



successful conferences

NEED

successful  
PLANNING

YOUR  
GUIDE TO  
*Conference Management*  
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**Dryfta**

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# Introduction

Organizing a conference can be a nerve wrecking task, demanding all our will power and tolerance but it is an undeniable fact that it is a rewarding experience.

Now as someone organizing a conference, one isn't just responsible for the details of the event, but also the result or one can say, the big picture.

*So, how does one go about managing a conference?*

Before one starts preparing for the actual event there are two questions to be answered.

- 1.What is the purpose of the conference?
- 2.The actual methodology

- **Purpose:**

Before one begins to go about the materialistic aspects, the first thing to be kept in mind is the reason for the conference. There needs to be a vision for the conference with an end goal in mind.

- **Methodology:**

Now comes the point where one starts with the actual organization. There are different aspects to it.

1. Setting up a committee
2. Budget
3. Venue
4. Date and Time
5. Choosing Speakers
6. Marketing
7. Accommodations
8. Catering
9. Abstract Management



# SETTING UP A **committee**

## *“Division of work LEADS TO BETTER MANAGEMENT”*

All the work cannot be done by a single person; neither can one single person do everything. To avoid ruckus of any kind it is best to create a committee and divide the work. The various committees that will be set up will be responsible for their individual areas such as:

- Venue
- Accommodations
- Registration
  - Abstracts
- Marketing
  - Transportation
  - Catering
  - Sponsorship

### Setting Up A Committee

Setting up a committee leads to work being divided into various categories and hence a better management. Individual categories are concerned with their own work and the work gets done faster and more efficiently.



# BUDGET managment



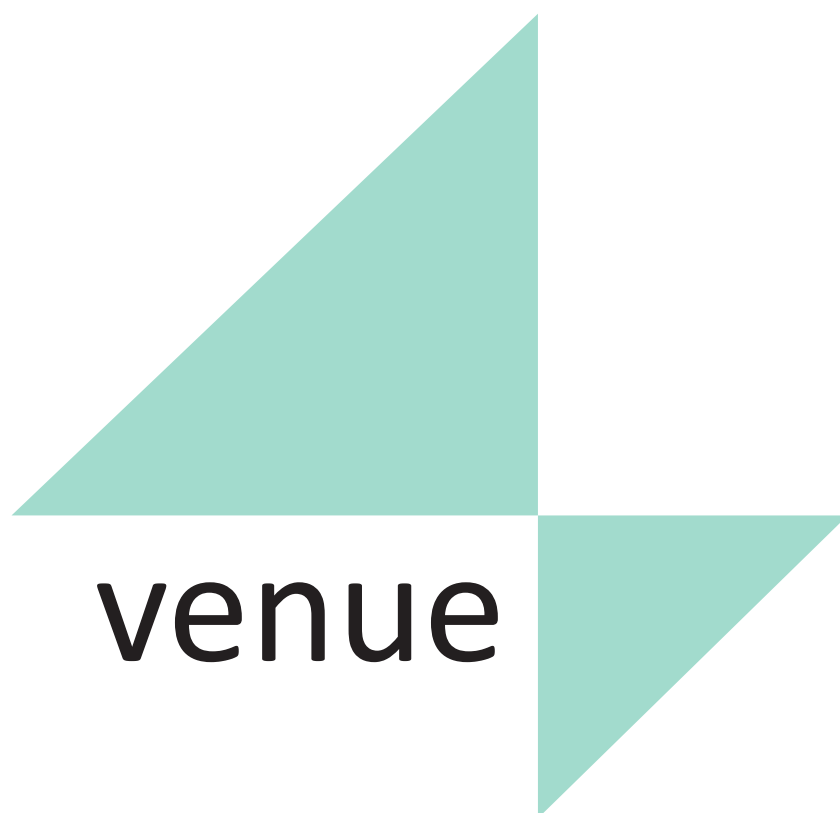
## Budget Generation

Before going on about anything else, create a budget! The expenditure should be calculated and assigned to each committee for their use realistically.

- Calculate the total amount needed
- Calculate the amount required by each committee
- Divide the budget into fixed and variable sectors
- Calculate the total budget that has been generated
- According to this, fix the registration fees
- Distribute the budget to each committee

A budget allows you to priorities the different parts of an event. Once a budget is created, one can determine how much money can be spent on each component of the project. A budget allows us to determine how much of the available funds can be allocated to the each aspect of the event. This gives us an idea about whether or not the event can take place within the allocated funds.







## Venue Selection

Choose a location that is nice and accessible to people. Make sure it is somewhere pleasing but not so pleasing that it diverts the attention away from the event.

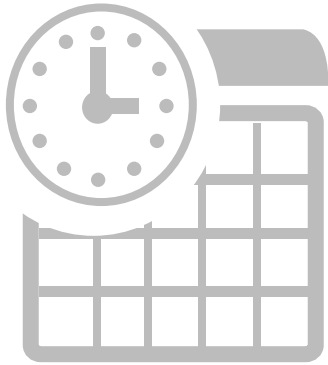
*Survey the location yourself. Keep in mind the following things when choosing the venue:*

- Location
- Capacity
- Accommodations
- Facilities
- Budget

Choosing a good venue ensures participation. The better accessibility of the place and the more diversely equipped the place, more the attendance. So when choosing, make the choice of the venue with clear cut idea in your mind. Make a list, if possible, of your needs and your requirement of the place.



# DATE and time



## Date And Time

Chose a date and time according to the maximum convenience. Make sure that the conference doesn't clash with any such event that might take away the crowd.

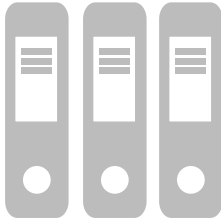
*Keep in mind,*

- Holidays (Public/Religious)
- A timeframe with a similar event
- Convenience of any special arrivals

To ensure that there is no mix up with the dates; make a list of the upcoming events so that you can avoid a clash. Also once the dates and times have been finalized, all concerned parties should be involved. This consists of everyone from the attendees to the caterers and the hotel staff.



# ABSTRACT management



## Abstract Management

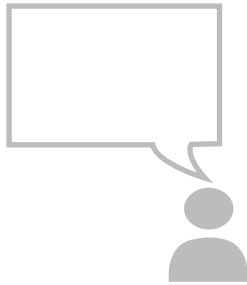
This would involve a number of tasks from calling for papers to their acceptance, rejection, review and publication. So creating a timeline for each is a must.

*It should be carried out in the following way:*

- Call out for paper submission
- Set up a deadline for submission
- Publicize the call for papers
- Find reviewers
- Send the papers to the reviewers
- The reviewers may
  - i) accept the paper outright
  - ii) accept but ask the author for improvement
  - iii) reject it but encourage revision and invite resubmission
  - iv) reject it completely
- Collect the reviewed papers
- Make final selection



# PEER review



## Peer Review

Peer review is the evaluation of work by one or more people familiar with the topic in hand. Peer review methods are employed to ensure standard and quality work and to improve credibility.

***There are four possible outcomes to every peer review. The paper submitted might be,***

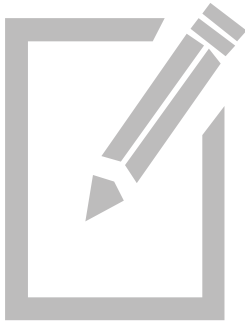
- Accepted outright.
- Accept it but send it back for improvements.
- Reject it, but encourage revision and invite resubmission.
- Reject it outright.

Peer review is an important aspect of any paper selection. As the papers are reviewed by professionals of the field, the best of the best of the lot is chosen and presented and hence the overall output of the topic at hand comes out in the best possible way.



A teal graphic consisting of two right-angled triangles. One triangle is in the upper-left quadrant, with its hypotenuse running from the top-left towards the center. The other triangle is in the lower-right quadrant, with its hypotenuse running from the center towards the bottom-right. They meet at a central point.

# registration



## Registration

Next step is registration. The foremost thing will be creating registration dates and deciding on registration procedure.

*One can go about it in the following way,*

- Select a date to start the registrations and a deadline
- Decide on the registration system (online or offline)
- Fix a registration fee (Do this keeping in mind your budget)
- Provide modes of payment for the fee
- Have a refund policy
- Create the registration form and put it up

Registration can be done either online or offline. Although online option, i.e. through the use of Conference Management Software is a hassle free process, with the entire thing being systemized and one directional.

The background features abstract geometric shapes. On the left, a large light teal triangle points downwards, with a smaller, darker teal triangle nested within its right side. To the right of these, a large teal triangle points upwards. At the bottom of the slide, a light blue triangle points upwards, spanning the width of the footer area.

# speakers



## Selection Of Speakers

- Speakers should be researched and chosen. After being chosen, they should be sent the information related to the event. The requirements of the speaker should be taken before hand, for example, audio-visual requirements, accommodations etc.
- The best possible way to get people to attend would be to get renowned people of the related field to attend the conference. This stirs the interest of the targeted audience and gets the right people to attend.
- As mentioned, getting renowned names often stirs interests, so get names of the field to the event, but do not completely go off topic from the entire event's focus. Also make sure that you've taken the requirements of the speaker before hand and arranged for everything that is required.



# MARKETING and promotion



## Marketing And Promotion

Set up a website! Everyone is a part of the internet. Get people to know about you and your event. Visit the relevant pages and introduce yourself. The more the people know about you, it further increases your exposure in the right field.

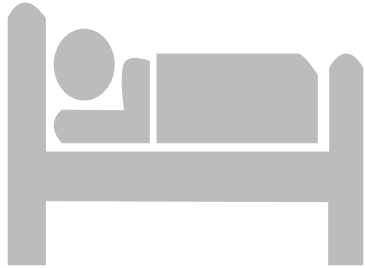
*Some ways to getting marketing and promotion right are:*

- Create a website
- Have public releases sent out
- Meet the press
- Create a positive image of the event

For a positive review, it is essential to be on the good side of the media, hence allow the media to speak to the important attendees such as the key note speaker. Moreover if there's a website being set up make sure it is kept updated about everything related to the event.



accomodation



## Accommodations

Find out about the places that provide accommodations around the selected venue and contact them. Inform them about your requirements regarding the stay of your attendees.

*Some key points to note are:*

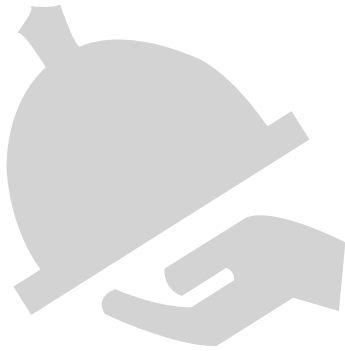
- Making a list of areas providing accommodations around the selected area
- Negotiating terms about the room requirements
- Finding out about the facilities
- Creating a contract with the agreed terms
- Booking confirmations

It is best to have all possible knowledge regarding the facilities. A wider range will be beneficial. All the information regarding the accommodation should be put up on the site along with pictures and the details so that the attendees have a clear idea about everything.





catering



## Catering

Refreshments are a must! Sitting through hours of talking makes people tired. So get a caterer for the purpose of refreshments. Prepare a list of your food and beverage requirements and send it to the company with a date and time for the delivery.

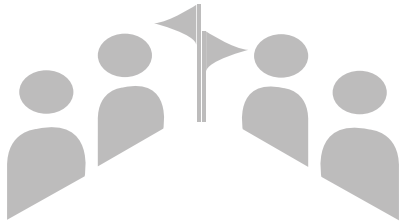
*One can go about it in the following way:*

- Create a list about the food and beverage requirement
- Contact all possible catering companies that comply to your need
- Provide them with your requirement list
- Keep them posted about the dates and times
- Sign a contract

Keep in mind, certain special requirements or requests, if any, of special invitees. Preferences and diversity of choices should be considered.



## WHAT NEXT ? after an event



## After An Event

- Don't forget all about the event and people once everything is done and over. Send thank you notes to special attendees, share the conference outcome and discuss the strengths and weakness of it. Take feedbacks if possible and rest until the next conference is required.
- Any comments about the event should be posted on the website to give a positive view of the entire event.



# POINTS TO remember

## Points To Remember:

A successful conference ends up making its attendees feel like it was worth their time and money and that it was worth being at the conference. So how do we ensure this? How do we ensure that the attendees actually listen to what's being said instead of counting the minutes to the time they can leave. There are a few things to be kept in mind.

- **Have a purpose:**

There is no point of having a conference when you have no idea why it exists in the first place. Make sure what you're supposed to accomplish with it and present it in a way that showcases your end goals.

- **Be formal yet engaging:**

Yes, a conference is supposed to be engaging but that doesn't mean you must read word to word from a paper or computer screen without as much as looking up. It mustn't feel like a robotic dictation. Keep the audience captivated. A conference serves as a place of communication and dialogue, make sure to keep that up.

- **Be presentable:**

There's no hard and fast rule that you need to use big words to come across as highly accomplished. The key is simplicity. There's no need of lengthy text boxes or handouts. Short extracts are one thing, fully printed pages are another story altogether. No one has the time to go through it all.

- **Respect people's time:**

Don't stretch out your talk. No one appreciates a 20 minutes talk being turned into an hour long session. Also do not rush either. Talk about the relevant topics but don't just speak them out too. It's a paper, not a list.

- **Don't be redundant:**

There's no point beating around a bush, so don't be centered on one single topic for 15 minutes of your 20 minutes talk. This not only makes you lose your time but also disengages the audience.

- **Be clear and relevant:**

If you're the one questioning the speaker, don't be confusing. Don't just say anything for the sake of asking a question. Let the question be related to the topic being discussed and keep it short. There's no need of pseudo-questioning.

Conferencing provides one with new insights, and these insights do help us in our work. Further these are important for networking and marketing of research. So for now, let us focus allowing the conferences to be what they were meant to be, a platform for hearing what other people are thinking and talking about what we're thinking.

Also read what Christy Wampole, an assistant professor in the department of French and Italian at Princeton University has to say about it all:

[http://opinionator.blogs.nytimes.com/2015/05/04/the-conference-manifesto/?smid=tw-share&\\_r=0](http://opinionator.blogs.nytimes.com/2015/05/04/the-conference-manifesto/?smid=tw-share&_r=0)