

Agenda item 12 – IALA CONFERENCES AND SYMPOSIA**12.2 IALA Symposium 2016****12.2.1 Documents submitted for approval****Report by the IALA Secretary General ¹****Executive Summary**

This document makes recommendations on the future venue and format of the 2016 IALA VTS Symposium.

General

Councillors will recall the recent Council 54 discussions under Agenda Item 13, IALA Conference & Symposia and in particular the conversation surrounding the venue and format of the 2016 Symposium (see C54/13-3/1). Council concluded that discussion and requested the following be completed as inter-sessional actions:

- 16 *The Secretary-General and the Council member for the USA are requested to investigate a possible partnership deal, with a reputable partner, and report to the Council inter-sessionally.*
- 17 *The Secretary-General is requested to investigate alternative hosting venues and report to the Council.*

New IALA Symposium Method Proposal - Seattle, 2016

The United States Coast Guard (USCG) Councillor has provided additional information for the consideration of Council, including an alternate proposal for the hosting arrangements for the 2016 Symposium, and suggested changes to its format. This information is summarised in Attachment A: *Strength, Weaknesses, Opportunities, Threats (SWOT) Analysis*. The analysis contained in the SWOT, summarises all the issues associated with any change to the current practice of conducting Symposia.

Alternate hosting venue – Malaysia, 2016

Councillors will also recall that during Council 54, the Malaysian Councillor also offered the option of hosting the 2016 Symposium in Malaysia.

¹ Please note that this document was sent intersessionally by e-mail to all Councillors on 8th April 2013

Discussion

Both options as presented offer opportunities for IALA.

The suggested broadening of the Symposium scope to capture 'future navigation' by the USCG is in line with previous discussions held in Council on how to incorporate developments in other areas of IALA's activity with the conduct of Symposia.

The new funding and hosting arrangements, as suggested by the USCG for the 2016 Symposium, present both prospects and challenges as documented in the SWOT analysis. The USCG offer would require significant modification to the current IALA Guideline (Internal) *Preparation of a Conference or Symposium, Edition 4* last endorsed by Council in December 2012.

The offer of Malaysia to host the 2016 Symposium is also considered in the SWOT analysis but does not necessitate a change in the current practice of conducting a Symposium.

Recommendation

IALA is in the very fortunate situation to have two offers available for the conduct of the 2016 Symposium. From the perspective of Secretary General, I would like to recommend that IALA Council accept the offer of Malaysia to host on this occasion, but that the scope of the Symposium is extended as suggested by the USCG to include 'future navigation'. This outcome would present the lowest risk to IALA from a financial and secretariat workload perspective and also accommodate an expansion in the subject matter as previously discussed at Council.

Action requested of the Council:

1. The Council is invited to **note** the Secretary General's report and its attachment **with a view to agreeing** on the 2016 VTS Symposium being hosted by Malaysia - with an extended scope to include 'future navigation' – at its 55th session.

Attachment A

USCG CG-5PW
IALA Councilor
17 Jan 2013

New IALA Symposium Method Proposal

Seattle, 2016

Strength, Weaknesses, Opportunities, Threats (SWOT) Analysis

Proposal: IALA partner with one or more commercial entities to produce a 2016 symposium focused on future navigation (specific title and theme to be determined, but broader than VTS)². US councilor and staff to act as Secretary General's and Association's agent for dealing with the commercial partner(s) for production of the event.

The following analysis includes SWOTs that are unique to producing a symposium in this new way.

Strengths	Weaknesses
<p>Event logistics entirely managed by experienced professionals</p> <p>Event designed to increase overall attendance</p> <p>The Seattle location provides attendees to visit a location where traffic is managed cooperatively between Canada & US VTSS³</p>	<p>VTS committee preceding the event would not be included/ managed by event staff⁴</p> <p>No Council meeting in Seattle prior to the event⁵</p> <p>Increased workload for Secretariat</p>
Opportunities	Threats
<p>IALA branding & awareness in maritime community improves</p> <p>Attendance by broader maritime community w/ improved professional exchange</p> <p>Increased IALA membership (especially industrial)</p> <p>Broader scope makes event more productive & important for maritime community</p> <p>Success leads IALA to hold similar events in countries that are unable to sponsor/subsidize</p>	<p>Possible disagreements between IALA & symposium partner(s)</p> <p>Possible need to increase registration fees beyond amount provided in IALA guideline</p> <p>"First time" learning experiences cause extra effort</p>

- Two entities have expressed strong interest in hosting the event.
 - The Institute of Navigation regularly hosts events with over 1,000 attendees
 - Phillips Publishing hosts an annual E-Nav symposium with approximately 300 attendees
- Strong recommendation from staff to include "VTS" as part of the name for the event to ensure we don't lose those attendees.

² Could also be true if the Council accepted Malaysia's offer to host the 2016 event

³ If the Council accepted Malaysia's offer to host the 2016 event, attendees might see similar international cooperation

⁴ The VTS committee has met in conjunction with the VTS Symposium twice. This is just to clarify that, as the event would not be a VTS symposium, the VTS committee meeting would not need to be in the same location. Also, the US is unable to commit to hosting that VTS meeting.

⁵ The US is unable to commit to hosting a Council meeting prior to the event