



Tips and advice for arranging a conference

What is the goal of the conference?

- Formulate what you want to achieve with the conference.
- Do you want to create new networks or new collaborations?
- Do you want to measure results and use these in further? In what way?
- Will the conference be evaluated before planning the next event or for another purpose?

Who is the target group?

- From which countries are the participants expected to come? Is it a national or international target group?
- Are the participants researchers, doctoral students, or other categories? Can/should students participate?
- Expected number of participants? Are you planning to invite accompanying guests? Should they have their own programme?
- Will there be any VIPs on the invitation list?

Who is/are the host(s)/sender(s)?

Who is/are the conference's host(s) or main sender(s)? Who extends the invitation?

Use KI's graphic profile and find out how KI's logo can be used. Read about KI's graphic profile at <https://staff.ki.se/brand-platform-and-graphic-profile>

Akademikonferens takes responsibility for all materials production, from websites to printed matter. To reduce printing costs and environmental impact, we can also create a web-based app.

Do you have collaboration partners?

If the conference is being arranged in collaboration with other organisations, decide:

- roles (host, partner, sponsor) and decision-making process
- areas of responsibility (the conference's message and content, as well as funding) Secure the support of the department/university management.

What organisation and what resources of your own do you have for the event?

Decide who will be part of an organising committee, as the chairperson and in other roles.

How much time can your own employees set aside for planning and implementation?

Who takes the decisions during the process?

Akademikonferens will gladly assume the role of project manager and ensure

that the process progresses smoothly and that you stick to your schedule and budget. We can relieve you of all the project's administrative tasks.

When will the conference take place?

- Desired/possible time that is most suitable for the organiser, participants and the target group. If possible, make sure the intended time and theme do not clash with other competing events with the same target group.
- Keep in mind that the choice of time (month, day of the week, competing events in the local area) can affect the price of, e.g., hotels, conference premises, etc.).

We are happy to investigate this for you and make suggestions for various options.

Format and agenda

Think about how you can best achieve the goal of the meeting and how the participants can be involved in interactive ways. Is the conference best-suited to an in-person, digital or hybrid format? How can you plan an agenda that accommodates everything you want to implement? What opportunities for networking and interaction are needed, and what technical requirements must be specified for the facility?

It's a good idea to outline a rough agenda. What do you need to find time to include? Do you want to make time for a study visit or an excursion? Also think about any social activities (reception, dinner, entertainment, etc.). We can give you advice and present various alternative solutions.

Financing

- How will the conference be funded?
 - Participation fees. What fee level is reasonable given the target group? If the conference is part of a series, it's a good idea to check what the fee was for the most recent conference in the series. What payment options should we offer? Don't forget VAT - 25 per cent on top the participation fee. Invoicing between government authorities is an exception to this rule; then no VAT is added to the invoice.
 - Departmental or shared partner financing.
 - Sponsor support, grants and any exhibitor income. Which sponsors and donors can possibly be contacted?
 - A combination of the above.
- How to handle any budget surplus or deficit? Any financial guarantees?

It is important to plan for a sustainable budget and observe the regulations. Akademikonferens offers professional help with planning financing and budgeting. We have an online system for the administration of participants and payments and can relieve you of all financial administration - both income and expenses. We handle invoices, credit cards and bank transfers both within Sweden and internationally.

Sponsorship support and compliance

A number of ethical rules, so-called "compliance", apply to applications for sponsorship from pharmaceutical, medical technology and laboratory technology companies. It is very important to consider these rules.

We are familiar with the rules and can offer advice on the issues and help you with applications, with regard to both sponsorships and grants.

Communication plan and marketing

In order for as many people as possible within your target group to want and be able to choose to participate, it is important to start your promotion efforts early and make an attractive presentation of the conference. If possible: check if there are any competing events with the same target group occurring at the same time. Make a communication plan that is based on the demands and expectations of the target group and your collaboration partner and which takes into account the planning process deadlines and such aspects as cancellation rules. Choose channels with care, with consideration for your target group and budget. Think about whether social media can be used as a complement to reach your target group. Don't forget to inform and engage KI management and the management team of your collaboration partner.

Remember to invite media representatives, if appropriate. Follow up what is written about your theme during the planning process and be prepared to answer questions. Read more about communication at [Communications planning | Medarbetare \(ki.se\)](#) There you can also find a template for a communication plan. Akademikonferens can also provide assistance.

Sustainability and safety

As one of the world's foremost medical universities, it is Karolinska Institutet's duty to contribute to Agenda 2030 and the UN's 17 global Sustainable Development Goals. Arranging sustainable meetings and events is one way to act sustainably and contribute to the fulfilment of these goals.

Akademikonferens can help you plan for more sustainable meetings. Among other things, we offer conference apps, digital posters, print-on-demand nametags, etc.

Feel free to peruse our Sustainable Event Checklist and think about how your conference can be designed more sustainably.

Premises

Karolinska Institutet's Aula Medica is a modern and exciting building for many different types of conferences and events. The adjoining Biomedicum building has halls that can be booked separately or as a complement to Aula Medica, ideal for conducting parallel sessions. Keep in mind that larger meetings need to be booked well in advance. To guarantee access to a sufficient number of hotel rooms, these must be booked well in advance.

Conference rooms outside KI must be booked within the framework of KI's or the national framework agreements' procured facilities in [avropa.se](#) and [KI's agreement catalogue](#)

We would be happy to help you find and select suitable premises within or outside KI's campus area. You needn't concern yourself with procurement and negotiation; we'll handle all that.

Participant administration

How should the participants register and how do we communicate with them?

What service should be offered? Observe the rules of the GDPR and inform the participants about how you process personal data. The invitation and registration process give the first impression of your conference.

It is necessary to have a secretariat that administers registrations and payments and answers questions from participants, speakers, sponsors, exhibitors and suppliers, both during the planning process and during the implementation of the conference.

In our online system, we can upload a registration form, manage bookings and cancellations, handle the selection of parallel activities and events, confirm, issue invoices, and communicate with the participants. If you wish, you can get your own access to the system to follow the registration situation in real time. We also set up and staff a secretariat with technical solutions at the conference facility.

Abstracts

The administration of scientific abstracts requires resources. Assess the number of expected abstracts and think about what resources you and your department have for their management.

Akademikonferens has a user-friendly, web-based system for administration of the entire abstract process, from submission to review and publication.