A member guide to event organisation

Sharing best practice between members

Contents

Introduction

Members organise hundreds of valuable events on behalf of the Royal Society of Chemistry every year. These are events are of the highest quality and without our volunteers the Royal Society of Chemistry would not be able to deliver such a range and number of events.

This resource guide has been created to help with the practical side of organising events, as well as providing advice and guidance on how to make your events accessible to all members.

The sections listed below will be covered. If you have any feedback, please email networks@rsc.org.

- Who are you organising the event for?

- What is the aim of your event?

- Where is the event being held?

- Liaising with venues

- Liaising with speakers

- Contacting members and support from the Royal Society of Chemistry

- Advertising

- Risk Assessments

- Recording the event

- Feedback

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Planning the event

What is the aim of your event?

Is there a specific aim behind your event? Do you feel that the type of event you wish to organise is going to help you achieve your aim?

How you advertise the event will help you attract the right audience, which in turn will help you achieve your aims.

The networks team can help you identify interest groups that you may like to invite to your event or put you in touch with the local section where your event is being held.

Be wary of falling into a trap of holding an event just because it has always happened. If the event is not proving to be valuable or achieving your aims, do review it and asses what worked well and what didn't (this can be as simple as moving to a venue with a better location for delegates to reach), in order to make your event more successful.

Who are you organising the event for?

Is there a target audience for your event? If so, is this the right type of event for that audience? These are just two of the questions that are worth asking before going any further with your event. It may be that there is no target audience for your event and that an event you have been running for years works perfectly well as it is. On the other hand, it may be that you are organising an event for school children or an event for retired members.

There are many things to consider with regards to your audience, simple things make the difference between people attending or not.

Timings
Are the timings convenient and suitable to your audience? For example, an event whose target audience are those that work, is it at a reasonable time to allow them to finish work and get across to the venue? Are you excluding anyone by having your event at a certain time? Does it end at a reasonable time for those travelling long distances or alone? It is important to think about timings, where your audience may be coming from and the travel distance involved for them. It may also be worth considering the age group of your audience and whether an evening event is best for them.

Dress code
A small consideration but one that may have an impact on attendance. Does the event require formal dress? Either way it is worth making it clear on the event invite. Some people who wish to attend may be intimidated by the thought of a formal dress event, as they may be concerned about getting it wrong and therefore this aspect may be enough to put them off. Also, cost may be involved for some members, they will not attend as they cannot afford to go out and purchase a formal suit for the event and again are put off by not knowing how formal or informal the dress code is.

Accessibility
Accessibility in the venue is a major factor for all audiences. Not having the right access for your audience will put people off attending and for some who do attend without knowing the

access, it can cause them anxiety and stress. Is the venue accessible for everyone? Is there suitable parking? Can the venue be easily reached for those using public transport? Is there access to the rooms via a lift, if the room is not on the ground floor? Are there hearing loops in the lecture theatre? Can you provide a speech to text service? Can this event be taken to people as well as being solely held in a town centre? For those without transport or reliable public transport-can you take the event to villages and invite surrounding villages to the event?

For those that cannot make the meeting or event, could there be a live feed on Skype for them? For a small meeting could someone conference call in or be included on Facetime?

What are you offering

Considering what time the event is being held, are you offering refreshments or food? Is the speaker the right speaker for this event? If the talk is aimed at children, does the speaker have experience of speaking to/teaching children?

Cost

Whilst not all events can be run for free and costs must be covered have you considered the implications for students or those on a low income if you are charging a large sum for an event? Could you have a tiered pricing system which takes into account students, retired members, members and non-members? If the cost is a low one to begin with this may not be applicable to your event.

Where is the event being held?

Ideally any venue you choose should be in a central location, close to public transport with accessibility for everyone. The venue must also be the right one for the occasion. Hotels, Universities/Colleges, village halls, pubs or community centres are all places to be considered for your event.

Is the venue suitable for the amount of people you are expecting? If this is the first time you have held this event, it may be best to start off with a smaller venue and then increase the venue/room size for the next time you hold the event.

Think about what equipment you may need for your event and whether or not your venue of choice can provide the equipment. Also look out for charges when hiring things like a projector or laptop. Does your chosen venue offer services such as hearing loops or conference calling? Is there disabled parking onsite or nearby? If you are having a lecture have you thought about speech to text service? Can the venue provide you with details of external services that you may need?

Is the venue able to offer you the refreshments you need? Are their costs reasonable? Do they allow external caterers who maybe slightly cheaper?

Venues will charge for their services, it may be an idea to offset costs with a registration fee. To make it affordable for different audience members, you could have a sliding scale of charges for example students/retired members pay £5.00, members £10.00, non-members £15.00.

Organising the event

Liaising with the venue

When first enquiring with the venue, set out the days programme in a clear format, with set up times, registration times, meeting start and finishing times, refreshment times, how you would like the room laid out and any AV or technical requirements. An example of how to set this out can be found at the back of this resource. Let the venue know who will be arriving when and if any extras are needed for those arriving early to set up. Most venues will be happy to hold several provisional dates for you but usually will only hold these for a set amount of time. The venue will inform you of when they need to have a fixed date by.

If you are on a strict budget do not be afraid to tell the venue this, most will try and accommodate your needs rather than turn the business away. Most venues will have a cancellation policy in their terms and conditions; it may be an idea to make a note of these terms and conditions and what the cost is to cancel at certain times. This may save you money should you need to cancel rooms or downsize.

If you require items such as poster boards, check with external companies to see if they can supply them cheaper than venue. Most venues will allow external companies to supply items such as poster boards or AV equipment. Do check with the venue first.

Venues will require final numbers and dietary requirements by a certain date, be sure to check this and to have a suitable closing date for RSVPs. If you allow a few days between the closing date and the date the venue needs final numbers you can always accept a few late comers and this will give you time to double check replies and dietary requirements.

You can ask the venue for the function sheets they will give to staff on the day to be sent to you. This way you can check they have the details correct. If it is not on the function sheet, you should be able to ask for the name of the member of staff who will be supervising and running your event.

Ask the venue if they supply signage for your event, most should ask you if there is a logo or any particular wording you would like on the signage.

If you are having accommodation at the venue check the minimum number of rooms you need to fill, as some venues will charge you for a minimum number whether you reach this or not. Again most venues have a cancellation policy regarding the release of accommodation. It may be best for those needing extra nights' accommodation either side of the event dates to book their own extra accommodation and pay when they check out.

Liaising with speakers

If you would like recommendations for speakers we can put you in touch with our Science team who will be able to advise on speakers for certain topics. If you would like to contact another member about speaking at our event you can contact the Networks team (networks@rsc.org) who can initially contact them on your behalf.

Once you have a few provisional dates in mind and have them on hold with the venue, it is best to contact the people/person who you wish to speak. Having a few dates in mind allows for there being more chance of your speaker/s being able to attend.

From the outset it is best to make clear to speakers what they are being offered in return for speaking-if anything. Is their travel covered, their accommodation covered, their food covered or are they having to incur costs?

Also outline what kind of talk or presentation you would like them to give, how long it should be, whether they should expect questions, give them the outline of the event, including all timings and if anyone else will be speaking. If they are providing a PowerPoint presentation ask for the presentation before hand so you can upload it the laptop before the event or ask for them to bring it on a memory stick. The speaker may need to bring their own laptop if they have prepared their presentation on a MAC for example. If this is the case do you need an AV technician onsite to help with presentation set up?

Once a date and the venue has been confirmed, confirm this with the speaker/s and let them know you will be in touch a week before the event. A week before the event send the speaker/s the final programme (unless there has been significant changes from what was previously agreed. If there is going to be significant changes communicate this to the speaker/s as soon as you are aware of them) directions to the venue, checking in and out times if applicable, how they can claim travel expenses and any other details you feel they need to know.

On the day be sure to meet and greet you speaker/s and explain to them when they should upload their presentation if they have not sent it to you beforehand and any other details you think they should know.

After the event thank the speakers either by email or letter and remind them again of how to claim expenses if they have not done so.

Contacting members and support from the Royal Society of Chemistry

It is not always possible for a member of Royal Society of Chemistry staff to attend the event but we will where possible support the event in other ways.

The Networks team can help you contact members by sending out emails (for example, to different local sections and interest groups to advertise your event). You can send in your text advertising your event to networks@rsc.org and we will turn this into an email to be sent out to those you request. We are afraid that at this time we cannot send pdfs, jpegs, graphics and logos, it must be plain text.

As a committee member of an interest group or local section you can request email addresses for your own interest group or local section only, to send emails out. Please be aware of our data protection policy before requesting this information, you can find this information in the handbook.

By putting your event on the Royal Society of Chemistry events database (http://www.rsc.org/ConferencesAndEvents/conference/evententryform.cfm) this will mean it is featured in the events diary section of RSC News.

If you feel your event has a news story element to it you can submit a short news piece to RSC News (RSCNEWS@rsc.org) for consideration to be published in RSC News, this can be done after the event as well as before.

For large conferences and events you can contact our events team to help with the registering of delegates using our online events system. There is a charge involved with this

and the Networks team (networks@rsc.org) can put you in touch with the events team. The events team will only know the cost of their service to you once they have full details of how much support you would like.

Invites and Managing RSVPs

When writing your invite consider what information has to be on the invite. Invites should include: timings, venue, cost and how to pay, what is included in the cost i.e refreshments, additional extras such as accommodation, who to contact for more information, who to contact to book and what details they need to supply when booking, speaker info, general details of the event, abstract submission (if applicable). You can also include a line stating that final details will be sent a week before the event.

Before the event is advertised, if you are not using an events organiser or the Royal Society of Chemistry events team to log RSVPs, decide how you will manage responses and take payment (if applicable) and also how you will acknowledge each registration.

The system could be as simple as logging everyone's response in an excel spreadsheet, along with dietary requirements, contact details, how they prefer to be addressed if you are doing name badges, whether they have paid or not, if they are having accommodation, if they are a speaker. You can invest in online booking systems and these can be expensive. Alternatively, you can hire an events company or events organiser to handle all these details.

It is always advisable to acknowledge someone's registration with an initial email including the following information: what they have booked for, when and where the event is occurring, if they have paid or not, cancellation policy and a line saying that there will be final information sent a week before the event.

Advertising

As mentioned in the previous section the Networks team can send out emails to relevant local sections and interest groups advertising your event. If the event is on the Royal Society of Chemistry events database it will be featured in the diary section of RSC News.

Other ways to advertise your event include asking contacts at local educational institutions and companies to display flyers or to pass on an email. Ask other committee members to advertise it to their contacts as well.

If you feel that your speaker/s would be receptive, ask them to advertise it around their institution or company.

If the event is an event open to the general public as well you can ask the venue to display flyers .

If you have a group or forum on MyRSC you can post details on your forum. Anyone who is a member of your group will see the post. If you would like to set up a group on MyRSC but are unsure how to go about it, please contact myrsc@rsc.org.

Using your local section or interest group Facebook page or Twitter feed is a fast, free and easy way to advertise your event.

The delegate experience

It is important to think about what the delegate will be expecting. If the event is small and straightforward, such as a pub quiz then most people will have been to a pub quiz and not expect the format or experience to differ drastically from their previous experiences. Allowing time for networking at the start of an event helps delegates to settle in and improves the experience for them by allowing them time to make contacts.

If you are holding a larger event or conference delegates may expect more, such as an abstract book, a list of those attending, promotional materials, a programme, speaker biographies. Think before the event if this is something you can and want to provide. Outsourcing the printing of an abstract can be expensive so you could do a pdf version which everyone receives by email. Another way to keep printing costs down is to limit the number of abstract books printed, or see if a printer will give you a deal if you have everything you need for a delegate pack printed with them. Name badges can be done in a simple way to save cost. Some events supply name badge holders and ask people to bring a business card to slot in or you may just wish to use labels.

For larger events and conferences, having someone available on the registration desk throughout the event is appreciated by delegates and also allows you, as organisers, the opportunity to find information out and get back to someone if necessary.

For every event registering those that attend is a good way to monitor how many people attended and if the event was worthwhile to run with the amount of people it attracted. It is also a way of checking that everyone has paid.

For every event sending out a delegate information email a week before the event, ensures people are reminded about the event and assures them that their place is booked. The delegate information email should include: the venue, directions to the venue, timings, what to do if they have booked accommodation, travel advice, registration information, what to do if they are presenting a poster, refreshments included, notification if filming or photographs are taking place, who to contact onsite, cancellation notice, what to do if they have not paid yet.

Having housekeeping notes (such as where fire exits are, where to go for a first aider, how to book taxi's) given before each session (if a large event) or at the start of the event is also useful to delegates but also to you as organisers as you can get the messages out to delegates at once. Having a registration desk is also useful for this as you can display signs or have an information sheet available.

Risk Assessments

Doing a risk assessment for every event is essential. For more information on risk assessments please see the handbook.

Recording the event

Recording the event by photographs or film, which will be used for marketing purposes, does need to be bought to the attention of delegates. It is advisable to get model release forms signed by delegates, so that you have their permission to use photos and film for marketing purposes. A template for a model release form can be found in the last section of this booklet. Make sure you have the photographers name so they can be credited when using the pictures.

To make collecting this form easier it could be sent out with the delegate information or you could ask people to sign it when registering.

Writing a review of the event for your MyRSC forum, webpage or newsletter, is a great way to publicise the event and to advertise its success, especially if you are planning to hold this event again. A news story of the event can be submitted to RSC News for consideration to be published.

If you have a speech to text facility at your event, ask for the transcript of the event to be sent to you and include this in your review or make it available on your interest group or local section Facebook, Twitter feed, website or MyRSC forum.

If you think that your speaker/s would be receptive, ask them if they would be happy for their presentation to appear on your interest group or local section Facebook page, Twitter feed, website or MyRSC forum.

Feedback

Asking for feedback after the event will help you assess whether the event has achieved your aims. It is also useful to help you plan future events and can be included in your review of the event. It can also be used to publicise the same event in future.

Feedback allows you to gain outside perspective of the venue, speaker/s, refreshments, and the delegate experience and whether this sort of event serves a need and purpose for those you intended.

Feedback should be tailored for your needs as organisers and what matters to you. A feedback template form can be found at the end of this booklet. To minimise cost you could send the feedback questionnaire as an email after the event or through a free service such as Survey Monkey.

Reviewing the event

After feedback has been sent out and replies have started to come in, reviewing the event is important for future successes.

Reviewing an event should take into account the cost. Did the event break even, make a loss, or make a profit? If it made a loss, was it because it wasn't the sort of event that people wanted, were the speaker/s not of interest, was the location a poor choice? If it was because the event was not of interest to people, is it worth trying to make it better or to not continue with it all?

If it broke even, are you happy for it to continue breaking even or again is there a way to improve it and make a profit? If making a profit is important and ensures the continued success of the event, perhaps look at different venues or the programme to make changes and reduce costs.

If it did make a profit is this enough reason to continue with the event?

Delegate opinion of the programme is important-is the programme too long, too short, are there enough networking opportunities, are there too many networking opportunities? Were there enough speakers, enough opportunities to ask questions, did each speaker have an adequate amount of time?

Feedback on the venue, refreshments and accommodation is also important, if delegates do not think they were value for money, then consider other options. People will not return to substandard venues.

Just because an event has always happened or always been done in a certain way does not mean it has to continue if it is of no value. Changing events or offering a different event in place of another is reasonable.

Suppliers

Posterboards

Posterboards Direct http://www.posterboardsdirect.co.uk/main.html or 0845 0945 220

Complete Presentation Limited http://complete-presentation.co.uk/,
info@completepresentation.co.uk or 01993 890 960

Venues

Chemistry Centre, Burlington House, London http://www.rsc.org/venue/chemistry-centre/
enquiries@chemistrycentre.org or 020 7440 3352

Useful templates

1. Certificate template

2. Delegate badges

3. Venue brief

4. Feedback questionnaire forms

5. Model release forms

The Royal Society of Chemistry

XXX Group/Section

The XXX Group of the Royal Society of Chemistry

congratulates

XXXXXXXXX

on being awarded the

VVVVVVV

Sponsored by VVVVVV

_____

Chair

Royal Society of Chemistry xxx Group

September 2013

A N Other
RSC

A N Other
RSC

Venue Brief

Name of Event

Date of event (is it fixed or open)

Venue:

Location

Example: Ideally, walking distance from public transport (usually train station) and with a car park in case delegates want to drive to the venue.

Format

Example: No's: Min no's 20 – average 30 – maximum 50

Access time: 1700

Registration from 1800

Meeting starts at 1830 - 2030

Buffet, drinks and reception 2030 – ~2200

Room Set up:

Example: Flat floor, theatre style with space for catering at the back of the room

Preferably natural daylight and air conditioning

A desk with three chairs should be set at the front of the room for presentations

A registration table at the entrance of the room

Other:

Example: Cloakroom facilities

AV

Example: LCD Projector and screen, laptop

Av technician

Wifi access

Accommodation

Example: Up to 10 rooms reserved on provisional basis on the night of the event. Ideal cancellation terms would be to release 2 weeks before event

Catering

Example: Time: 1800 – Tea, Coffee & Biscuits on arrival, Water for speaker table

Time: 2030 -2200

Finger buffet should be substantial enough to replace dinner (not canapés) – ideally 6 savoury items to include sandwiches

6 Bottles of House Red and White (sale or return basis)

Soft drinks and bottled beers (sale or return basis)

Replenish Tea and Coffee

Finance arrangements

Example: Billback preferred – if we do not have credit please send through a credit application form.

Any additional nights' accommodation outside of core conference nights to be paid for by individuals on check out

Feedback Questionnaire Questions:

Example:

Name	
Email Address	
Organisation	

How would you rate the following? Mark the appropriate box

		Excellent	Above Average	Average	Below Average	Poor
1)	The quality & interest of speakers	☐	☐	☐	☐	☐
2)	Range & interest of the discussions	☐	☐	☐	☐	☐
3)	The quality of the poster sessions	☐	☐	☐	☐	☐
4)	Time allocated to poster sessions	☐	☐	☐	☐	☐
5)	Networking opportunities	☐	☐	☐	☐	☐
6)	The conference venue	☐	☐	☐	☐	☐
9)	Ease of travel to the venue	☐	☐	☐	☐	☐
10)	Conference Dinner	☐	☐	☐	☐	☐
11)	On-site catering	☐	☐	☐	☐	☐
12)	Online registration/administration	☐	☐	☐	☐	☐
13)	RSC conference web pages	☐	☐	☐	☐	☐
14)	Pre-conference delegate information	☐	☐	☐	☐	☐
15)	Delegate materials	☐	☐	☐	☐	☐
16)	Customer service on site	☐	☐	☐	☐	☐
17)	Customer service in general	☐	☐	☐	☐	☐
18)	Value for money	☐	☐	☐	☐	☐
19)	Overall satisfaction	☐	☐	☐	☐	☐

21. What was the best aspect of the conference? _____

_____

22. And the worst? _____

_____

23. Additional comments _____

_____

_____

24. How did you hear about this conference?

☐ RSC website ☐ Chemistry World ☐ RSC News ☐ RSC Journal ☐ Direct mail

☐ Personal recommendation ☐ Email alert   ☐ Co-sponsor email   ☐ Other

25. Are you a member of another professional body? _____

_____

26. What topics would you like to see covered by the RSC in future conferences? _____

_____

27. Would you like to exhibit at a forthcoming RSC conference? Please give your details here:

 Name: _____ Email address**:** _____

 Organisation: _____ Area of business**:** _____

 Contact address: _____

Model Release Form

Name of model: …………………………………….................…….............……..

Address of model:

……………………………………………………........……………….

………………………………………………………........…………….………..……

Date of birth of model (if model under 18): ….…./…..…./….…

I agree that XXX may use photographs, film or other images of the model (whose details are shown above) to promote the organisation's charitable and commercial interests. The XXXX retains ownership/copyright of all photographs/videos and will not disclose any content to third parties.

If model is under 18, name of parent / legal

guardian:…………………………………………………

Address of parent / legal guardian (if different from above):

…………………………………….…

…………………………………………………………………………………………....

………….

Signed by model or model's parent / legal guardian if he / she is under 18:

Signature…………………………………………………………….....................

..…...

Date: ….…./…..…./….…

To be completed by the photographer/XXX committee

Photographer	
Place of photography	
Date of photography	
Photography project	
Character depicted by model	
Colour of jumper/dress/jacket	

Event Budget Spreadsheet template

Conference or Seminar proposal template

Case Study: Water Science Forum Guidance notes for organising 1 day seminars

Decide on:

1. objectives of meeting
   - (e.g., professional development; leading edge new developments; key changes to legislation; new flavour of the month scare etc.,)
   - Target audience

2. Establish your team -
   Best with 2 – 3 co-organisers, namely Payment Co-ordinator, Programme Co-ordinator, Secretariat.

3. Draft an outline programme:-
   - devise an eye catching title
   - number of papers
   - key speakers
   - potential for exhibition stands

4. Identify:
   - possible location
   - possible date
   - the Secretariat (for larger meetings it might be worth approaching Maggie Churchouse (maggi@maggichurchouseevents.co.uk)

   - whether it would be feasible to mount the event with another organization. (If so, ensure that the guidance in Annex 1 is followed.)
   - If sponsorship is possible and desirable (see Annex 2.)

5. Prepare draft budget, with maximum worst case financial liability.
   This will involve setting a minimum number of paying delegates by a specified date for the meeting to proceed. Account needs to be taken of discounted rates for RSC members, with an additional discount for WSF members.

6. Submit a completed Conference/Seminar Proposal Form and draft budget for approval/endorsement by the WSF Committee and any other financially liable sponsors.

7. When the final budget has been approved, confirm with WSF Treasurer arrangements for up front invoices.

8. Appoint someone to act as Payment Co-ordinator (for cheques) and place these details on publicity information

9. Prepare joining instructions to be circulated with programme

10. Confirm Secretariat, who may also be the Payment Co-ordinator. There should be no commitment to expenditure by the Conference Secretariat until the budget estimate has been fully approved.
Conference Secretariat should submit detailed accounts of all expenditure at the end of the process.

11. Agree date and book venue - if necessary visit venue to confirm suitability, if not previously used or visited.
Arrange catering – either with venue or recommended outside caterers

12. Contact speakers and confirm agreement - If necessary seek new speakers
Send standard confirmatory letter to speakers with final details, arrangements (including location map), joining instructions and where appropriate, confirm all "reasonable" expenses

13. Prepare location map and list of hotels within the area, as necessary

14. Design flyer and convert to coloured printed version (pdf file) once finalised.

15. Organise a print run for the required number of flyers

16. Check whether any other mailing to members is planned. If so, arrange a combined mailing for cost effectiveness.
Postage paid envelopes may be arranged via the Hon Treasurer; address labels for WSF members are available from the RSC Membership via the Hon Secretary

Organise mailing.

17. Implement a suitable PR plan including:
   - Placing details on the RSC events database – on line submission format http://www.rsc.org/ConferencesAndEvents/conference/evententryform.cfm
   - Placing details on the WSF and MyRSC webpages – contact WSF webmaster, currently Jonathan Mace   jonathan.mace@ymail.com
   - Placing details on RSC Grapevine (recgrapevine@rsc.org). This can only be done within 3 months of the meeting and needs to include a maximum of 2 sentences on the meeting; name of organising group; location; date; and contact details for the secretariat.
   - Submitting a short article on the meeting to RSC News Contact: rscnews@rsc.org
   - Contact Bruce Petrie to insert in WSF Newsletter, B.Petrie@bath.ac.uk
   - Inform Regional Secretary for the relevant RSC region
   - Contact other appropriate organisations that might have an interest in the meeting to see whether they are willing to do an email cascade eg CIWEM (Webmaster@ciwem.org), IWO (www.instituteofwater.org.uk) and the SCI Env & Water Group (communications@soci.org)

18. As an RSC Group, WSF needs to ensure that it is fulfilling its 'duty of care' towards participants of the meetings and a Risk Assessment Form must be completed. www.rsc.org/RiskAssessment

19. Book WSF stand and brochures (if relevant). Note - this will add £100 to budget

20. Chase speakers for presentations and collate on one PC, plus a back-up or memory stick. Ensure that the logos of the financially liable sponsors are collated as a screen save.
    Also request a synopsis of the presentation for the delegate pack and biographical details for the Chairperson of each session

21. Chase speakers for a synopsis of their presentation and biographical details for the session Chairs

22. Prepare certificates of attendance for handing out to delegates at the end of the meeting. These must be signed by the Chairperson

23. Print feedback forms

24. If appropriate consider having copies of the presentations on CD ROMs – especially if this can be done by way of a sponsor

25. Arrange delegate packs for the day e.g., attendee list, programme, synopsis of presentations (or a CD ROM or dedicated web or myRSC page), feedback form, WSF leaflet.

26. Prepare delegate name badges

27. If proceedings of the seminar/conference are to be published, then RSC Publishing should be offered first refusal. All material so published belongs to the RSC, with explicit agreement from the author, and is subject to copyright.

28. Inform RSC WSF of seminar outcome and budget success (or otherwise)

29. Write an article for WSF newsletter.

On the Day
- Have someone manning the stand for registration
- Welcome the speakers and introduce them to their session Chair
- Check that all presentations and all visual aids satisfactory
- Get one of the Chairman to sign the attendance certificates
- Resolve any local issues
- Collate outputs
- Hand out signed meeting attendance certificates at the end of the meeting
- Sell WSF and network, network, network!

Badged events
These can be a satisfactory way of offering a greater choice of events to members of WSF with discounted attendance rates, and at little or no cost to WSF but at the same time providing valuable publicity for the interest group. The RSC guidance on event support should be followed if at all possible (see Annex 3)

Proposal for organising a symposium

This proposal is an evolving document. All sections in the form will require completion. If information is not yet available please note reason in the space provided.

Please note here any documents which accompany this form such as budgets etc.

	Conference / Seminar Information	
1	Reference Number	*To be supplied by Treasurer*
2	Working Title	
3	Contact for proposal	*Please supply name, e-mail and phone number*
4	Document Version and current WSF stage	Version Number …………………….. Concept / Approval / Planning / Review *delete as appropriate* Date *date WSF stage approved*
5	Proposed timing	*When do you propose to run this event and why at that time*
6	Organising Team Members	*Best with 2 – 3 co-organisers. Payment Co-ordinator, Programme Co-ordinator, Secretariat.*
7	Outline Programme	*Attach as separate document this should give aims and objectives, type of event e.g. CPD, seminar, multi day event, target audience, an indication of the level interest and how it links to WSF objectives and RSC Road Map themes – at this stage you should seek concept agreement from WSF.*
8	Initial Financial Information	*Attach as separate document - Formalise draft budget with maximum worst case financial liability. This will involve setting a minimum number of paying delegates by a specified date for the meeting to proceed. Undertake a success confidence review*
9	Final Programme	*Attach as separate document - Develop the programme; number of papers; key speakers; potential for exhibition stands; who will handle Secretariat; target audience;*
10	Final Financial Information	*Formalise the programme. Firm up with relevant speakers and gain agreement. New speakers may need to be sought. Standard confirmatory letter to speakers with final details, arrangements (including location map), joining instructions and where appropriate, confirm all "reasonable" expenses will be paid. Represent budget and success confidence matrix to WSF at this stage for final agreement.*
11	Final approval	*Date of full committee meeting*
12	Signed	*Chair of full committee meeting*

Event Budget for [Event Name]

Income

					Estimated	Actual
Total income					**£1,936.00**	**£1,831.00**

Delegates

Estimated	Actual				Estimated	Actual
300	278	Non Members @	£5.00		£1,500.00	£1,390.00
197	195	Members @	£2.00		£394.00	£390.00
42	51	Concessions @	£1.00		£42.00	£51.00
12	6	WSF vouchers @	£0.00		£0.00	£0.00
					£1,936.00	**£1,831.00**

Ads in program

		Covers @			£0.00	£0.00
		Half-pages @			£0.00	£0.00
		Quarter-pages @			£0.00	£0.00
					£0.00	**£0.00**

Exhibitors & Sponsorship

		Exhibiting Sponsor @			£0.00	£0.00
		Flyer sponsor @			£0.00	£0.00
		Exhibitor @			£0.00	£0.00
					£0.00	**£0.00**

Sale of items

		Items @			£0.00	£0.00

		Items @		£0.00	£0.00
		Items @		£0.00	£0.00
		Items @		£0.00	£0.00
				£0.00	**£0.00**

Expenses

	Estimated	Actual
Total Expenses	£700.00	£300.00

	Estimated	Actual
Site		
Room and location fees	£500.00	
Site staff		
Equipment		
Tables and chairs		
Totals	**£500.00**	**£0.00**

	Estimated	Actual
Publicity		
Graphics	£200.00	£300.00
Photocopying / Printing		
Display stands (inc. courier)		
Postage (inc prepay envelopes)		
Paper supplies		
Totals	**£200.00**	**£300.00**

	Estimated	Actual
Organising Committee		
Telephone		
Travel		
Stationery supplies		
Bank Charges		
Currency conversion commission		

	Estimated	Actual
Refreshments		
Food		
Drinks		
Linens		
Staff and gratuities		
Totals	**£0.00**	**£0.00**

	Estimated	Actual
Program		
Session Chairpersons (UK)		
Session Chairpersons (non UK)		
Speakers (UK)		
Speakers (non UK)		
Travel (UK)		
Travel (non UK)		
Hotel (UK)		
Hotel (non UK)		
Other		
Totals	**£0.00**	**£0.00**

	Estimated	Actual
Certificates		
Graphics		

			Printing		
Fax services					
Conference secretariat fees			**Totals**	£0.00	£0.00
Other					
Totals	£0.00	£0.00			

Example of Attendance certificate

ROYAL SOCIETY OF CHEMISTRY

WATER SCIENCE FORUM

Water Science Forum

This is to certify that

Name of participant

participated in

Name of meeting/course

Date

Venue

Name of Meeting Organiser

Title

Example of feedback form

ROYAL SOCIETY OF CHEMISTRY

WATER SCIENCE FORUM CONFERENCE FEEDBACK FORM

Title of Conference:

Date: **Venue:**

How do you rate the following?

	Very poor	**Poor**	**Acceptable**	**Good**	**Very Good**
Overall value of the conference					
Value to you in terms of professional development					
Suitability of the speakers					
Format of the day					
Location					
Facilities					
Catering					
Ideas for future topics					
Any other comments:					
How did you find out about this event					

Flier   RSC Website   RSC News   RSC Grapevine   Other

Contact details for future meetings (optional)

Annex 1 Shared liability

- No single liability risk of >30% of assets was acceptable
- If the financial liability for a meeting is likely to be >30% of current WSF assets then other co-liable financial sponsors should be brought in before the meeting can go ahead
- The maximum liability in any one financial year should not be greater than 50% of assets.
  If a meeting is likely to be run at a loss, this has to be agreed at the onset. The decision should be taken by Officers only up to 30%; estimated losses of up to 50% of assets require the full committee approval.

Annex 2 Sponsorship

Sponsorship will not be an appropriate option for every scientific meeting, but it is appropriate to consider whether to seek sponsors for most meetings. It is self-evident that for a meeting to attract sponsorship there have to be one or more commercial organisations with a significant interest in the topic(s) of the meeting. This means that there will be a greater likelihood of finding sponsors for meetings on topics such as chromatography where there are major suppliers of instrumentation and other equipment.

For sponsorship to be successful both partners, the organising body and the sponsor, should feel that they have benefited. For the organisers one key benefit will be financial, but this should not be seen as the sole objective. The presence and involvement of relevant commercial sponsors can also enhance a meeting in the perception of delegates. This will be useful when those delegates consider attendance at future meetings organised by the same body.

Benefits to sponsors

Benefits to commercial sponsors can include some or all of the following:

- Direct contact with delegates who have a specific interest in the subject matter of the meeting, e g during lunch and refreshment breaks.

- Access to delegates names and contact details for mailing lists and future sales opportunities.

- Space to set up a display or stand. This can vary from a small table holding literature to an area where a commercial exhibition-type display can be mounted.

  A short slot in the scientific programme. If this option is chosen, all parties need to agree in advance what the time will be used for. This may be a presentation on a specific scientific topic or development relevant to the sponsor or even a pure "sales pitch".

The meeting organiser should identify which of the above is/are appropriate for the meeting. This decision will obviously be influenced by factors such as suitable space available for exhibits and whether the meeting programme can accommodate short presentation(s) by sponsors/exhibitors.

Annex 3 Event Support

'Event support', in the context of Royal Society of Chemistry Events, is a reciprocal publicity arrangement with the aim of notifying the wider Chemical Sciences community of relevant events.

Event support is undertaken on the following terms:

The Supporting Organisation

1. Is under no financial obligation
2. Will list the event on its web diary with links to details of the event or to the appropriate website
3. Will include a diary listing and a preview of the event in its members' magazine
4. Will display flyers promoting the event on its premises
5. Will display flyers at any appropriate event
6. Will notify any interested specialist or professional groups of the event, preferably by e-alert.

The Royal Society of Chemistry, as the Event Organiser

1. Will display the supporting organisation's logo on all publicity relating to the event
2. Will include the supporting organisation's logo on the event web page, with a link to the supporting organisation's website
3. Will include the words "supported by xxx" in descriptions of the event in published literature, on the web and in electronic communications
4. Will offer members of the supporting organisation a reduced rate to attend the event.