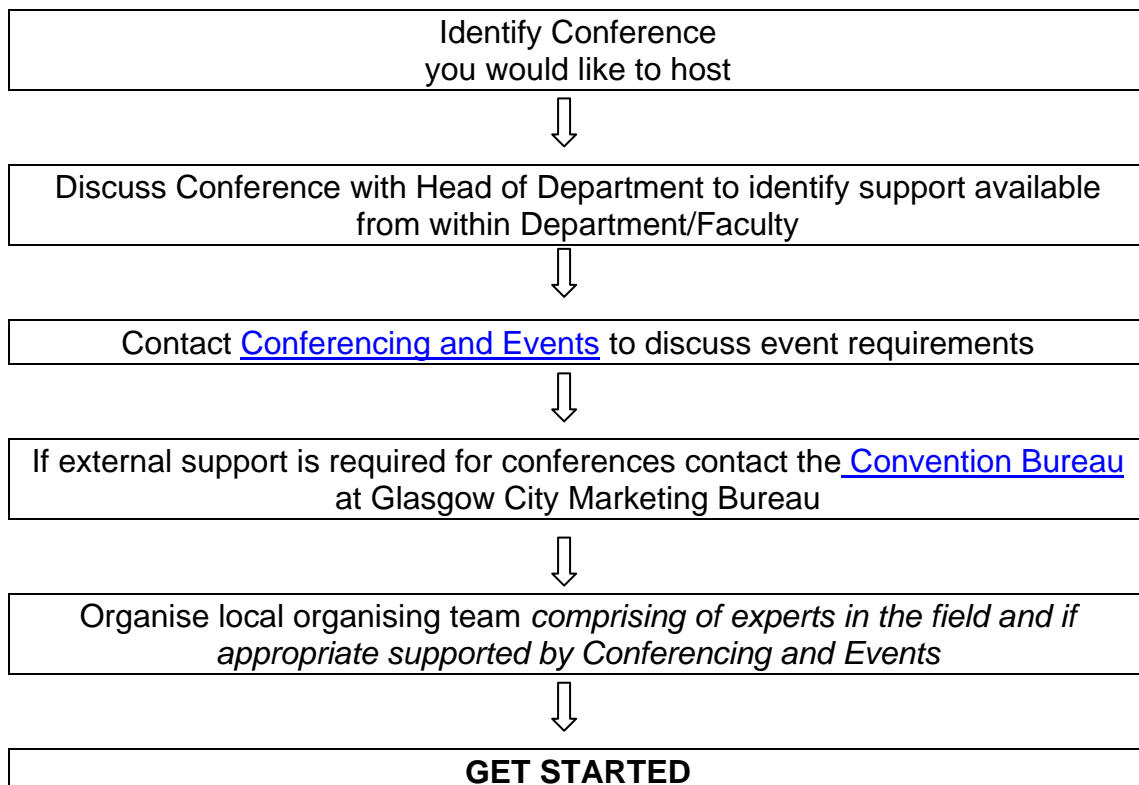


Conference Organising

A how to guide for getting off the ground.....

Staff from across the University regularly host leading conferences in their field.

This document summarises the support available from the University and externally from the Convention Bureau at Glasgow City Marketing Bureau, to help ensure you have a successful event.



The following is meant as guidance and a starting point only. Conferencing and Events, with over 20 year experience in dealing with conferences at the University, will be happy to provide advice throughout the organisation of your Conference. www.rescat.strath.ac.uk

Bid Process

This is often the first official contact you will have with the board/committee of the association to which the Conference is attached and is a crucial element of any major Conference. Bids can often happen many years in advance and have up to 4 different organisations and cities competing to host.

Glasgow City Marketing Bureau offer a fantastic bid support package which involves compiling the bid document, including details of the City and what it has to offer and attendance at earlier events to promote the proposal. The bid document provides a professional, hugely successful brochure which is designed specifically for each event.

When the University is being considered as the venue for the conference, Conferencing and Events work with the Convention Bureau on the Bid Document making sure that information relating to the University's facilities and services/support are included, together with a letter of support from the Principal and/or Dean/Director, if required.

Further details can be found at www.seeglasgow.com/ambassadors

Proposals

For conferences considering/ taking place at the University, Conferencing and Events can check availability and then provide a proposal detailing the costs for the meeting rooms, catering and on-site accommodation (if required). Should the Barony and Ross Priory be of interest, costs can also be included for events/functions at these two venues.

Conferencing and Events can make a provisional booking for the meeting rooms, accommodation, the Barony and Ross Priory. Conferencing and Events recommend and will organise a show round for the organisers or committee members, and if required will liaise with the Glasgow City Marketing Bureau to arrange a show round of alternative social venues in the Glasgow area.

Venue

It is crucial that you choose a venue best suited to your event and within your budget.

On the John Anderson Campus the University can accommodate conferences of varying sizes – the largest conference held on the Campus to date had 1,000 delegates. Conferencing and Events operate as a 'one stop shop', and one of the Conferencing and Events Co-ordinators will be your main point of contact and will liaise on your behalf with internal departments with regards to AV, IT (email/internet access), car park spaces, set up of conference rooms, catering requirements, signage etc.

If your event does not fit the spaces available on Campus, Glasgow City Marketing Bureau can assist with finding a suitable external venue in the Glasgow area. Conferencing & Events can provide advice with regards to holding a conference or an event in an external venue.

Audio Visual

It is crucial that you appoint an Audio Visual company who can manage the level of service and support required for your conference. For conferences on Campus the University Learning Services Team offers a comprehensive service and have an excellent knowledge of the venues, which will ensure this section of the Conference is delivered to a high standard. Further details on packages offered by Learning Services can be found at www.strath.ac.uk/learningservices

When using an external venue there are many companies who can provide AV for your conference. It often helps to use a company who have worked in the venue previously as they will already have the knowledge on what is required to deliver a high quality service, and

may have a relationship with the venue which will make operational aspects of this section of the event flow much better. Details of Audio Visual Companies can be found at www.seeglasgow.com/convention-bureau

When considering this aspect of your Conference you need to keep in mind that this area is wide ranging and may cover presentations from speakers (PowerPoint etc), holding slides and title slides, staging, sound and lighting.

Budget

A budget should always be drawn up before setting registration fees. The budget should cover all aspects of the conference and should include a contingency (usually based on 10% of overall costs). VAT should be included where applicable and it should be based on numbers that are set cautiously rather than optimistically.

Consideration should be given on whether a separate bank account needs to be set up for the Conference or whether this will be managed by the University Accounting System. It would be advisable to contact the Finance Office to discuss this in more detail.

<http://www.strath.ac.uk/finance/>

An online shop is also available through the Finance Office and can be used to sell spaces at your conference: <http://onlineshop.strath.ac.uk/>

Sample Budget

Glasgow City Marketing Bureau can provide you with a sample budget, listing the various costs that you may wish to include in your own conference budget. For a copy of the sample budget and for further information or budgetary advice, contact:

ambassadors@seeglasgow.com

Registration

A registration form should be designed both as hard copy and online. The EWDS service offered by the University can help with the online section of this by creating a form.

<http://ewds.strath.ac.uk/>

The University Online shop mentioned above can also be used for basic conferences and events which have only registration option: <http://onlineshop.strath.ac.uk/>

Managing registration can be a fairly time consuming in terms of administration and management. It is essential you have appropriate support to manage this area. If this can not be provided from within the department, a Professional Conference Organiser (PCO) could be considered to manage this area and could also take on online payment to simplify the process. There is a per head fee for this service which will vary across companies and depending on requirements. Glasgow City Marketing Bureau can assist with approaching these companies and attending initial meetings, again to ensure requirements are met.

City Marketing Bureau will be happy to assist with this appointment:

<http://www.seeglasgow.com/convention-bureau>

Accommodation

If the Conference is being held between mid June and mid September the accommodation at the University can be offered to guests. The modern budget accommodation is ideally located on the John Anderson Campus in the Campus Village, right next to the meeting rooms. Single guest bedrooms (standard or ensuite) are on offer with full Scottish breakfast. Details can be found at www.rescat.strath.ac.uk

In addition, Glasgow City Marketing Bureau offers the 'Conference Accommodation Booking Service'. They will co-ordinate all aspects of accommodation bookings and will offer a range of hotels to your delegates, together with an allocation of the bedrooms at the university if

appropriate. A link will be provided for your conference website which will ensure the smooth running of the service: <http://www.seeglasgow.com/convention-bureau>

Scientific Programme

The Scientific Programme is a major part of the organising. Ideally you should set up a "Technical Committee" which will handle abstract review, sourcing and liaising with key note speakers and putting together the running order for each day.

There is also a massive administration role in collating and disseminating the abstracts that arrive, contacting people to notify of successful and unsuccessful submissions, informing successful submissions of their place in the programme and of the guidelines they need to follow, and collating and indexing successful abstracts for the Book of Abstracts. Again appropriate administration support is required to ensure this process runs smoothly. A Professional Conference Organiser (PCO) can also take on this role for a fee and Glasgow City Marketing Bureau will be happy to assist with this appointment: <http://www.seeglasgow.com/convention-bureau>

Social Programme

Glasgow offers a wide range of stunning venues for Social Programme activities and a plentiful supply of restaurants for informal meals.

Draw up a programme for your social programme and include a mix of drinks receptions finishing earlier and a gala dinner. Ideally you should leave 1 night free for people to have the option of doing their own thing and include information on local restaurants. Glasgow City Marketing Bureau can provide this.

Venue information for your social programme can be given by either Conferencing and Events or Glasgow City Marketing Bureau.

It is also important to consider which items on your social programme will be included in the registration fee for your conference and which will be sold at an additional cost.

Glasgow City Marketing Bureau can put forward a request to Glasgow City Council. for a Civic Reception for one of the evenings. Generally there is no charge for the Civic Reception. This is normally a drinks reception in a council owned venue such as the City Chambers In George Square. There is a simple form to complete which is submitted to the Council by Glasgow City Marketing Bureau.

Marketing and Advertising

There are many ways to advertise a conference but it is crucial this is as targeted as possible to ensure maximum effect. Adverts in industry journals, association newsletters and websites are crucial. The University Learning Services Team can help with advert design to ensure they are professional and have the impact needed.

It is also worthwhile to ensure your conference is included in your Faculty newsletter. For certain conferences, Glasgow City Marketing Bureau may be able to produce a flyer promoting the conference, which is then distributed at the previous conference to the one taking place in Glasgow. Contact the Convention Bureau to discuss this further: ambassadors@seeglasgow.com

Press

The University Press Team will be happy to provide advice and assistance on getting details of your conference out in the Press. www.strath.ac.uk/press

Exhibition

The exhibition is often one of the key areas of income generation at a Conference and can be just as much a pull to potential delegates as the Scientific Programme.

To get started you should identify the space you have for an exhibition and if this is relatively significant bring on board a professional company who specialise in this area to draw up a floor plan. Melville Exhibition Services offer a comprehensive service in this area, www.melville.co.uk. The exhibition stands will normally be a set size of 3m x 2m or 3m x 3m and will be a mix of shell scheme (panel walls) and space only options.

Charges for exhibition stands are normally based per stand and should be budgeted to include at least one delegate pass per stand, catering and other overheads.

Initially a list should be drawn up of potential companies who may be interested in exhibiting (this should include companies who have previously exhibited at this Conference or ones in a similar field). They should then be contacted with details of the Conference and the Exhibition, the floorplan and costs and a booking form. You should also include any other relevant information which might convince them that exhibiting at your conference would be a good idea (e.g. who the delegates are, who else is exhibiting).

Poster Display

Posters will often make up a key part of the Scientific Programme. It is crucial that the venue you choose has sufficient space to display posters with room around them for circulation and comfort when people are reading them.

Poster boards can be hired to display posters on from external suppliers such as A & C Display Services (www.displayservices.net). Clear guidelines need to be provided to poster presenters to ensure posters are in the correct format to be displayed on the boards e.g. size of poster and layout.

Time to view posters should be included as a structured part of the Scientific Programme. It also works well to have catering served in the poster area to ensure maximum exposure.

It works best if posters are organised in themed areas within the poster display space to ensure delegates can visit the posters which best suit their field of interest without having to search the relevant posters out. Clear numbering and indexing of posters is also essential.

Sponsorship

Sponsorship opportunities work best if they are broken down into packages with the benefits clear to see. Normally these are broken into Gold/Silver/Bronze for example and the amount of benefits attached to each decreases with the cost. Benefits which can be included in these packages are:

Delegate passes
Leaflet in Delegate Bags
Logo and acknowledgement on website
Logo and acknowledgement on all print
Logo and acknowledgement on all holding slides
Advert in main programme
Exhibition stand

Brand, Print and Publications

An identifiable brand is essential for a conference; this includes a conference logo, brand colours etc. The brand should be carried through all print and publications relating to the Conference.

Some main print items to be considered are:

- Letterhead
- Marketing Materials (e.g. leaflets, adverts, posters)
- Call for Papers
- Registration Pack
- Badges
- Conference Proceedings

- Tickets
- Stands
- Delegate bags
- Conference pads and pens

The Learning Services Team can provide design services, photography and video support for all aspects of print and publications. <http://www.strath.ac.uk/learningservices/>

The University Print Unit is also available to support the print and publications section of the Conference and further details can be found at <http://www.print.strath.ac.uk/index.htm>

Website

A website is a crucial tool in a successful conference. It can be used as a marketing tool and should also be a central resource for all information regarding the Conference including the conference programme, presentations and video streaming etc. The website should also be used for abstract submission, conference registration and accommodation bookings.

The University Enhanced Web Development Team can help with the creation of a website. <http://ewds.strath.ac.uk/>

Professional Conference Organiser

A Professional Conference Organiser (PCO) can organise and administer every element of your Conference including sponsorship, promotion, financial set-up, registration and scientific programmes. They can handle all of these aspects if the Conference budget will stretch to it or individual areas such as registration and handling abstracts if budgets are tighter.

Glasgow City Marketing Bureau can assist with approaching these companies and attending initial meetings, again to ensure requirements are met. <http://www.seeglasgow.com/convention-bureau>

Quick Links

University Conferencing and Events Team	www.rescat.strath.ac.uk
Glasgow City Marketing Bureau (Convention Bureau)	www.seeglasgow.com/convention-bureau
University Learning Services Team	www.strath.ac.uk/learningservices
Enhanced Web Development Service	http://ewds.strath.ac.uk/
University Print Unit	www.print.strath.ac.uk
University Communications Office	www.strath.ac.uk/comms
University Finance Office	www.strath.ac.uk/finance
Melville Exhibition Services	www.melville.co.uk
A and C Display Services	www.displayservices.net