Bid to Host ECOOP-05
Glasgow, Scotland

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1   Introduction

This is the Scottish bid for hosting ECOOP-05 in Glasgow Scotland, and consists of two parts: this document presents our vision of the conference and a commentary; and the associated spreadsheets cover the conference finances. These documents will be further revised prior to the AITO meeting at ECOOP'04.

In addition, a separate physical pack will be provided at ECOOP-04 emphasising Glasgow as a venue (this is provided by the Glasgow Convention Bureau), and a presentation will be made at the AITO meeting at Oslo during which any remaining questions about the bid will be addressed.

Please note that all prices quoted here include VAT and are in pounds sterling (GBP). At present, 1 GBP is worth approximately 1.5 euros or 1.75 US dollars.

The bid is being led by Dr Peter Dickman of the University of Glasgow, with support from Professor Paddy Nixon of the University of Strathclyde. Although we intend to divide the work with Paddy Nixon as Conference Chair and Peter Dickman as Organizing Chair, because of the way such roles are perceived in the UK academic system we propose to officially structure the situation with both Paddy Nixon and Peter Dickman given the titles of Conference Co-Chairs, with Peter Dickman additionally taking on the title of Organizing Chair. This can be discussed further in Oslo if it is problematical for AITO.

2   Location

In order to provide the most appropriate facilities for ECOOP-05, we propose to use facilities at the SECC (Scottish Exhibition & Conference Centre), which is situated by the side of the Clyde in central Glasgow, next to major hotels and directly across the river from the science centre.

General information about the SECC is available from `http://www.secc.co.uk/`

We have a provisional booking of the Loch Suite, for the period 25th – 29th July 2005.
`http://www.secc.co.uk/planning/plans/lochsuite/`

This suite includes the Lomond Auditorium, which provides tiered and floor level seating for 624 delegates with excellent AV facilities and superb acoustics. Wrapped around the auditorium over two floors are four additional large meeting rooms, which can each be subdivided into two (we've checked the acoustics and having meetings in both halves is not a problem). Two smaller rooms are available for organisational purposes.

The nearby seminar suite is also available for our use as necessary (primarily during the first two days, to house workshops and tutorials), providing a further three large meeting rooms. A further twelve meeting rooms will be provided by the Moat House hotel (which directly adjoins the SECC) and additional rooms can be acquired, if necessary, in the Glasgow Science Centre, other nearby hotels, or in extremis at the Universities of Glasgow and Strathclyde.

The immediately adjoining Hall (a large general purpose exhibition and meeting space) is being provided as a venue for coffee and meal breaks and will also be used for exhibition and poster displays. Other on-site catering facilities will also be available to delegates, as will (some of) the facilities of the Science

Centre which is immediately across the river. We intend to hold one reception within the Science Centre, and a second at the University of Glasgow. The third reception will be held either in the SECC, using the exhibition space, or at another major venue — depending on our success in raising sponsorship.

Our choice of the SECC Loch Suite, although it puts a strain on the budget, was driven by the need for a large, well-structured, raked lecture theatre with easy access from the rear of the room. This format has been very successful at previous ECOOPs and the SECC offers the only such facility of the required size in the West of Scotland.

The SECC is also within easy reach of one of the University of Glasgow Halls of Residence (for reduced cost student accommodation) and several hotels. It has its own station in the local rail network with frequent trains to the centre of Glasgow (three minutes away) and the West of the City. Internet access will be arranged via the SECC facilities, with supplementary facilities provided by Glasgow Computing Science tech support if necessary.

AITO members have questioned whether another venue might be found, at lower cost, but we have searched assiduously in the area and are firmly of the opinion that the Loch Suite and adjoining facilities offer the best venue for ECOOP and that the additional cost is justified.

2.1 Travel to Glasgow

Glasgow is served by an international airport a short distance from the city and further airports at Prestwick and Edinburgh. Low cost airlines fly into Glasgow and Prestwick from various European destinations, and there are mainstream airlines operating to major capitals throughout Europe from Glasgow, as well as transatlantic flights. Connections to the main London airports are superb.

Direct flights are available between Glasgow International and a wide range of destinations in the British Isles (e.g. London, Birmingham, Bristol, Manchester, Southampton; Belfast, Cork, Dublin), Europe (e.g. Amsterdam, Barcelona, Copenhagen, Malta, Nice, Prague, Reykjavik, Rome), and North America (e.g. Calgary, Chicago, Halifax, New York, Ottawa, Philadelphia, Toronto, Vancouver). Edinburgh airport also has direct flights to European destinations, including Athens, Bilbao, Bologna, Brussels, Kön, Frankfurt, Geneva, Innsbruck, Madrid, Moscow, Munich, Paris and Venice. Destinations with direct flights from Prestwick include the "second" (cheap flight) airports at Brussels, Frankfurt, Milan, Oslo, Paris and Stockholm. Connections from most other major European airports and the rest of the world are straightforward.

3 The Team

Local volunteers have already been found from within the academic staffs at the Universities of Glasgow and Strathclyde, including:

U. Glasgow	U. Strathclyde
Dr Peter Dickman	Professor Paddy Nixon
Dr Richard Cooper	Dr Ian Fergusson
Dr Simon Gay	Dr Steve Neely
Dr Karen Renaud	Dr Marc Roper
Professor Ray Welland	Mr Sotirios Terzis
Professor David Watt	Dr Murray Wood

Professor Rob Pooley from Heriot-Watt University and Dr Tony Printezis of Sun Microsystems will also participate in the Organizing Committee. We also have agreement that some secretarial support and technical support will be available from within the two departments.

The support team will also include a professional conference organiser from the SECC, staff of the SECC (including technical support staff), staff from the Greater Glasgow and Clyde Valley Tourist Board's Convention Bureau, the Moat House conference team, and the events organisers at the Glasgow Science Centre and the Arches.

In addition, we will seek additional academic staff volunteers from other nearby Universities with a record of past ECOOP participation, including the Universities of Stirling and Edinburgh. We will also be seeking volunteers from several large companies with local bases, to strengthen the industrial links, however it is not yet known whether this will be successful and our plans are not predicated on such involvement.

These will be supplemented by volunteer PhD students (several have already volunteered), Masters students and those about to commence Masters degrees and, possibly also undergraduates, as required closer to the time. A cohort of student volunteers will be recruited from across the UK, Europe and the rest of the world as part of a student volunteer scheme subsidising their travel, registration and accommodation costs, depending on the available sponsorship for such students.

We propose that Peter Dickman take on the role of Organisational Chair, with special responsibility for the budget. Other roles that require knowledge of the field will be taken on by the volunteer academic staff and research students, while tasks better carried out by conference specialists, will be delegated to the SECC and other staff, including departmental support staff where appropriate. Publicity materials will be developed with assistance from the University of Glasgow Department of Computing Science Information Officer, who has extensive experience of such work. The provisional (this may change slightly over the summer) allocation of main duties to the local academic volunteers includes: workshops Tony Printezis and David Watt; tutorials Marc Roper; PhD workshop Sotirios Terzis; posters, exhibitions and demos Rob Pooley and Ian Ferguson; publicity Simon Gay; website and registration database Karen Renaud and Richard Cooper; registration desk manager Murray Wood; sponsorship Steve Neely and Paddy Nixon. The role of Treasurer will be taken on by Peter Dickman, with assistance from departmental finance office staff.

Paddy Nixon will oversee the work of Peter Dickman, ensuring that he is at all times fully in control of the conference finances and arrangements. The primary responsibility for the success of ECOOP will be vested in Peter Dickman. The workload placed on Peter Dickman by the University of Glasgow Computing Science Department is being significantly reduced for the academic year 2004–05, thereby providing him with rather more time to concentrate on ECOOP. In particular: his teaching load is being reduced by two short courses; his research supervision load is significantly reducing as four PhD students under his supervision will submit their dissertations between now and September'04 (and no new ones are starting under his supervision until after ECOOP-05); and he is giving up administrative responsibility for two undergraduate degrees (Software Engineering and Electronics & Software Engineering). His only other major external responsibility in the year ahead is organising a workshop at OOPSLA'04.

The accounts for ECOOP'05 will be handled using a University of Glasgow budget centre. This provides additional financial oversight and will allow us to accept credit card payments at a minimal cost. The University currently charges £5 per delegate for this service, up to a maximum charge of £500; in addition the credit card company charges 1.65% of payments as a fee. Financial controls at the University of Glasgow are very strict, and there will be continual monitoring of the management of the accounts, as would be expected in an institution with a turnover of more than £280 million.

The support team at the Glasgow Convention Bureau are already preparing materials and will confirm the hotel room bookings immediately after approval is given (Glasgow has over 10,000 hotel rooms, with a full range of prices and qualities available). The professional event manager at SECC will become heavily involved from January 2005, ensuring that all SECC and related facilities are properly managed throughout the event. The Moat House Hotel conference managers (where we will be using additional meeting rooms) will become actively involved in the immediate run-up to the event. Other venues, such as the Science Center (or Civic Chambers) for the Civic Reception, will be coordinated by the Tourist Board, and a dedicated Social Arrangements sub-committee will oversee the banquet arrangements as well as

liaising with SECC, U.Glasgow, and the Science Centre about the receptions. Our current plan for the banquet is to use The Arches, a superb venue in the centre of Glasgow, and their events organiser will handle the caterers and entertainment on our behalf.

4 Previous Experience

The named members of the organizing committee above have substantial experience of organising specialist workshops and conferences. For example: Peter Dickman was the local arrangements chair for IWMM'95 in Scotland; Tony Printezis has been captain of Student Volunteers for OOPSLA; Steve Neely was Treasurer for Mobile HCI'04; Rob Pooley has twice been Conference Chair for the International Conference on Techniques and Tools for Computer Performance Modelling; Sotirios Terzis has recently organised four small free-standing workshops (25-50 participants); Karen Renaud co-chaired the SAICS conference in 2001 and organised the website and registration database for VLDB 1999. The local organizers also have extensive experience of programme committees and conference participation, so have a very clear sense of what constitutes a successful meeting.

5 Social Programme

The social programme for attendees will (provisionally) include: a formal reception hosted by the City of Glasgow, probably at the Glasgow Science Centre (or at the City Chambers), a reception at the University of Glasgow and another at the SECC; the banquet will be held at the Arches in central Glasgow. If sponsorship permits we may replace the SECC reception with a more substantial event, however this is not part of our formal proposal.

Glasgow offers a wide range of evening activities and the delegates pack will include a pass for the local transport system (buses, underground and trains) and guides to restaurants, bars, pubs and clubs. A guide to the theatre and concert events that are occurring during the conference will also be provided.

The social programme for accompanying partners will include tours of the city and surrounding area (probably into the mountains rather than to the islands, because of time constraints). A printed guide to Glasgow museums — including the Burrell Collection and various Rennie Mackintosh buildings — will be provided and tour guides may be possible (not yet confirmed, as this will depend on numbers).

A major international science fiction convention will be held in Glasgow at the SECC immediately before ECOOP, which may be of interest to a small number of our delegates. In addition, the Edinburgh Festivals will be starting just after ECOOP ends and the Open Golf championship will take place in St Andrews about a week before ECOOP. The Tourist Board and Convention Bureau have agreed to help identify various packages of activities that can be undertaken immediately before and/or after ECOOP, including visits to Edinburgh and other parts of Scotland — including the islands — and weekend golf breaks and similar events.

6 Technical Support

The main AV facilities will be provided by SECC specialist staff. We will also arrange for wired and wireless Internet access via the SECC, and will use both their technical staff and support staff from the universities to ensure all essential networking infrastructure is available. The use of a specialist convention centre, rather than University premises, complicates matters but this will be overcome, using staff and equipment loaned by the two departments to avoid AV rental charges.

7   Possibility of Co-located Events

The proposed use of the Loch Suite at SECC means that the main 600-seater auditorium will not be needed for the Monday and Tuesday. However, SECC have agreed that a co-located event could use this facility at a reasonable cost, so we are investigating possibilities. The net benefit for ECOOP is likely to be noticeable but not large, depending on the event, but we would hope for some additional attendees if such an event is possible.

More usefully, during the main days of the conference (Wednesday to Friday), we may not need to use all four/eight of the surrounding smaller rooms. This offers the possibility of hosting smaller (30-80 person) co-located specialist symposia or workshops in the latter part of the week, in those rooms not needed for demonstrations and BoF sessions. The presence of the Glasgow component of the UK National e-Science Centre offers one possible source of co-located events, and other specialist groups and units, including the Kelvin Centre and Institute for System level Integration offer other opportunities for related groups to organise related events in the vicinity of ECOOP. We will also be encouraging other UK specialist units, such as the Interdisciplinary Research Centres and DTI NextWave centres to consider Glasgow in late July as a venue for small but significant meetings.

Our budget would not be significantly affected by such co-located events and we will ensure that any such events are of a stature and type that complements and enhances ECOOP, rather than clashing with it in any way.

8   Transportation

With many of the attendees likely to stay on-site or within a very short walk, the primary use of transportation will be for the off-site social events (receptions, banquet) and for the accompanying spouses programme. Local transport passes will be provided to all participants, and shuttle busses will be provided from the main off-site hotels. Given the wide range of accommodation available in Glasgow, and the excellent public transport infrastructure, we expect that some delegates may choose to make their own accommodation arrangements. We are confident that they will have no problems travelling to and from the site.

9   Accommodation

As stated above, accommodation will be provided at a number of hotels in Glasgow, covering a range of budgets. Several hotels are in the immediate vicinity of the convention centre, but others are available across the city. Glasgow Convention Bureau will provide an accommodation service, with block bookings in hotels in all price ranges. We also plan to use nearby University accommodation as a lower cost alternative for the non-local student volunteers and possible for other student attendees also.

Accommodation rates have not yet been confirmed, however a simple web search indicates that the one night B&B rate for summer accommodation in Glasgow ranges from 50 pounds per night for standard travel accommodation (Ibis, Travelodge etc) to 150 pounds or more at standard rates for major international quality chains, such as Radisson SAS and the Moat House. The negotiated rates for ECOOP will, of course, improve on these standard prices.[1]

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[1]The very best hotels in Glasgow cost several hundred pounds per night, but it is assumed that few ECOOP delegates can afford such luxury.

10   Finance and Sponsorship

The use of an external venue, rather than a University facility, does add to the cost of staging ECOOP, however we have taken steps to address this and, in particular, to cover the additional monetary risks involved. The BCS (British Computer Society) have agreed in principle to become a major sponsor of the event, and we are now negotiating with several of their specialist groups about the level of support they can offer. We are also discussing the event with Scottish Enterprise and several of its supported organisations with an interest in ECOOP-related topics.

Two West-of-Scotland based companies (Kelvin Connect, Scottish Software Spin-out of the Year 2003, and Graham Technology, Scottish Software Company of the Year 2003) have already agreed in principle to become sponsors of the event and other sponsors are being actively sought. We have not yet formally approached previous ECOOP sponsors, as we wish to consult with the AITO board and Oslo organisers before doing so, but have started to raise their awareness.

The Department of Computing Science at the University of Glasgow has already agreed to provide a £10,000 float to assist with the early costs of the event, and to accept £5,000 of risk. We are hoping for a similar agreement from Strathclyde CIS, but this is not yet in place. Further agreements to share the risk are being actively sought. The Glasgow Computing Science Industrial Association will also be approached for sponsorship, with an emphasis on international finance companies located in the Glasgow "finance zone" — which is within walking distance of the SECC — and high-tech companies with a strong emphasis on OO languages.

An application for limited financial support to bring in key speakers from outside the UK will be made to the UK EPSRC as soon as possible after confirmation that the bid has been accepted, but this will require named high-profile individuals so will require some early invitations to possible main speakers. There is no guarantee that such a bid will be successful, however we believe it is worth making and similar bids have been successful in the past.

The SECC have been extremely helpful, and after a very extended period of negotiation have agreed to provide their facilities at a substantially reduced rate, including providing a number of rooms free of charge. The Greater Glasgow and Clyde Valley Tourist Board are also being extremely helpful, and have provisionally agreed to include ECOOP in their "Ambassador Programme Subvention Scheme". This requires the provision of information in a rather different form from the standard ECOOP budget, but should provide a small contribution (probably two to three thousand pounds) to the costs of hosting ECOOP, based on their estimate of the economic benefit of holding ECOOP in Glasgow.

In addition to the support of Glasgow Convention Bureau, the University of Glasgow CPD unit, the BCS and other sponsors, we will seek *in association* or *sponsored* status with the ACM if this is acceptable to AITO and does not complicate the conference arrangements/finances.

11   Commentary on Spreadsheets

The attached spreadsheets are separated into income and expenditure. The income sheets distinguish flexible funds, which can be spent as needed for the budget, from tied sponsorship, which must be used for a specific purpose. The tied sponsorship funds and matching funded activities do not appear as explicit costs in the expenditure sheets, although they are mentioned.

The fee structure is broadly in line with the registration costs of ECOOP'04, and represents only a slight rise over those for ECOOP'03. This reflects the increased costs due to the use of a convention centre, rather than university facilities. The scenario modelling numbers include an extremely pessimistic scenario (model 4) used for disaster planning, and a realistic scenario (model 2) on which the expenditure figures are based. This is the break-even scenario, but readers should be aware that many of the figures are still

estimates, since contracts cannot be entered into in most cases until we know that the bid is successful. In the budget we have assumed approximately 400 paying participants, which appears to be consistent with recent ECOOP participation rates.

The expenditure figures are tight but realistic, given current costs in and around Glasgow. The figures allowed for breaks and lunches are by no means generous, but will be sufficient for a pleasant conference. Tied sponsorship, if available, would then be used to significantly improve on these allowances.

I have deliberately allowed for a substantial publicity budget. If sponsorship proves problematical during summer and autumn 2004 this will be drastically reduced and some of these funds will be redirected to support the meeting costs, with publicity much more restricted to electronic mechanisms. This provides a safety net in the event of sponsorship problems.

The tutorial calculations are now based more closely on the Darmstadt figures, with reimbursement to the speakers assumed to be partially linked to numbers of participants. Given the interest being shown in sponsoring the tutorial programme by some elements of Scottish Enterprise and some local companies, we are already more confident of the financial solidity of this area of the meeting.

Note also that the spreadsheets provided do not address the pattern of expenditure vs income. Advance payments will need to be made to the SECC and some suppliers, however the loans from AITO and Glasgow CS will cover the bare minimum required, with a loan from Strathclyde CIS, a loan or sponsorship from BCS, or another source providing additional flexibility until early registration receipts begin to appear.

A. Budget remarks:

1. The total expenditure of 250 KE (160 K pounds * 1,5) is quite high, compared to the 10-year-average of 150 KE and to the 2003 expenditure (190 KE).

Trimmed back. However we have deliberately been pessimistic and assumed high costs, to ensure the budget is sound. We will carefully monitor all expenditure and make savings where appropriate.

2. Although all relevant cost positions are present it might be advisable to cut positions selectively and linearly.

The budget has been adjusted to bring it more in line with the Darmstadt figures w.r.t tutorial costs. Other positions will be reviewed and tightened as the contracts are firmed up.

3. The facility rent (69 KE) is high. Are other options available?

Not of a suitable format. We are continuing to negotiate with the venue to maximise the facilities they provide and to (possibly) further reduce the cost.

4. The planned tutorial speaker honorarium (30 KE) is twice that of 2003.

Now fixed — we were working from 2002 figures which were anomalously high and have now moved to the Darmstadt (pay by numbers) model.

5. The planned costs for coffee/lunches (36 KE) is also twice that of 2003.

Slightly adjusted, but caused by the use of external caterers because of the venue and because we are assuming catering costs for numbers of participants slightly higher than the income budget (to be safe overall). This also allows us flexiblity if other costs turn out to be higher than planned.

6. The assumed attendance numbers (and income basis) should be 400 total.

Adjusted in the latest spreadsheets, to be more closely compatible with Malaga and Darmstadt figures.

B. Bid remarks:

1. The responsibilities of people involved should be made as precise as currently possible (i.e. publicity, tutorials, etc.)

Done.

2. The Conference Chair (or Co-Conference Chair) and the Organization Chair should be different people. As we read you bid the roles could be: Paddy as Conference Chair and Peter as Organizing Chair.

See explanation above — we will split the roles as you have indicated, although the titles do not precisely match for UK-internal academic-political reasons.

3. It should be elaborated whether it is an option to have the financial handling *not* be done by the university administration. There is experience that doing finances yourself (or under your direct control) is more effective.

The finances will be handled by us, using a University account. This avoids the expense of using external assistance and retains direct control while allowing us easy access to facilities such as credit card acceptance and invoice issuing.

4. Co-located events in the same conference venue would be a nice thing (i.e. reducing costs) but the emphasis should be put solely on organizing ECOOP on a healthy financial basis.

The co-located events will have minimal impact on the ECOOP budget and would be organised by separate committees, with a single ECOOP liaison person to ensure the appropriate quality of organisation. ECOOP'05 will be structured as a free-standing event with a solid budget.