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# European Conference on Positive Psychology

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**Planning Guide 2019**

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## CHAPTER ONE EARLY DECISIONS

A number of issues need to be resolved at an early stage in the organisational process. These are to a large extent interdependent.

- Formation of Local Organising Committee (LOC)
- Electing the LOC Chair
- Formation of a Scientific Committee (SC)
- Size and scope of meeting
- Provision of secretariat services (professional conference organiser - PCO)
- Date of meeting (traditionally held last week in June / first week in July)
- Booking venue and accommodation
- Financial planning
- Timetable of tasks

### a) Size of the meeting

All other planning arises from the number of delegates. The size of the meeting will determine venue size, organisational burden, running costs and financial risk. The larger the meeting the greater the administrative demands and the larger the venue. ***The meeting of financial goals is crucially determined by achieving a target number of delegates.***

Predicting the number of delegates is difficult. Organisers should set realistic and achievable targets based on the experience of previous world conference attendance, accessibility of the host city and the world location.

Previous attendance has varied from 250 through to 700. Planning should normally envisage a maximum attendance of 1000 and budgets set for a break even position of 350 or less.

***Financial planning for the ECPP should ensure a break even position for 350 delegates or less***

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The potential size of a meeting is determined by several factors including:

- Timing of the meeting and of other meetings covering the same area of interest (*potential clash with other events*)
- Location (*accessibility and attractiveness of the venue as a destination*)
- Opportunity for abstract presentations and publication of proceedings (*such opportunities will increase the attractiveness of the meeting, particularly research students and academics whose funding may depend on an abstract being accepted for presentation*)
- Attendance at meetings of previous conference (*historical perspective*)

***Determining the size of conference is a crucial early decision - if in doubt be cautious and err on the conservative side although contingency plans for oversubscription should be considered***

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Be careful to read the small print as many conference venues will enforce substantive penalty clauses e.g. 50% of the delegate rate months before the conference begins.

#### **b) Secretariat services (PCO)**

The Local Organising Committee in consultation with the ENPP Executive Board will appoint the Professional Conference Organiser (PCO). The main responsibilities of the PCO include:

- Sourcing venue and accommodation
- Agree and sign contract for venue and accommodation
- Financial planning and budget preparations
- Conference promotion
- Circulation of meeting announcements
- Exhibition promotion, organisation and registration
- Delegate registration and accommodation arrangements
- Speaker registration and accommodation arrangements
- Preparation and printing of the conference programme and abstract book

- Submission of progress reports at regular intervals to the LOC

Appendix 1 provides a sample job description that would normally be expected to be fulfilled by a PCO.

A large organisation with a track record for providing PCO services for national and international meetings should normally be chosen and the base of their office would not usually be an issue. Local knowledge will be helpful, however, and the Local Organising Committee (LOC) will wish to take this into account when choosing their PCO.

A contract should be signed with the PCO with an agreed fee. ***This contract should only be signed in consultation with the Executive Board of the ENPP.***

### c) Date of meeting

The European Conference on Positive Psychology is normally held the last week in June or the first week in July. However potential clashes with other major meetings should be taken account of when deciding the date of the meeting. The PCO should ensure it has researched the possibility of other upcoming major meetings in the same field. Other factors to consider are:

- Local constraints such as weather
- Local events that might enhance the attractiveness of the conference to delegates
- Potential clash with public holidays, religious festivals and other events which may detract from attendance at the meeting
- University holidays and exam dates

### d) Booking venue and accommodation

The size of the conference makes it essential that booking the venue is the first priority. *This must preferably be done at least two years before the date of the conference.*

The likely demand for accommodation also requires early reservation. Where accommodation is not on site this should include a range of quality of hotels e.g. Quality Inns, to 2-4 star hotels along with cheaper accommodation for students such as student dorms and where available hostels.

Accommodation rooms should take account of the size of the conference (for example 500 delegates plus exhibitors and guests) and the length of the conference (often Wednesday – Saturday)

e) **Headquarter hotel**

A headquarters hotel should be nominated, close to the conference venue, if not the conference venue itself.

e) **Financial planning**

A preliminary budget should be prepared at an early stage to enable decisions to be made on venue reservation. The budget should include an estimate of total income and expenditure and should include a simple risk assessment exercise i.e. scenarios of the impact of different delegate attendance and variable sponsorship against fixed costs such as venue hire and speaker expenses.

A fixed amount of EUR 3000 is to be transferred to ENPP from the budget in order to keep the informal non-profit network running and to prepare for the next conference.

It is very important to note that ENPP, being a non-profit organisation, does not cover any expenses related to the conference or any economic deficits following the final financial outcome of the conference. **The economic responsibility lies entirely with the LOC and ENPP has no liability.** Other financial issues to be considered are:

- The budget should normally be prepared using the Euro as the base currency
- Pre-conference courses/workshops (these are normally budgeted separately)
- V.A.T. or local tax liability for conference bookings should be budgeted for and should include venue hire costs, food and accommodation
- Variability in exchange rates

**f) Timetable of tasks**

There are several critical deadlines for key tasks that have to be met for the smooth organisation of the Conference. An important early requirement is to produce a timetable of deadlines by which key tasks should be undertaken. These deadlines must be adhered to. Responsibilities for undertaking these tasks must be clearly designated. Organisation of this falls to the LOC. (Table 1).

Key milestone	Action	Timeline
Date of meeting	Propose date and agree with ENPP Executive Board	T minus <b><u>2 years</u></b>
Conference venue/accommodation/social venues	Provisional booking for venue	T minus <b><u>2 years</u></b>
PCO commissioned	LOC to contract for services of PCO	T minus <b><u>2 years</u></b>
Organisational structure	Structure and membership of LOC to be agreed and organisational relationships and responsibilities with PCO agreed	T minus <b><u>2 years</u></b>
Budget preparation	Agree budget with ENPP Executive Board	T minus <b><u>2 years</u></b>
Preliminary scientific programme schedule	Agree programme schedule with ENPP Executive Board	T minus <b><u>1 year</u></b>
Contract for venue and accommodation	LOC to action with PCO	T minus <b><u>2 years</u></b>

Scientific programme	Agree and sign off final programme with ENPP Executive Board	T minus <b><u>1 year</u></b>
First announcement*	LOC	T minus <b><u>2 years</u></b>
First approach to major sponsors	LOC/PCO	T minus <b><u>1-2 years</u></b>
First approach to speakers	LOC	T minus <b><u>2 years</u></b>
Final scientific programme/ confirm speakers	Scientific Committee with LOC validated by the ENPP Executive Board	T minus <b><u>1 year</u></b>
Second announcement (including registration and accommodation details)	LOC /PCO	
Final announcement	LOC /PCO	T minus <b><u>1 year</u></b>
Abstract deadline	LOC	T minus <b><u>9 months</u></b>
Notification of abstract acceptance	LOC	T minus <b><u>6 months</u></b>
Preparation of final conference programme and abstract book	LOC /PCO	T minus <b><u>4 months</u></b>

\* Usually the first announcement takes place at the previous conference



## CHAPTER 2 CHOOSING A VENUE

The requirements for a conference venue depend on the size and scope of the meeting. Table 2 provides a guide based on experience from previous Conferences and includes relative information for smaller meetings. The important issues are the size of the room(s) available for the plenary sessions, the requirement for simultaneous break out sessions and the trade exhibition space.

It should be noted that in case a university can fulfil the requirements listed below that is also an option, but the more delegates the more challenging the university logistics will be.

The following are the main points to consider:

1. **Plenary auditorium** A large main auditorium/lecture theatre should have the capacity to accommodate at least 85% of the total delegate. It should have a full array of up to date audio -visual facilities.
2. **Simultaneous sessions** The conference centre should normally be capable of hosting 5-10 simultaneous sessions of 50-75 people. An alternative would be to accommodate break out sessions in a hotel or other facility as long as this is **immediately adjacent** to the conference venue.
3. **Meeting Rooms** There will be a number of groups and committees which will require meeting room facilities up to 30 people. There should be at least 6 such rooms. These could be accommodated in a hotel close to the conference centre.
4. **Accommodation** Residential accommodation within easy walking distance of the conference centre to cater for all budgets and numbers. Hotel accommodation is required for a proportion of the delegates within walking distance of the conference venue. Budget accommodation for students and those on limited purse should be available for at least 20 % of the delegates and again should also be within walking distance of the conference.

If a high proportion of delegates have to be transported in from a distance, this will incur significant costs, add logistic difficulties to the meeting planning and decrease the enjoyment of the meeting for those attending.

5. **Accessibility** Good accessibility to national and international transport links is important. There will be a significant number of speakers attending from

outside the country hosting the event and they may only be attending for the day of their lecture. Furthermore delegates should be able easily access the conference venue from their hotel accommodation. Access for those with disability must also be planned for.

6. **Social programme** Social events do not need to be at the conference venue but should be able to accommodate the numbers that will attend the meeting. Transportation of delegates should be considered when planning a venue for a social function.
6. **Catering** Mid-morning and mid-afternoon coffee / beverage breaks should be budgeted and catered for. Decisions on providing lunch for delegates will be determined by budgetary considerations. If lunch is not provided there should be sufficient provision from commercial outlets in and immediately adjacent to the conference venue to cater for delegates. Beverage breaks and / or lunch should be provided in the area allocated to the trade exhibition and take account of the potential for exposure of delegates to the exhibitors. Facilities should also account for handling potentially large numbers rapidly.
7. **Exhibition** This is crucial to the success of the meeting since potential exhibitors and meeting sponsors bring vital income. In return they require access to delegates. Every effort should be made to ensure that delegates have easy access to the trade exhibition. The exhibition area should be sited within the conference facility and close to the rooms where the scientific sessions are being held. A minimum requirement is for beverage breaks to be accommodated within the trade exhibition area. Ideally meal breaks should be catered for within the exhibition area. The size of the meeting and the number of exhibitors attending determine the space requirement for the trade exhibition. A guide is provided in the table below. The standard size of exhibition space is 3 x 3 metres although the larger sponsors will require greater space. Additional facilities required include:
  - Easy access for heavy loads
  - Shell scheme for exhibitors
  - Table and chairs
  - Signage and floor plan

8. **Posters** The poster display area is situated within the conference centre. Delegates should have easy access to the poster abstracts to facilitate viewing in meal and beverage breaks. In addition a reception held in the poster display board area at the close of the day’s scientific programme will also facilitate viewing. Sufficient space should be allowed for 100 2-metre boards.

	Small (300 - 600)	Major conference (600 - 1500)	Conference (1500-4000)
Plenary sessions	400 theatre style	Up to 1200 - depends on expected attendance	2500
Parallel sessions	2 x 150 capacity 2 x 80	6 x 100 –200 Total must amount to the total delegate.	3 x 800 3 x 600 3 x 300
Meeting rooms	1 x 30	3 x 30	10 x 30
Accommodation	75 % of delegates within walking distance	60 % of delegates within walking distance	All delegates within 20 minutes of venue; 60% within walking distance
Accessibility	Easy access to road and rail links. Helpful to have an airport link.	Easy access to international airport.	Easy access to international airport.
Exhibition space	30 – 40 (3 m. x 2 m.) booths At least 600 m <sup>2</sup> in total	At least 40 (3m. x 2m.) booths. Depends on size of meeting. Minimum 800 m <sup>2</sup>	At least 60 (3m. x 2m.) booths. Depends on size of meeting. Minimum 1500 m <sup>2</sup>
Poster display	100 x 2 metre boards	100 – 300 x 2 metre display boards	400 x 2 metre display boards
Meal and beverage breaks	Beverage breaks and preferably lunch must be in trade exhibition area.	Beverage breaks and lunch (if served) must be in trade exhibition area	Beverage breaks and lunch (if served) must be in trade exhibition area

Table 2: Specification for conference venue

While there are many conference facilities up and down the country, there are relatively few which will fulfil the criteria for large meetings. With limited choice, the options become booked up early - particularly at peak conference times.

A range of hotels should be chosen to include all budgets. As mentioned above one of the hotels is designated the "*headquarters hotel*".

- \* Budget hotel. A range of hotel rooms should be offered including 2 star and bed & breakfast.
- \* 2-4 star hotel. To ensure a sufficient amount of rooms available for the delegates reserve a number of rooms at various hotels close to the conference venue.

The allocation between different types of accommodation depends on local availability, proximity to the conference venue and the type of delegates attending.

**Allow at least two years to book a venue for a large conference – this time is proportionately less for smaller meetings but should not be less than 1 year.**

## CHAPTER 3 ORGANISATIONAL STRUCTURE

A successful conference requires careful, detailed and efficient organisation. For the European Conference on Positive Psychology the organisation encompasses two key committees; one to arrange the “event”, the **Local Organising Committee (LOC)** and the other the “scientific content”, the **Scientific Committee**. A third group is the Professional Conference Organiser (PCO) acting as an agent of the LOC. There will be some overlap in their respective roles and responsibilities but there must be regular communication between them.

The ENPP President and/or members of the board should visit the venue and organize a meeting with the LOC to check requirements.

Two further groups feature in the organisational structure for ECPP - the Executive Board and the Secretariat. The ENPP Executive Secretary will take on an important role as advisor to the LOC. Therefore the registration fee is waived for the ENPP Executive Secretary.

In addition if the conference is held jointly with another national society the organisational structure will also include the relevant committees of the participating society (**figure 1**).

**Roles and responsibilities of each group must be clearly defined** and effective lines of communication established (*table 3*). The President of the ENPP should be contacted about any uncertainty in strategic decisions or organisation.

### **Local Organising Committee**

Following an invitation to host a meeting, the first task is to establish a Local Organising Committee. The conference host is typically elected Chair of the LOC. The LOC is crucial to the success of the meeting and should:

- Include a core of five or six who have the time, commitment and energy to drive the work of the LOC until the conclusion of the conference
- Have an extended membership to include some of the leading “experts” in the field nationally, those that hold strategic positions in positive psychology and those that are known internationally. In particular this extended membership should represent the different constituent groups involved in the scientific content of the conference
- Meet regularly - increasing frequency at key stages – but at least monthly

- Be effectively chaired
- Keep minutes
- Have control over the finances
- Have an effective treasurer
- Be attended by a representative of the PCO

**The membership of the LOC should be representative of the different areas of scientific interest and have an “international” flavour.**

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An important early decision for the LOC is to contract the services of a PCO. The relationship between the LOC and the *Secretariat or PCO* must be established at an early stage with close and regular liaison. A well organised conference will be greatly helped by the PCO and the LOC working together as a team.

The Secretariat or PCO support by no means reduces the need for an effective LOC, but it is there to ease the administrative burden. It is important that the LOC retains its control over the event, its budget and takes the lead in all strategic decisions.

**Local Organising Committees should be effectively chaired, meet regularly and communicate freely between the PCO and the Scientific Committee.**

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### **Chair of LOC and the Scientific Committee (SC)**

The host of the conference, typically the Chair of the LOC, determines the themes, structure and content of the conference in close collaboration with the ENPP Executive Board. The LOC Chair is often also the Chair of the Scientific Committee (SC). When themes, structure etc. have been established it is the responsibility of the LOC Chair to invite members for the Scientific Committee (SC) in consultation with the ENPP Executive Board and/or Secretariat. The key role for the LOC Chair is:

- Determine the themes, structure and content of the conference in cooperation with the ENPP Executive Board
- Function as Chair of the Scientific Committee
- Make initial approaches to keynote speakers

- Liaise closely with LOC on requirements for keynote speakers (e.g. accommodation, travel etc.)
- Select the review system for the review process of the submitted abstracts. It is highly important that the system is reliable and efficient. The system should be evaluated by the ENPP Executive Board.

The overall purpose of the **Scientific Committee (SC)** is to review the submitted abstracts for the conference and assist the SC Chair in the review and programme planning process. In recognition of their substantial contribution to the conference the registration fee for members of SC is waived.

The division of labour between the SC and the LOC needs to be clearly understood and there must be close communication between the two committees. Administrative functions relating to speakers and chair persons will be handled by the LOC.

The key roles and responsibilities of the respective organising committees are detailed in *Table 3*.

	Local Organising Committee	ENPP Executive Board and the ENPP Executive Secretary	Scientific Committee	PCO
Date of meeting	Lead			
Venue	Supervisory	Supervisory		Lead
Accommodation	Supervisory	Supervisory		Lead
Scientific Programme	Lead	Supervisory		Administrative
Trade exhibition	Advisory			Lead
Budget planning & control	Lead	Supervisory		Administrative
Social programme	Lead			Administrative
Marketing, announcements*	Supervisory			Lead
Sponsorship**	Budget planning/Lead	Supervisory		Lead

Abstract review and proceedings ***	Lead	Supervisory	Lead	Administrative
Delegate & exhibitor registration	Supervisory			Lead

Table 3. Roles and responsibilities of organising committees

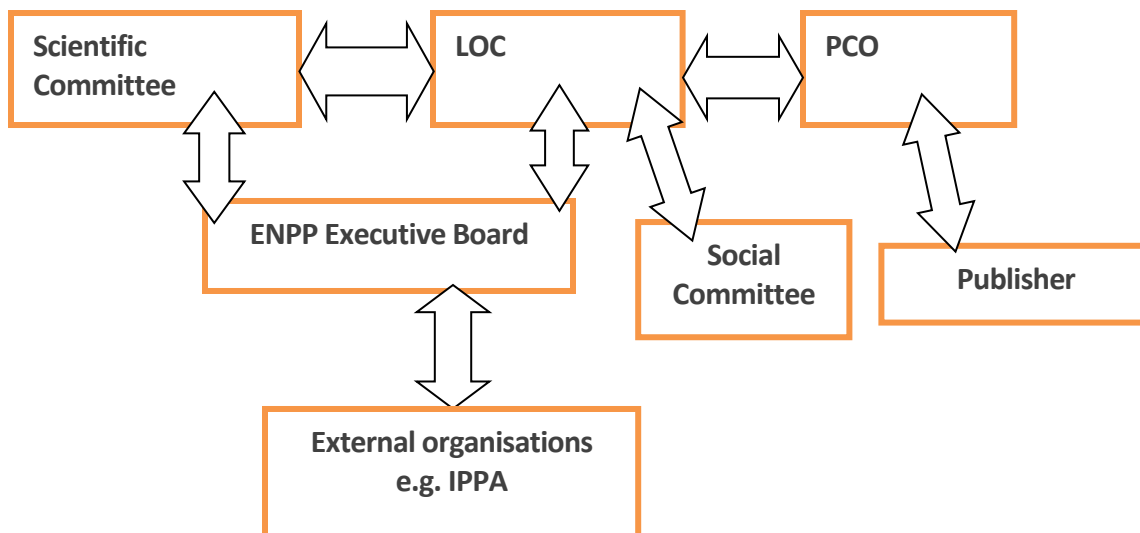
\* Programme announcements and the final programme booklet for the meeting is the responsibility of the LOC. Printing and distribution will be arranged by the PCO.

\*\* Personal contacts by the LOC to companies based in the host country are very important.

\*\*\* Abstracts will be reviewed solely by the Scientific Committee. The administrative process to support this is the responsibility of the PCO.

The abstract booklet is prepared by the PCO in conjunction with LOC and a local printer should be sourced.

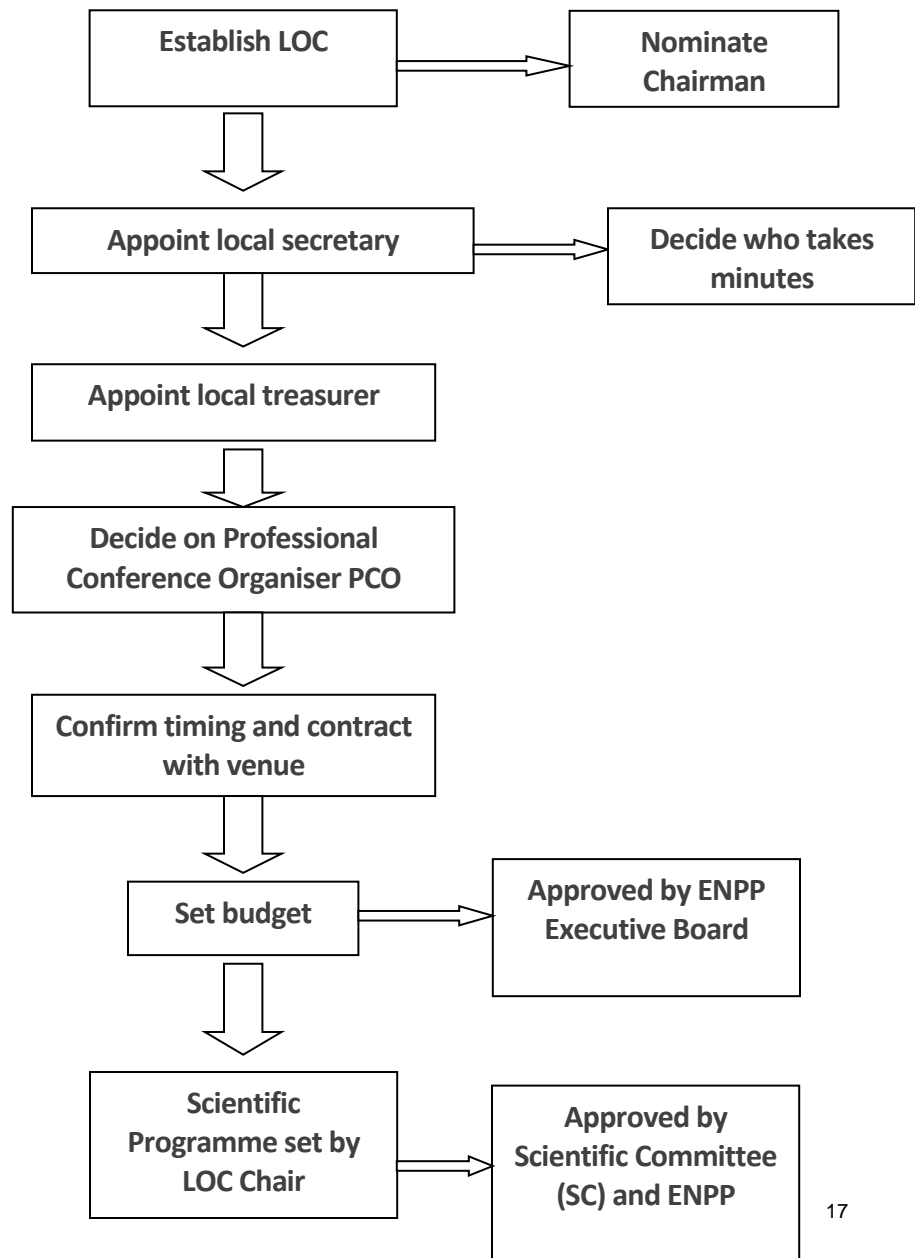
Figure 1. Organisational structure and relationship between committees.





## CHAPTER 4 TASKS FOR LOCAL ORGANISING COMMITTEE

Once the conference date is set and the venue booked it is important to plan the organisational structure. This is best done by identifying all jobs, allocating unambiguous responsibilities and accountabilities and setting agreed completion dates. The key tasks are listed below. This list is not exhaustive and may be altered according to the particular needs of the conference. As has previously been alluded to, there may be variation in the responsibilities for individual tasks according to the organisational structure of the meeting. The important point is that responsibilities must be clearly defined and allocated. The figure below demonstrates the important steps in establishing the organisational structure and the key supervisory relationships.



## CHAPTER 5 TRADE EXHIBITION

### Trade exhibition

Trade exhibitors are an essential part of the conference and may vary a lot. They include companies, equipment and consumable manufacturers, charitable organisations linked to the subject and book publishers. Such companies and organisations do not have an unlimited purse, however, and they may well be discerning at which of the many meetings held each year they choose to exhibit.

It is crucial when approaching potential exhibitors that the conference is promoted in the best possible light - particularly in terms of the number of delegates and facilities for exhibitors.

Potential exhibitors should be given maximum possible notice of the meeting and the initial approach to the company should be addressed to the correct person at the appropriate level - preferably through personal contacts.

Prospective exhibitors should be sent an **Exhibitor Pack** produced by the LOC/PCO. The pack should include the following details:

- Conference flyer
- Date of conference
- Details of conference venue
- Exhibition hall floor plan *showing the layout of the exhibitor spaces.*
- Exhibition facilities *e.g. location, exhibition booths (shell scheme), signage, electrical supply, hospitality services available, table and chairs, heavy load access.*
- Sponsorship opportunities
- Set up, take down and exhibition times
- Tariff
- Contact person *someone who is easily contactable at all times*

Additional considerations include:

- \* Fee charged to exhibitors The fee will be determined by the size of the meeting, the venue and facilities provided to exhibitors. Exhibitor rates may either be a flat rate per day of floor rate per square metre. The scale of fees is determined by the budget and the market rate.
- \* Facilities e.g. hospitality services, additional display stands
- \* Electrical points All stands will require some electrical supply. The larger stands may require several points.
- \* Floor plan Exhibitors all arrive at much the same time. To ensure efficient setting up they must know exactly where their plot is. They should be advised of this on a floor plan before they arrive. Clear signage in the exhibition hall will facilitate set up.
- \* Tables and chairs Exhibitors should be advised of the availability of tables and chairs and the options for hire.
- \* Stands/shell for exhibitors Shell stands are expensive to hire - depending on size of exhibition. Many exhibitors will have their own stands but a shell facility is useful for the smaller companies. Some market research will guide the PCO in this decision. The exhibitor should be consulted and advised ahead of the meeting.
- \* Signage Most exhibitors will have their own signage. If a shell scheme is to be hired, however, “headers” may be provided. The company used to provide the shell scheme should be able to provide printed headers with exhibitor’s names.
- \* Registration of exhibitors All exhibitors must be registered for the meeting. Major sponsors may have concession on registration. Those companies who do not have major sponsor status will be due to pay registration fees for representatives. ***These details should be confirmed with the ENPP Secretariat and Board.***
- \* Accommodation and attendance at social events Exhibitors may wish to arrange their own accommodation but can make these arrangements through the conference bureau. Attendance at social events will be charged for in the normal way and all exhibitors should be asked to declare their requirements. ***There should be no concessions for major sponsors to attend social functions.***

- \* **Concessionary stands (free of charge)** 3m. x 2m. stand space should be reserved for *ENPP, and the forthcoming conference on request.*
- \* Administration of exhibitors Registration of exhibitors, allocation of exhibition space and administration of their arrangements (responding to specific facilities requests) should be handled by the PCO.

*The ENPP Secretariat will provide an up to date list of potential exhibitors with contact names and addresses.*

## CHAPTER 6 SPONSORSHIP

Sponsorship forms a vital part of the income of a meeting. The Chair of the LOC should maintain close liaison with the ENPP Executive Board so that approaches to companies can be consistent and coordinated. It is also important to note that sponsor image should not conflict with positive psychology. The ENPP Executive Board should be consulted in terms of sponsors.

### ENPP Major Sponsors – benefits (can be altered according to LOC requests):

#### a) Platinum Sponsors

- Optimum site for trade exhibit.
- Opportunity to provide conference bags.
- Flyers in conference bags free of charge.
- First offer to sponsor symposia during the main scientific programme. In practice this means that the sponsoring company would choose a plenary session and their name would be specified as the “Sponsor” of that symposium. ***The scientific content would remain the sole responsibility of the Scientific Committee and all costs of this plenary session would be included in the expenditure budget of the meeting.*** These two facts distinguish this “Plenary Session Sponsored by.....” from a trade symposium.
- First offer to sponsor a social event.
- Acknowledgement as platinum sponsor in all promotional material and signage at the meeting and in the programme.

#### b) Gold and other levels of sponsorship

- Flyer in conference pack.
- Acknowledgement of sponsorship in meeting’s programme.
- Opportunities to sponsor a range of activities and conference functions.

## **Opportunities for Meeting Sponsorship**

There are numerous opportunities for sponsorship. The conference pack sent to all potential exhibitors in the early stage should include these options. The following list should serve as a guide but is not exhaustive.

- Principle sponsor (unqualified)
- Delegate bags
- Conference dinner
- Individual speakers
- Abstract books / proceedings
- Symposium (to include all speakers)
- Social events
- Gizmos e.g. umbrellas, message centre, water bottles etc.
- Prize lectureships
- Conference announcements
- Pre-conference workshops

All sponsorship arrangements, *other than the platinum*, should be negotiated between the LOC and sponsoring company with the PCO or Secretariat assisting as necessary.

Normally sponsorship of a specific item will require the company to meet its full cost.

***Sponsorship does not necessarily entitle the sponsoring company to free registration or accommodation of its representatives.***

Acknowledgement of such sponsorship should appear in the programme and be recognised on the item itself.

## CHAPTER 7 ADVERTISING AND PROMOTION

Effective promotion of a meeting is crucial if attendance is to meet expectations. The schedule of meeting announcements has been referred to above.

*It is vital defining the key organisations through which the maximum attention will be obtained. In the case of ECPP ENPP and IPPA are the most important organisations. Online advertising and conference flyers are key elements.*



## CHAPTER 8 SCIENTIFIC PROGRAMME

The primary goal of a “Scientific Meeting” is to present high quality, topical and relevant scientific information to its delegates. If it succeeds in this respect, it will have achieved its main aim.

The format of the meeting should be determined and its objectives clearly defined:

- 1) Whom is the conference aimed at (which professional groups)?
- 2) What is the subject matter and its range?
- 3) Is the meeting a single subject workshop, study group or is this is a large conference covering a range of material?
- 4) Is the content to be primarily reviews or original research or a combination?
- 5) Will there be pre-conference courses?
- 6) Are there to be any other facets to the meeting e.g. debates, business meetings?

The conference organisers LOC, in cooperation with the ENPP Executive Board, will determine the major theme(s) of the meeting and its detailed content. Key headings may include:

- \* Key note speakers
- \* Plenary sessions
- \* Thematic sessions
- \* Debates
- \* Satellite symposia / prize sessions /
- \* Workshops/ round table discussion groups
- \* Parallel sessions
- \* Video presentations
- \* Committee meetings

The structure and the timing of the program should ensure that the scientific highlights of the meeting are received by the widest possible audience. A balanced programme will help to ensure that attendance is maintained throughout.

Major “key note” speeches should be timed at the beginning and end of sessions, should be evenly spread throughout the meeting, and should open and close the conference. ***Important speeches should where at all possible avoid other parallel sessions.***

Parallel sessions should be reserved for oral “short - communication” abstract presentations.

**Keynote speeches** These are normally determined by the LOC Chair. Their substance will often set the tone and direction of the meeting. The scheduling of key note speakers must ensure maximum audience attendance and must not be held in parallel with other scientific sessions. Keynote speakers are normally leading experts in their field and require the maximum possible notice to guarantee attendance and provide sufficient time for submission of an abstract for publication in the proceedings and journal. Typically a keynote speech should be 30-40 minutes in duration with some time for questions

- \* Transportation arrangements
- \* Accommodation
- \* Attendance at social functions
- \* Expenses (requires careful budgeting - economy airfares are applicable)
- \* Social program for accompanying persons
- \* Personal profiles of speakers for the chairperson’s introduction The chairperson may not know the speakers in his/her session and a brief profile of the speaker(s) in plenary sessions should be prepared for the chairperson’s introduction.

**All abstracts from the conference will be published in the ECPP Book of Abstracts and in an online pdf posted at the conference website as well as at [enpp.eu](http://enpp.eu) unless submitters actively object to this.**

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## CHAPTER 9 ENPP ADDRESSES AT THE CONFERENCE

The ECPP conferences follow a modest formal procedure, which include the following addresses by the ENPP President:

- Presidential address at the opening ceremony
- Presidential remarks at the closing ceremony
- Presentation of the next ECPP conference host country and organisation

After the presentation of the next country and organisation to host the coming ECPP conference there will be a brief presentation of the next conference city by the coming hosts.

## CHAPTER 10 SOCIAL PROGRAMME

It is for the Local Organising Committee to place its own style on the social programme and how many events they wish to include. This gives the opportunity for the LOC to showcase national and local culture. There are, however, fixed events that must be included. They are as follows:

### **Opening Ceremony**

This is an important event which opens the conference. Its main features include:

- Usually held in the conference venue
- Capacity approximately 70% of the total delegate
- Includes speeches by the conference chairman and president of ENPP
- Includes a cultural performance
- Is followed by a drinks and buffet reception (LOC to decide)
- May be sponsored

### **Cultural event**

It is common to arrange a large cultural event which captures the flavour of the national or local culture. The key features are:

- Usually held in a cultural venue
- Is fee paying
- May involve some informal entertainment e.g. band
- Capacity approximately 50% of the total delegate
- Informal event
- Includes drinks and buffet (LOC to decide)
- May be sponsored

## Gala Dinner

A gala dinner may be organised. This is optional and the decision is for the LOC. The key features are:

- Usually held in a cultural venue
- Capacity approximately 30% of the total delegate
- Usually no formal speeches but may be an opportunity to thank local conference helpers
- May include some entertainment or a speech by a personality
- May be sponsored

## Planning

As with the rest of the conference, the organisation of the social programme must be carefully planned, given the large numbers of guests that may be involved. Account must be taken of:

- Venue
- Entertainment
- Drinks (aperitifs and wine)
- PA system for speakers
- Special presentation e.g. prize winners, conference helpers
- Transportation for guests
- Menus
- Speakers (guest or after dinner)
- Printing of menus/programme
- Flowers / table decorations

- 1) **Venue** Venues suitable to accommodate large social functions such as a formal dinner for several hundred guests are limited and get booked up well in advance. At least one year - two for major events - should be allowed for reservation of venues. The choice of venue should also reflect local culture and interests. To avoid transportation logistics, for large functions the location of the venue should be within walking distance of the conference venue. Some local research is required to establish catering pedigree.

- 2) **Transportation** Moving large numbers of guests to an “off-site” reception poses logistic problems. Transportation is best arranged for all, rather than being left to individuals’ initiative, in order to ensure prompt arrival. This is best accomplished through coach transfer unless public transport networks are sufficiently reliable. If coaches are to be used they should be booked well in advance through a local company.
- 3) **Conference gala dinner** It will be the decision for the LOC whether to arrange a gala dinner. The usual check list for organising a large formal dinner will apply e.g. menu, wines, speakers, ticketing, special dietary requirements, table planning. Potential sponsorship should be investigated.
- 4) **Speakers and presentations** If a formal dinner is to be arranged, an after-dinner speaker or speakers will be required. The choice of the main speaker may again reflect local or regional culture. Other considerations will be whether to utilise a member of the organising committee or a scientific colleague to give the speech or whether to hire a professional after-dinner speaker. This decision will be strongly influenced by the available budget and this is a decision for the LOC. In addition to the speeches, presentations may need to be included, such as those for the “unsung heroes” of the conference organisation.
- 5) **Entertainment** Before, during or after a reception/dinner, entertainers may be required. This should be at the discretion of the LOC. The potential list is long and the choice should reflect local culture. Popular entertainers need to be booked well in advance.
- 6) **Registration and payment** A section should be provided on the registration form for registrants to indicate their intention of attending the social functions. Payment should be made at the time of registration or included in the registration fee.
- 7) **Late and “on-site” registrations** There is inevitably a cut off time for formal social functions when final numbers have to be declared. It may be advisable to have some flexibility to allow a handful of late bookings but this must be at the discretion of the LOC and built into the budgets.

## CHAPTER 11 BUDGET PREPARATION

Careful management and audit of the finances is vital. Budgets must be planned well in advance and income and expenditure carefully accounted for. Again it is essential to stress that ENPP, being a non-profit organisation, has no economic responsibility for the conference and no liability

Budget planning begins at the outset of the organisational process. Budgets are determined by the following key factors:

- \* **Number of delegates**
- \* **Conference venue hire charge**
- \* **Sponsorship and exhibitor income**
- \* **Income from registration fees**
- \* **Administrative costs including secretariat**
- \* **ENPP costs<sup>1</sup>**

**Always plan the budget to achieve a break even position for a realistic number of delegates**

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### **Number of delegates and registration fees**

Calculation of registration fees is determined by the costs of running the meeting and the expected number of delegates. When planning the level of registration fee account must be taken of the level of registration fees at previous meetings, the educational content of the meeting and the audience expected to attend.

A scale of registration fees is normally applicable thus:

1. Full early registration
2. Full late registration

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<sup>1</sup> A fixed amount of EUR 3000 is to be transferred to ENPP in order to keep the informal non-profit network running and to prepare for the next conference.

3. Student registration (Note: the financial plan should take into account that many delegates will pay the reduced student registration fee).
4. Educational grant registration
5. Other (e.g. accompanying persons, reduced fees etc.)

### **Balancing the budget**

The financial equation that must be fulfilled, if the income and expenditure is to be balanced, can be represented by the following simple equation:



Four important considerations must be allowed for in the calculations:

- 1) Produce a balanced budget on the basis of 350 delegates (calculated on the basis of previous conferences).**
- 2) Planned expenditure is almost always underestimated.**
- 3) Always consider the worst case financial scenario and budget for it.**
- 4) Add a contingency to the estimated expenditure, amounting to 10 % of the total.**
- 5) “Up front” costs may form a significant percentage of total expenditure (see below)**



## **Accounting**

Accurate documentation of all financial dealings, contracts, income and expenditure is crucial. A ledger should be established at the outset and all transactions accounted for. Receipts should be retained for all expenditure items. This task is normally the responsibility of a *treasurer* of the LOC who should be responsible for day to day accounting.

## **VAT/ TAX**

Taxation on the budget will be determined by national legislation in the host country. The LOC treasurer should ensure that account is taken of this in the budget.

## **Audit**

The accounts for the conference must be audited within three months of the end of the conference. This should be done in consultation with the President of the ENPP Executive Board.

## **Preliminary budget, “Up-front” costs and cash flow**

There may be substantial costs incurred during the planning of the meeting. These are normally due to the deposits for venue hire and social event(s). Venue fees may have to be paid for before the majority of the delegates have registered. It is therefore important that a preliminary budget is prepared at the earliest opportunity, identifying these costs. This preliminary budget should be discussed and agreed with the ENPP so that sufficient funds can be provided to meet these costs.

**The budget should include a contingency fund amounting to 10 % of planned expenditure - not including any planned profit - to cater for unforeseen expenditure and underachievement on registration**

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## **Additional (satellite/workshops) scientific sessions**

The income and expenditure accounts for trade symposia, satellite scientific sessions and workshops are over and above the agreed programme and unless agreed by specific arrangement with the ENPP Executive Board should be completely separate from the main meeting account.

The accounts of such additional sessions are the responsibility of the organisation or company who is running the session. Agreement should be reached with the organiser of any additional

workshop, symposia etc. regarding the costs of that symposia and where funding will come from before such a session is sanctioned.

### **Social functions**

There are several social functions to be accounted for. Social functions provide an excellent opportunity for commercial sponsorship which may offset their costs in part or whole. Depending on the extent of this sponsorship, the costs of the social function can be calculated. Without sponsorship the costs of the social function(s) may either be included within the conference registration fee or listed as an “optional extra” on the delegate registration form. Normally the opening ceremony will be included in the registration fee. All other social events will normally be charged for.

Estimation of costs of a social function should include the following:

- Venue hire
- Drinks
- Printing – tickets, menu, program
- Decoration, flowers
- Food
- Entertainment – speaker, music
- PA system
- Transportation

### **Additional Considerations**

- Credit card facilities for payment of registration will incur a percentage charge of the fee. This must be budgeted for and included in the calculation of the registration fee.
- A “float” should be established in a local bank account to enable the payment of early bills.

## APPENDIX 1 JOB DESCRIPTION FOR PCO

### Basic skills/experience a PCO should have:

- Pedigree for wholly organising major residential conferences (1000 + delegates)
- Experience of organisation of conferences
- Well established networks within the conference industry, if possible
- Familiarity with the major conference venues
- Experience with working with university conference felicities
- Database provision
- Access to DTP (desktop publishing) and marketing skills
- Demonstrable experience in providing all the following elements in conference management

#### 1. Secretariat services to the LOC

- Liaise closely with the LOC
- Provide secretariat services

#### 2. Venue sourcing

- Evaluate potential conference venue
- Matching to delegate size
- Suitability for parallel sessions
- Space for exhibition and poster exhibition
- Accessibility for transport and accommodation
- Making necessary arrangements to secure venue booking

#### 2. Accommodation

- Planning accommodation requirements
- Reserving a range of accommodation to meet conference needs
- Managing the booking of delegate accommodation and acting as liaison with hotels
- Ensuring accommodation requirements for key speakers are met

### 3. Transportation

- Arranging transportation for delegates to and from accommodation and social events
- Arranging transportation of key speakers from point of arrival to venue and accommodation
- Providing travel arrangements for key speakers

### 4. Marketing

- Producing fliers for conference
- Ensuring that event is advertised in through appropriate media
- Circulation of “announcements” to potential national and international delegates via direct mail as appropriate to the needs of the conference
- Poster production as necessary

### 5. Registration

- Production of distribution of registration forms
- Registration database of all delegates
- Providing and manning on- site registration desk(s) at the conference
- Providing certificates and confirmation letters

### 6. Trade exhibition

- Circulating prospective exhibitors with conference details and trade exhibition facilities and costs
- Planning suitable facilities are provided at conference venue for the trade exhibition
- Ensuring that Shell stands/tables/chairs/electrical points are provided as appropriate
- Maintaining a database of trade exhibitors
- Making provision for accommodation of exhibitors

## 7. Poster exhibition

- Ensuring provision for poster display
- Provision of poster boards
- Numbering of boards and co-ordination of poster display

## 8. Social programme

- Ensuring appropriate arrangements for tea, coffee and lunch breaks at the venue
- Advising of availability/suitability of local facilities to host a social programme
- Organisation of social events including conference dinner, speakers
- Organisation of ad hoc entertainment as required
- Facilitation of late bar licence as required
- Organisation of transportation from accommodation/conference venue to social event
- Provision of help desk at conference venue to facilitate delegates' free time

## 9. Conference programme and meeting proceedings

- Collation of scientific and social programme details.
- Arranging printing of scientific and social programme.
- Co-ordination and printing of proceedings liaison with publisher.

## 10. Conference security and insurance

- Advising of the need for insurance and special security arrangements
- Arranging security and insurance as appropriate

## 11. Public relations

- Press liaison as appropriate to the needs of the conference
- Arranging press releases and press conference etc. as appropriate
- Ensuring press facilities are available at conference venue

## 12. Audio-visual requirements

- Audio-visual facilities to cover all current media of presentation
- Operators to man projector/video bases

- Provision of slide preparation facilities
- Ensuring provision of emergency slide making facilities

### 13. Venue decoration

- Advising on and planning conference theme/ set decoration for the conference venue
- Arranging provision/production/printing etc. of conference set decoration

### 14. Finance

- Advising on financial planning for meetings
- Planning a budget for the meeting and advising on risk issues
- Maintaining accurate income and expenditure account of the meeting
- Banking all receipts for trade exhibitors and delegates
- Providing final set of “accounts” for the meeting