



Tips and advice when planning a conference

What is the objective of the conference?

- It is useful to formulate what it is you want to achieve through the conference.
- Do you want to create new networks or new forms of collaboration?
- Do you want to measure results and then put them to use and if so, in what way?
- Is the conference going to be evaluated in preparation for the planning of the next event or for some other reason?

Who is the target group?

- From what countries do you expect participants to come? Is your target group national or international?
- Will the participants be researchers, doctoral students or from other categories? Will/Can students participate?
- How many participants do you expect? Are you planning to invite accompanying guests? Should they have their own programme?
- Will there be VIPs on the invitation list?

Who will be the host/hosts/sender?

Who will be the hosts or main sender of the conference? Who is the sender of the invitation? Use KI's graphic profile and find out how KI's logotype can be used. Read about KI's graphic profile at <https://medarbetare.ki.se/grafisk-profil>

Akademikonferens will take responsibility for the production of all materials, from webpages to printed matter. In order to reduce printing costs and to save the environment, we can also provide a web app.

Will you have collaboration partners?

If the conference is being organised in collaboration with other organisations, you must specify:

- roles (host, partner, sponsor) and the decision process
- areas of responsibility (the conference's message, content and funding). Establish these matters with the management of the department/university.

What organisation do you have for the event?

Decide which people will make up the organisation committee, as chairperson and in other roles.

How much time can your own co-workers dedicate to planning and implementation? Who will take decisions during the process?

Akademikonferens are happy to take on the role of project manager and ensure the process moves forward and that the time plan and budget are adhered to. We can relieve you of all the administrative tasks of the project.

When is the conference going to take place?

- Desired/possible time that is the most suitable for the organiser, participants and target group. Check that the envisaged time and theme do not clash with other competing events for the same target group.
- Remember that the date you choose (month, day of the week, competing events in the town) can influence the price of hotels, conference rooms, etc.

We are happy to investigate this for you and propose different alternatives.

Form and agenda

Consider how you will best achieve the objective of the meeting and how the participants can be involved in an interactive way. How can you plan an agenda which includes everything you want to do? What opportunities for networking and interaction are needed and what technical requirements must the facility fulfil?

It is useful to draw up a general agenda. What things must be fitted into the schedule? Do you want to have time to make a study visit or go on an excursion? Think about possible social activities (reception, dinner, entertainment, etc.).

We can give you advice and present a number of alternative solutions.

Funding

- How is the conference to be funded?
 - Participant fees. What is a reasonable fee for the target group in question? If the conference is one of a series of conferences, check how much the fee was last time. What payment alternatives shall we offer? Do not forget VAT, 25 % of the participant fee. Exception: when the invoice is sent from one government agency to another, no VAT is added to the invoice.
 - Departmental or shared partner funding
 - Sponsor support, contributions and any exhibitor takings. Which sponsors and contributors could be contacted?
 - A combination of the above.
- If there is a surplus or deficit, how will that be handled? Any financial guarantee?

It is important to plan a sustainable budget and take regulations into account. Akademikonferens offer professional help with the planning of funding and the drawing up of a budget. We have an online system for the administration of participants and payments and can relieve you of all financial administration, both takings and costs. We handle invoices, credit cards and bank transfers in Sweden and overseas.

Sponsor support and compliance

When applying for sponsor support from pharmaceutical companies, medical technology companies and laboratory technical companies, a number of ethical rules must be observed. This is known as compliance. It is very important these rules are observed.

We are very familiar with these rules and can give you advice on these matters and help you with applications for both sponsoring and contributions.

Communication plan and marketing

In order for as many people as possible in your target group to want and be able to participate, it is important to start in good time and present the conference in an attractive way. If possible, investigate whether there will be any competing events for the same target group at the same time. Draw up a communication plan that is based on the requirements and expectation of the target group and collaboration partners. The communication plan must also take the planning process's deadlines into account and aspects such as cancellation rules. Give careful consideration to your choice of channels based on target group and budget. Think about whether your target group can be reached via social media as a complement. Do not forget to inform and involve KI's and your collaboration partners' management early on.

Remember to invite media representatives if applicable. Follow up anything that is written about your theme during the planning process and be prepared to answer questions. Read more about communication at <https://medarbetare.ki.se/planera-kommunikation>. There you will also find a template for a communication plan. Akademikonferens can help you as well.

Sustainability and security

As one of the most prominent medical universities in the world, Karolinska Institutet is tasked to contribute to Agenda 2030 and the UN's 17 Global Goals for Sustainable Development. One way to promote sustainability and contribute to these goals is to organise sustainable meetings and events.

Akademikonferens can help you to plan more sustainable meetings. Instead of printed materials, we offer conference apps, digital posters, print-on-demand name tags, etc.

Premises

Aula Medica at Karolinska Institutet is a modern and exciting building that is suitable for many different types of conferences and events. In the adjacent building, Biomedicum, there are rooms that can be booked separately or as a complement to Aula Medica for parallel sessions. Remember that large meetings need to be booked well in advance. In order to guarantee access to enough hotel rooms, they must be booked up well in advance.

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

We are very happy to help you find and choose suitable premises on campus or outside KI's campus area. You do not need to worry about procurement and negotiations; we will see to that.

Participant administration

How will the participants register and how shall we communicate with them? What service(s) are to be offered? Take the GDPR rules into account and inform the participants.

The first impression of the conference will be created by the invitation and the registration process.

A secretariat is essential for the administration of registrations and payments and to answer questions from participants, speakers, sponsors, exhibitors and

suppliers, both during the planning process and the conference itself.

In our online system, we can set up a registration form, handle bookings and cancellations, a selection tool for parallel activities and events, and confirm, invoice and communicate with participants. You will be able to get personal access to the system in real time so you can follow the registration process if you so desire. We will also set up and staff a secretariat with technical systems at the conference facility.

Abstracts

The administration of academic abstracts requires resources. Make an estimate of the number of expected abstracts and consider what resources you and your department have to handle them.

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