Congress

**What you propose in your bidding book and in your live presentation must be retained in the implementation phase.**

**TO INCLUDE IN YOUR BID**

Any experience in organizing other international conferences that your chamber and its partners have.

**After the bid**

Confirmed host organizations will be required to establish a booth at the Congress two years prior to hosting it (i.e. the Congress immediately preceding the one you will host). This will be the first phase of marketing for the event.

In addition, the closing ceremony of every Congress includes a handover ceremony from the current host to the next, therefore if selected, your national association will need to be present.