



Bringing together
the Citroën clubs of the world
amicale-citroen-internationale.org

in partnership with



EVENT OF THE YEAR – GUIDELINES

An Event of The Year (EOTY) should appeal to Citroën enthusiasts worldwide to guarantee the success of the event itself and ensure the preservation of the Citroën heritage.

ORGANISING TEAM

A dedicated, formally structured team of organisers will have to be created to develop and manage the project and report to the ACI. Experience has shown that the financial interests of any clubs or individuals involved in event organisation are best safeguarded by the formation of a “Limited Liability Company” (or local equivalent of a formally registered non-profit organization). The ACI therefore insists that the event organising team form a “Limited Liability Company” (or local equivalent) to protect individuals and their clubs.

DATE AND LOCATION

The precise date and location must both be fixed at the earliest opportunity. The ACI recommends at least 18 months (for an EOTY) and 36 months (for an ICCCR) before the actual event.

EVENT PROGRAM

Based on an outline plan of the event, including details of the full envisaged program (e.g. entertainment, catering etc.):

- The Organisers will advise the ACI Board of any and all program changes (additions, amendments or deletions) as soon as they are known.
- The Organisers will explain any such changes to the Board if requested to do so.
- The Organisers are obliged to make the latest programme available on the website as soon as any change has been agreed.

WEBSITE

EOTY Organisers will create a dedicated, interactive website no later than three months after being selected as an EOTY and no later than twelve months after being selected as an ICCCR. The website must be available in at least three languages, English, French and German in addition to local languages.

The website should allow participants the possibility of on-line registration at least 12 months prior to an EOTY and 24 months prior to an ICCCR.

BUDGET

Based on the outline budget presented to the ACI as part of the application process:

- EOTY Organisers will thereafter send monthly updates of the current financial situation.

COMMUNICATION

In addition to their own website, Organisers should take full advantage of the ACI network and their communications channels to distribute multilingual flyers and posters. Organisers must ensure that both digital and printed versions of the registration document are available in all agreed languages at the earliest opportunity.

REGISTRATION FIGURES

The organisers will have already submitted projected numbers of participants. Once the registration documents in print and on-line are available, EOTY / ICCCR Organisers should then report monthly on the actual numbers and nationalities of cars, drivers and visitors registered. For some events the Board may request additional breakdown information (e.g. Citroën model).

VISITOR ACCOMMODATION

EOTY / ICCCR Organisers will make available contact details to assist participants requiring accommodation. This information should be available via the website and through flyers. Basic necessary information will be:

- Lists of Hotels and B&Bs in the area.
- Local Camp Site details.
- Contact details for local Tourist Information

SERVICES. Precise requirements will be event-specific but the following are a few typical examples of services that may be required:

Camping, Catering, Insurance, Security, Sanitation (Toilets/Showers), Waste Disposal

Some of these may be covered in the Program (above) but it remains the responsibility of the EOTY / ICCCR Organisers to advise the Board how each service element is to be handled and then ensure the Board is kept fully informed of all developments.

EotY SELECTION PROCESS. Prospective organisers are initially required to complete and submit an “**Application to propose an ACI Event of the Year**” in order to have their event considered.

Once an Event has been selected as an EOTY (by Delegate vote), the organisers must sign the formal “**Agreement**” with the ACI. The Board strongly recommends that this document is downloaded and fully understood by all members of the organising team before any “application” is submitted.