



Code: QA158
Title: **Policy on hosting National/International Conferences**
Date: November 2017

1.0 Purpose

NUI Galway values its affiliations with international organisations. Hosting associated international conferences provides an opportunity to build and sustain these international linkages while supporting and growing the reputation of NUI Galway. This policy informs University members of the processes involved in planning a conference and the significant resources available on campus through the Commercial Office.

2.0 Description

The Commercial Office (CO) is responsible for growing and managing conference business on campus and is the first point of contact when planning a conference. This office will provide a detailed guide to the steps involved which include the following;

2.1 Preparation of Bid Document

The first step is the preparation of a NUI Galway branded bid document which acts as an application on behalf of the University to host the proposed conference. (See Appendices 1 -3) .

2.2. Conference Location

If the conference bid is successful, NUI Galway will be the designated location for the conference.

2.3 Conference Management

The conference management service options include the following:

- a) CO trains personnel from the relevant discipline in conference management including the conference management functions available on www.conference.ie
- b) CO provides a full conference management service for a set fee. (see Appendix 3).
- c) Where the CO cannot provide a full conference management service, a Professional Conference Organiser (PCO) will be engaged through the approved Fáilte Ireland framework. A PCO should only be engaged via the Conference Office.

3.0 Responsibilities

Name	Responsibility
Chief Operating Officer	Policy owner
All University Members	Compliance with policy
Heads of Units, Heads of Colleges, Heads of Schools and all in positions of responsibility.	Ensuring Implementation of the Policy
Commercial Office	Interpretation and overall coordination of the policy

4.0 Definitions

4.1 “University Members” All students, staff (whether full-time, part-time, permanent, contract or temporary) including academic, administrative, technical, research, visiting staff and adjunct appointments.

4.2 ‘Professional Conference Organiser (PCO)’ a company that specialises in the planning of conferences, events and meetings.

5.0 Related Documents

- Appendix 1 [NUI Galway Conference Bid Template](#)
- Appendix 2 Services provided by Commercial Office
- Appendix 3 Commercial Office Full Conference Management Service

Appendix 2 | Services provided by the Commercial Office

The Commercial Office (CO) advises University members who are considering hosting a conference on the following aspects of conference management. This service is free of charge.

1. Financial Management

- a. Financial advice including the provision of budget templates
- b. information on potential external sources of funding will be shared.

2. Venue Logistics. The CO will book the following;

- a) Theatre, classrooms, exhibit, poster space and boards required on campus ensuring the venue meets the needs of your conference. Space is limited during the academic term.
- b) catering and will advise on menus and setup arrangements.
- c) on-campus residences during the summer months.
- d) technical and audio visual services from a panel of procured external suppliers.

3. External Facilities

The CO can advise on **external** facilities and services including hotels and social/tour options. It is not the responsibility of the CO to manage the booking of these services.

4. Conference Marketing, Promotion, Print

The CO will provide samples of marketing material from previous conferences and will provide a list of print and design procured suppliers.

5. Sponsor/Exhibitor Management

The CO will provide templates on sponsorship and exhibitor packages.

6. Conference Management Website www.conference.ie

The CO will provide training on the use of the conference management website www.conference.ie which allows organisers develop a customised conference website. The conference website has the following functions:

Abstract/paper submissions

Registrations

Payment

Marketing and Communications

Please note that bank and administration charges apply where registration and other payments are processed online.

The CO can also offer a full conference management service for a set fee. A detailed proposal can be provided for each individual conference. (See Appendix 3).

Appendix 3 - Full Conference Management Service:

A full conference management service is provided by the CO for a per delegate rate. Full conference management includes the following services:

1. Conference secretariat:

- The conference secretariat will act as the main liaison with local, international and scientific committees and the primary point of contact for all stakeholders.

2. Budgetary management:

- Prepare and monitor a bespoke conference budget.
- Address risk management including arranging conference insurance where applicable.
- Open and manage conference-specific bank account where required.
- Manage conference income and expenditure.
- Management of all finances including the provision of a final financial statement

3. Venue logistics:

- Co-ordinate the booking of internal logistics including:
 - Venues
 - Poster board and space
 - Technical and audio visual services.
 - Catering
 - Exhibitor space

4. Conference Website:

Create conference website to include all conference information and to facilitate online abstract/paper submission instruction and submission, online registrations

5. Conference marketing, promotion and print:

- Develop and agree marketing plan for conference.
- Design and print marketing material for the conference including:
 - Conference announcement/ 'Save the Date' material.
 - First, second, subsequent and final call for abstracts/papers.
 - E-zines updating conference details.
- Organise print material for conference including:
 - Conference programme and abstract book.
 - USB / conference merchandise.
 - Name badges.
 - Signage, branding.

6. Registration:

- Set up online registration (payment by credit/debit card only).
- Confirmation of registrations (automated and manual where specifics required).
- Produce final list of registered delegates
- Produce name badges (additional cost for material).
- Organise staffing of registration desk throughout conference.
- Provide conference packs for delegates

7. Accommodation:

- Block-book and manage on campus accommodation allocation.
- Block-book accommodation in 3 and 4 * hotels providing reference information for delegates to book directly.

8. Speaker management:

Manage all aspects of speakers' participation in the conference including travel, accommodation and conference registration.

9. Sponsorship /Exhibitor Management:

- Design information booklet to include sponsor and exhibit opportunities.
- Promote opportunities to relevant market.
- Liaise with all sponsors and exhibits to confirm:
 - Space allocation or agreed branding opportunities.
 - Delivery of material.

10. Social programme:

- Organise venue, catering and entertainment for welcome reception, conference dinner and other social events.
- Organise tours for local attractions or provide information in advance to allow international delegates to book tours directly.

11. Scientific programme:

- Agree abstract / paper submission detail including type of submission, themes and format.
- Manage online receipt of abstracts and distribution to scientific committee for review.
- Confirm abstract decisions to delegates.
- Liaise with scientific committee on programme design.
- Collate and design the abstract book for circulation at the conference.