

## ICMCI International CMC Conference

### Objectives:

- The CMC conference should be the preeminent Global conference for Management Consultants worldwide (targeting all 3Million).
- **Day one** should be for persons who want to become management consultants and/or are new consultants and want the basic tools and techniques to get them started. (Target all managers/consulting professions).
- **Day two** should be for all Management Consultants and CMC's and should be based on best practice and current tools/techniques (target 3million).
- **Day three** should be a master class for CMC's only, whereby they are given the most advanced and latest tools techniques, thought processes and advanced levels of practice management (encouraging senior-level practitioners for presenting). (Target 9,000).
- CMC conference should be the one conference and professional development event that no management consultant wants to miss, and locks it in their calendar.
- The world's best speakers on new and relevant topics.

### Summary:

- 1st day – business and clients.
- 2nd day consultants talking to consultants.
- 3rd day – master classes for CMCs – professional development as a core objective.

### Guidelines:

- Sponsors or Corporate Sustainable Members get only 5 minutes intro and pitch at the start of each session plus signage plus brief presentations at lunch events and related gala dinners.
- The Congress and the Conference should be within a day of each other but not duplicate any content.
- Initially ICMCI will need to partner with local countries to host the CMC Conference.
- Eventually ICMCI should consider hosting the Conference and choosing a country of strategic relevance to membership growth and attendance.
- An operations manual will be built by ICMCI and be used as the guiding tool in how to operate a CMC Conference, and also be part of the RFP bidding process, ideally this should be prepared by the Conference and Events Committee in liaison with the Board Secretary.

### Topics:

- Client impact – best driver for consultants.
- Procurement of consultants – how to hire and for what value, benefit and when to use a consultant – engage this component in the address – co presentation (clients and consultants) – result before and after.
- Client speak to consultant – client's perspective and role of consultants in the business.
- People worth communicating with and learning from – governments are enablers and influential by-standers. They encourage use of consulting through their schemes. They are clear as to why they want consultants used. Competitiveness and innovation (public policy).

**Summary:** this is the clients giving us a sense of what the next 5 years look like in their near future and how they planned, and how MC can fit in that plan and meet the end results. What skills they need to acquire to be prepared. This is considered a kick off for the conference.

### Speakers (guidelines and content):

1. Form and application.
2. Good content – internationally aware speakers.
3. Proper representation (max 30% host country).
4. Senior and experienced.
5. Interactive type of presentation – keep it interesting by different formats of presentation.
6. Memorable with an impact.
7. Equip the MCs with something relevant and useable/implementable.
8. Know what the client is going to say and keeping the tools well aligned with that.
9. One academic per conference- actual practitioners speaking

### Theme: directive to the speakers:

1. Topics assigned.
2. Relevant to clients – government – MCs.
3. Step in the future – informative of next steps.
4. Business problem directed- how does an economy recover from any setback---- suggested steps....
5. Make it memorable – unexpected – a surprise topic, odd but relevant.
6. English is the governing language, otherwise translation services are expected.

### Sponsorship

1. International flavor – multinational.
2. Use the CSM as a tool to get the sponsorship.
3. 50% of the CSM fee for the first year and to ICMCI for the years after
4. Assign sponsors time during – sponsor packages within the standard package.

**Return to ICMCI:** 50Euro / participants with a minimum of K10 for ICMCI

**Registration Fee:** Consistent level from year to another.

### Venue details – appeal to participants

- A major international airport is within one hour of the conference venue.
- The conference should ideally be held in one venue and all hotels should be within 5-10 minutes walking/shuttle distance.
- Shuttles should be provided where walking is not practical or safe.
- Country venues must have a stable local political and social environment.
- Constantinus gala event to be part of the conference – open for a number of consultant.
- Hotels offered should have a variety of rates allowing for countries who have low levels of affordability.
- Venue: allow for use of the same accommodation, but could be another convenient site/location.

**Document prepared by ICMCI Governance Committee  
Presented to Trustees in the 2014 Annual Meeting, Seoul – Korea**

Important Notes: document amended to reflect the following:

1. ExCom is changed to Board as per the new governance approved since.
2. Address of ICMCI on letter head changed to new address starting 2017.