

## **Annexes to Guideline for the Organisation of Wonca Conference**

Chapter 5, Scientific Program

Chapter 6, Organisation and Logistics

## 5. Preparations for Scientific Program

### 5.1 Task assignment and competencies of the Scientific Program Committee

The Scientific Program Committee has the task to design the setup of the Scientific Program and to ensure the direction of the content of the preparations.

### 5.2 Elements for a compensation arrangement of the Scientific Program Committee

- Number of members
- Number of yearly meetings
- Fixed compensation for each quarter:
  - compensation for a meeting,
  - travel expenses,
  - conference registration fee,
  - hotel accommodation during the conference.

### 5.3 Example of structuring a Scientific Program

	June 1 <sup>st</sup>	June 2 <sup>nd</sup>	June 3 <sup>rd</sup>	June 4 <sup>th</sup>
08.00-08.30		Registration	Registration	Registration
08.30-08.40	Pre-conference Nivel			
08.30-09.05		Keynote lecture 1	Keynote lecture 3	Keynote lecture 4
09.05-09.20		Announcements	Announcements	Announcements
09.20-10.30		Parallel sessions	Workshop I	Parallel sessions
10.30-11.00		Break	Break	Break
11.00-12.10		Parallel sessions	Workshop II	Parallel sessions
12.10-13.30		Lunch break	Lunch break	Lunch break
13.30-14.40	Registration	Parallel sessions	Workshop III	Parallel sessions
14.40-15.00		Break	Break	Break
15.00-16.10		Parallel sessions	Free standing paper and poster sessions	Final keynote lecture 5 Closure
16.20-17.00		Keynote lecture 2	Happy poster hour	Farewell reception
18.30	Opening WONCA Europe Conference			
		Concert	Dinner and party	

#### **5.4. Overview of different kinds of sessions and recommendations for the design of a subject-related program**

- Make sure to have different angles during the conference and innovations.
- Start and end the conference days with a plenary lecture by a keynote speaker about that day's theme so that there is a common beginning as well as ending of each conference day.

During the conference, composing sessions on the angle of the day regarding subject-related themes of the day (e.g.: airways, cardiovascular problems / diabetes, gastroenterology, palliative care, mental health care, locomotor system and urogenital problems).

- Embed a mix of work formats in the program:

##### **'State of the art' sessions.**

During 'state of the art' sessions, the actual state of the art of the respective clinical field is presented and discussed. The responsible subcommittee has invited expert speakers for this purpose.

##### **Debate sessions**

During the debate sessions, proponents and opponents of controversial subjects in the medical field are heard. Using the voting device, it is possible to measure to what extent the arguments brought forward had an effect on the participants. Give participants in the room the possibility to ask questions.

##### **Poster presentation**

Posters are grouped into clinical subjects as far as this is possible. The authors are with the posters for more detailed explanation or discussion during the time reserved for them. The poster presentations can also be visited in the breaks.

##### **Moderated poster walks**

During a moderated poster walk, a small group of participants accompanied by an expert is led along a number of thematically grouped posters. The author of each poster receives 5 minutes for a short explanation, with an opportunity for discussion afterwards. For this purpose experts are invited by the responsible subcommittee.

##### **Skills training**

Sessions with the aim and possibilities to train specific clinical skills.

##### **One conference day entirely plenary**

Seat participants in very large conference halls in groups around small tables with voting devices. Hold short presentations on a podium in the middle of the hall, supported by audio-visuals. In spite of the large-scale setup, it will thus be possible to engage in intensive conversations about issues brought forward by the different speakers. (This plenary program is preceded by many subject-related preparations. A great deal of investment in good accommodation and audiovisual support is also required.

- Both, the debate sessions as well as the 'state of the art' sessions can be under the control of a member of the respective subcommittee or the Core Conference Committee.

## 5.5 Task assignment of subcommittees

- The subject-related preparation of the thematically arranged parallel sessions.
- Assessment of the abstracts of the various sub-fields.
- Stimulating contacts.
- Proposals and requests by moderators for assistance with poster sessions

## 5.6 Elements for a compensation arrangement of subcommittee

- Fee for each meeting: an amount for each attended meeting.
- Conditions can be attached with regard to the maximum number of participants and the maximum number of compensated meetings.
- With the exception of the chair, members of the subcommittee may not be exempted from payment of the registration fee for the conference.
- Make agreements concerning a contribution towards travel expenses.
- Accommodation costs during the conference are borne by the members of the subcommittee.
- Members of the Scientific Program Committee can be excluded from compensation for attending these conferences due to own compensation agreements, see 6.2.

Individual agreements are made with *plenary keynote* speakers.

The *other speakers* do not receive any compensation whatsoever (this means no compensation for travel expenses either) and are to register as normal participants.

The following exceptions apply to speakers invited by the subcommittees to hold a lecture.

## 5.6 Guideline Junior Doctor Program

In 2004 a program for junior GPs was offered for the first time. Junior doctors from 12 countries participated. Due to the large success, this program merits repetition.

### Objectives

- Broaden interest in the WONCA Conference with all national trainees and stimulate their participation in the conference.
- Develop activities for trainees interested in personal contact with junior GPs from other European countries in order to facilitate this meeting.

### Preconditions

- An important precondition for a successful Junior Doctor Program is a financing party, which also subsidises the entrance price of the conference.
- affordable entrance fee for trainees.

### Subject-related program

Involve junior GPs in the international activities of the occupational group.

Possibilities:

- pre-conference: junior GPs from organising countries and European countries exchange experience on GP training in their own country. For example, divide the HAIO's into groups, supported by local GPs and/or EURACT representatives.

#### Organisation

- Distribute invitations for the Junior Doctor Program through the scientific sister organisations. In 2004 Germany, France, Denmark, Turkey, Bosnia-Herzegovina, Rumania, England, Portugal, Norway and Poland were given the opportunity to send a x-number of junior GPs. (France has not reacted to the invitation; Poland was approached subsequently).
- Select participants through the national organisation of junior GPs in the organising country.

#### Accommodation

The guest trainees s have to be accommodated for the night. In view of the generally limited budgeting of HAIO's, it is recommended to organise financing for accommodation too.

#### Financial

Guest trainees have travel expenses. If possible establish a compensation plan for travel expenses

#### Social Program

Involve the trainees as much as possible in the Social Program (e.g.: social evening).

### **5.8 Setup of assessment of abstracts in the Netherlands**

For the processing of abstracts, a system has been set up, where the abstracts together with a score sheet are sent to two reviewers (one abroad and one in the Netherlands). The reviewers from abroad have been approached by the Advisory Board.

These abstracts are returned with a completed score sheet. One disadvantage of this procedure was that it sometimes took a long time before the assessment came back to the organisation.

**WONCA European Regional Conference Abstract assessment score sheet**

Abstract number				
Reviewer				
	Definitely YES 3 points	Probably YES 2 points	Don't know 1 point	No 0 points
Is the abstract <b>clear</b> , the topic <b>original</b> , the method <b>appropriate</b> ; are the results <b>consistent</b> with the method?	0	0	0	0
Is the topic of the abstract <b>relevant</b> to general practice?	0	0	0	0
Does the work have <b>implications</b> for general practice?	0	0	0	0
Is it <b>applicable</b> in daily practice?	0	0	0	0
Is it <b>transferable</b> to other (European) countries?	0	0	0	0
Does it match the <b>quality or plan-do-act-check cycle</b> ?	0	0	0	0
Is the presentation likely to <b>provoke a good discussion</b> ?	0	0	0	0
Are there any additional <b>special merits</b> ?	0	0	0	0

Overall score: (maximum 24)

**Suggestions for improvement:** .....

.....

**Remarks :** .....

.....

.....

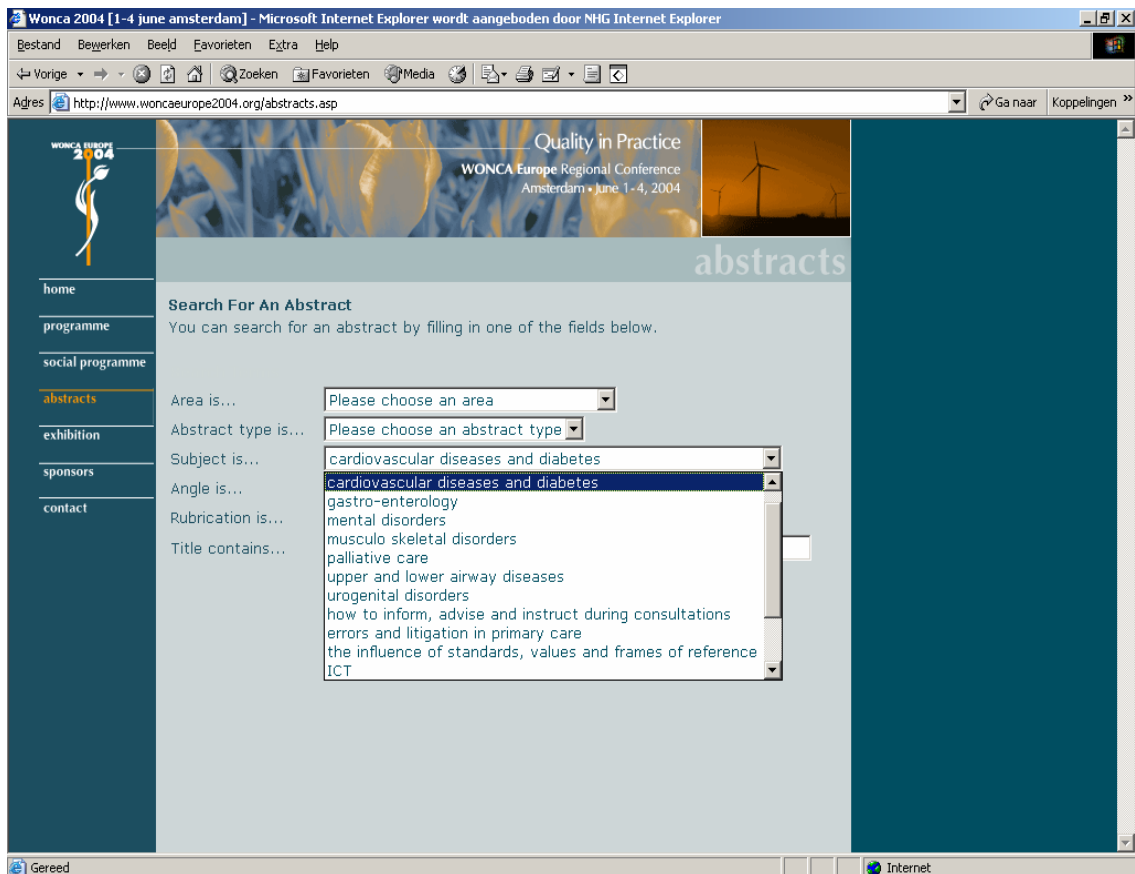
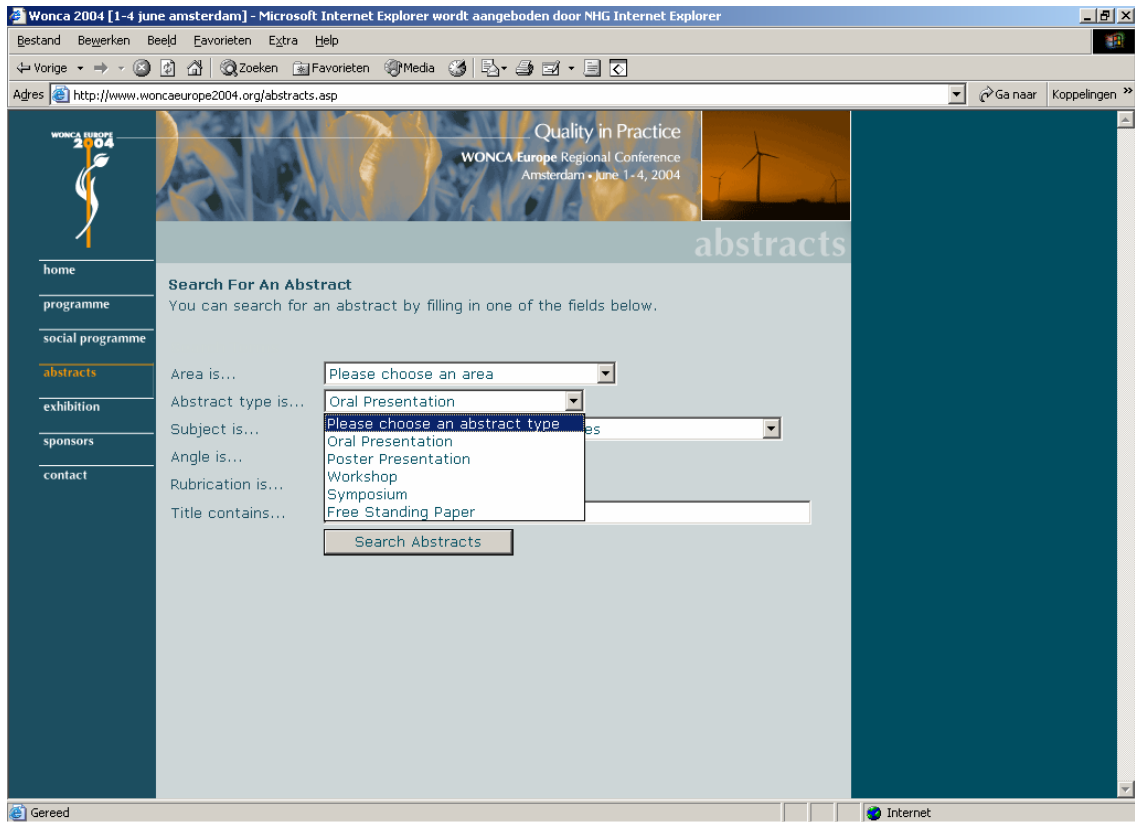
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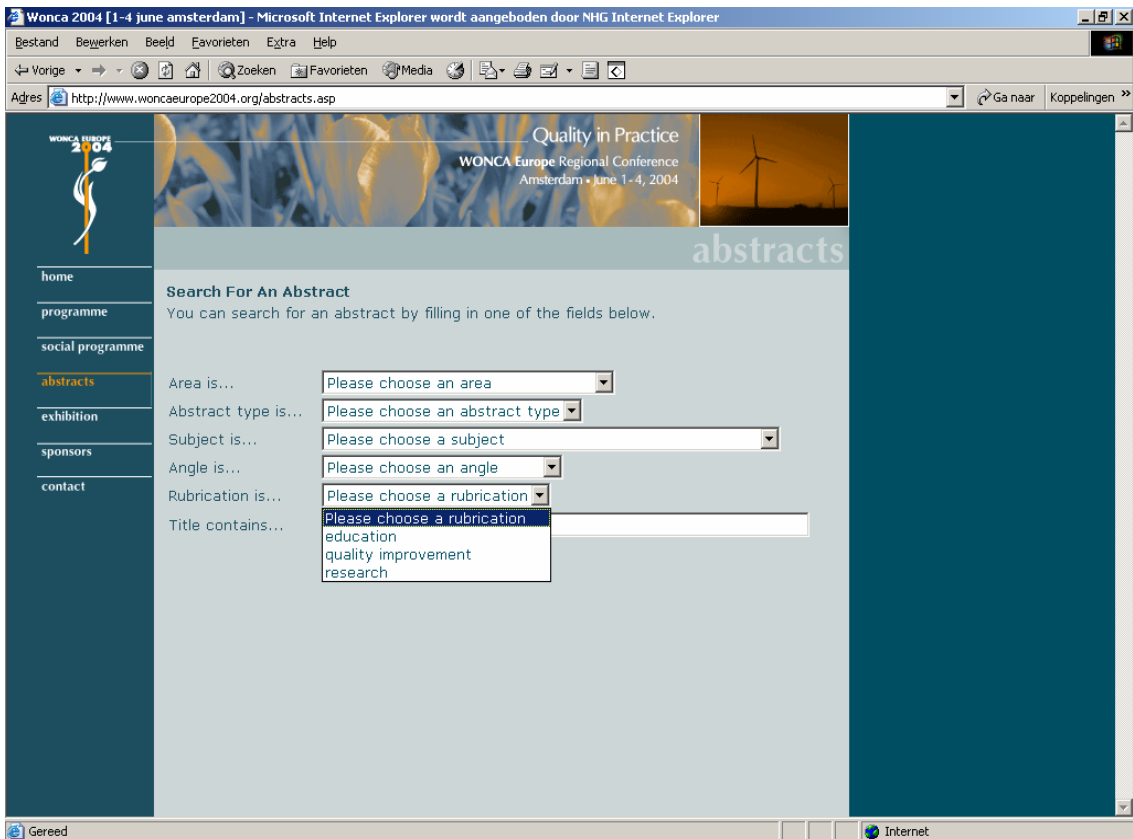
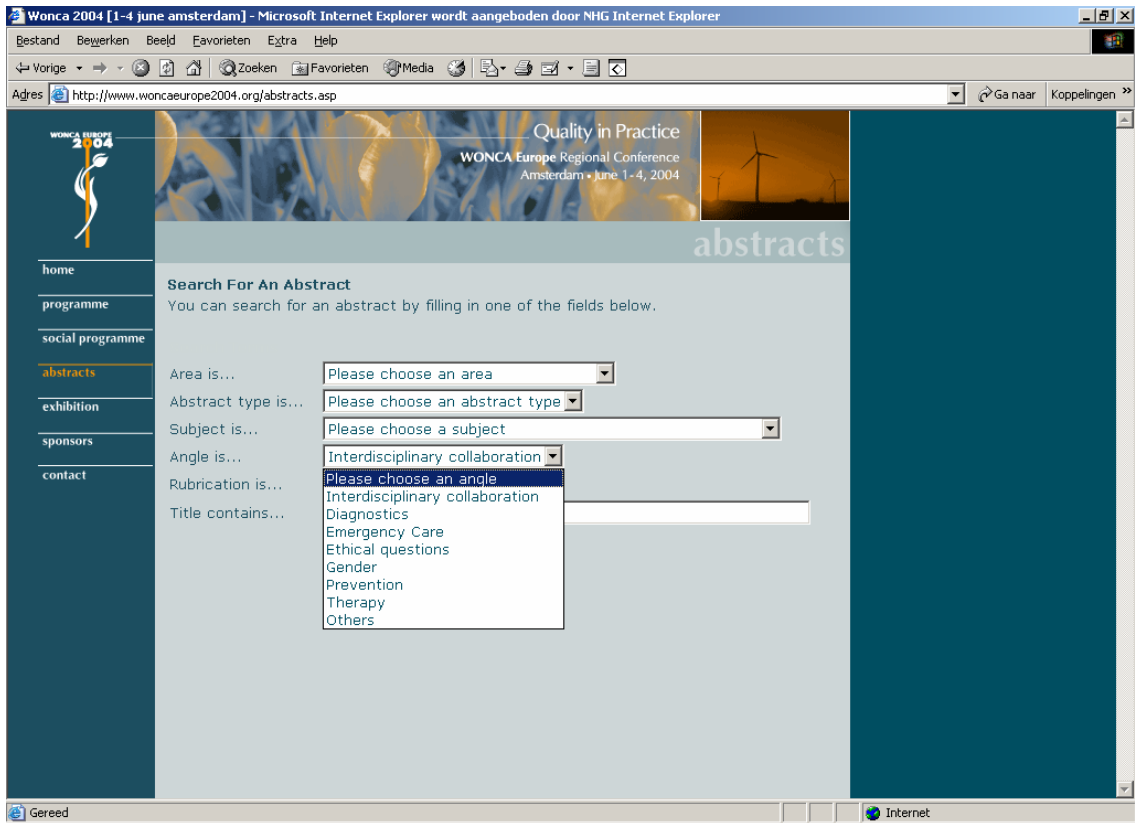
Workshop

Oral presentation, symposium

Poster presentation

One slide, 5 minutes





### **5.10 Example: Overview of the number of abstracts to be assessed in 2004**

In 2004 a total of 656 abstracts were submitted, 620 of which were accepted and 36 rejected. It's recommended to give the author suggestions for improvement instead of easily rejection. The conference program was composed of (programmed sessions by the scientific programme included):

- 5 lectures by keynote speakers;
- 28 'state of the art' sessions;
- 4 debate sessions;
- 42 workshops;
- 57 clusters of 4 lectures;
- 19 symposia;
- 58 moderated poster sessions
- 170 posters

## **5.11. Directions for the chairs of oral presentations and workshops**

### *Preparation*

- Study the abstracts of the presentations in advance and formulate one or two discussion points or questions for each presentation.
- Check prior to the session whether all AV equipment is working properly.
- Go through technical aspects – microphone, beamer, etc. – with the speakers where necessary.
- Tell them how you will indicate that they are nearing the end of their allotted speaking time if they threaten to exceed it (e.g. by raising a hand, passing them a note, etc.).
- It is important to optimise the layout of the room in accordance with the number of participants and the form of the session, especially in the case of the workshops. Allow time for changes.

### *During*

- Monitor speaking time to leave sufficient time for questions and discussion. If there is no reaction from the audience, ask a question yourself. It is a good idea to have a question prepared in advance.
- Try to get more people to ask questions.
- Prevent the discussion from getting stuck on one particular point.
- Make sure that in any case the theme of the congress is referred to in all lectures, posters, etc. If this is not expressed in the speech, ask about it in the discussion.

### **Moderated poster walks**

A number of posters have been selected for a moderated poster session, where you can explain your poster on the spot during a brief presentation (maximum of 5 minutes). A chairman will lead the discussion during this session.

### **Directions for the moderators of the poster walks**

#### *Preparation*

- Study the abstracts of the presentations in advance and formulate one or two discussion points or questions for each presentation.
- Tell the presenters how you will indicate that they are nearing the end of their allotted speaking time if they threaten to exceed it (e.g. by raising a hand, passing them a note, etc.).

#### *During*

- Monitor speaking time to leave sufficient time for questions and discussion.
- If there is no reaction from the audience, begin by giving your professional opinion on the subject and ask a question yourself. It is a good idea to have a question prepared in advance.
- Try to get more people to ask questions.
- Prevent the discussion from getting stuck on one point. Try to place the topics of discussion in a bigger picture.
- Make sure that in any case the theme of the congress (Quality in Practice) is referred to in all lectures, posters, etc. If this is not expressed in the speech, ask about it in the discussion.

## 5.12. Instruction manual for speakers

### Information for speakers

**Please note** that your presentation has to be checked and handled by our technicians the day before your lecture is scheduled. If your presentation is on the day you arrive, make sure you hand in the presentation before or at least during the last break (coffee break or lunch break) before the allocated session.

**Checkroom;** this is a room where you can check your presentation. If you need to make alterations in your presentation, please contact the technicians in the Checkroom. When you hand in your presentation, inform them of where and when your presentation will be held. Presentations can be handed in on CD or floppy disks. There will be a beamer and laptop available in every room.

Depending on the type of contribution, each speaker will have the following time allocated:

- Oral presentations: 7 minutes introduction, 8 minutes for discussion with audience
- Symposium: 7 minutes introduction, 70 minutes
- Workshop: 70 minutes

### General

There are several lessons and tips that can be given to speakers and lecturers to ensure that their speech or lecture is a success. Most of these instructions relate to the medium: the way in which the speaker communicates the message.

Some examples are:

- don't put too much information on a slide;
- give people enough time to read/examine a slide;
- look at the audience;
- don't begin with negative information such as:
  - I didn't really have enough time to prepare this talk;
  - Unfortunately I wasn't able to make any slides;
  - Another person would tell this story much better.

Tips like this may be important in making the presentation a success, but they are nevertheless of secondary importance. The most important aim is to put across the objective and the message of the presentation. That is what this instruction manual is about.

### Objective

Speakers should ask themselves first and foremost: *What is my objective?*

The objective can best be described in terms of *effect*.

What do I want to achieve? What should the listener acquire?

This may be:

- either a new *insight*, providing the motivation to tackle certain things in a different way;
- or a *competence*, knowledge or skill that fulfils the conditions to be able to deal with something differently.

**Tip:** Consider a refresher course that you attended recently and ask yourself what the objective of the course was and to what extent this objective was achieved. For example: a demonstration of taping is given with the aim of improving competence, but the ultimate outcome is merely the insight that taping is not very difficult.

## Message

Once the objective has been established, the *message* has to be considered. What insight or what competence is the central issue?

Tip: Think about the message that you remember from the lectures of a congress or refresher course attended some time ago. For example: an insight such as ‘a GP is in a good position to prepare a patient for insulin’, or in far more concrete terms – more of a tip – ‘let patients with borderline hypertension measure themselves again at home’.

## Content

Once the objective and message have been established, the content can be considered. What content is required to communicate the message and achieve the objective?

In the case of insight, *illustration* is the most suitable means, whereas competence calls for *training (learning)*.

Illustration means that the message is explained several times using examples, whereby the ‘moral of the tale’ is repeated. If these examples are to provide a good illustration, they must be genuinely ‘illustrative’.

Training (learning) means ‘do it this way or that way’. Here, too, repetition is necessary to ensure that the message sinks in.

## Form

Finally there is the *form*. Is a speech, a workshop or a demonstration the most suitable?

Each form has its own possibilities and limitations for communicating insight or competence. A speech is seldom suitable for generating competence among an audience. Workshops offer a bit more scope, but here, too, the goals should not be too ambitious. A genuine training course, with demonstrations, exercises, feedback and repetition, is the best way of achieving competence.

Often the most that can be achieved during a congress is the kindling of enthusiasm and curiosity and the transfer of a limited message.

For a congress we often work backwards. We start with a subject and decide, for example, that this should be handled in the form of a workshop. The question is then which objective can be served and which message can be put across in the time available and in the given form. This may not be the best way of working, but the fact is that time and space are limiting factors at a congress. It is therefore better for a speaker not to aim too high. Aim for insight rather than competence, or competence in a very limited field (for example, a new stitching method). *The essence of the matter is that in any case the listener or participant knows what the speaker/workshop leader is getting at, what effect this person expects, and what the central message is. This should be made clear from the beginning.* A speech/workshop is a success if the central message is put across and remembered.

Here are some examples of messages the objective of which is insight:

1. palliative care is far more complex than it appears at first sight.
2. A systematic method of physical examination for joint ailments can prevent errors.
3. better optical instrument increases the quality of ophthalmic diagnostics.
4. Knowledge of the origin of a refugee is a determining factor in the ultimate advice.

Here are some more examples, but now the objective is competence:

1. There are four sorts of pain: visceral pain, neuropathic pain, neurocompression pain and bone pain.
2. In the case of joint ailments, the physical examination should consist of A, B, C, D.

3. Indirect ophthalmoscope is done as follows: ....
4. It is a good idea to always ask refugees the following questions:....

Up to now we have assumed speeches/workshops that focus on the clinic. Things get more difficult if abstract concepts have to be communicated, such as care models, the future of general practice, et cetera. However, in principle the objectives and messages are the same. Example 5 with insight as the objective – speech on care models:

Objective: the insight that differentiation is not always more time-consuming.

Message: the efficient delegation of tasks to the doctor's assistant allows more attention to be paid to a certain area.

Content: illustration of various methods of task delegation in the field of asthma/COPD and diabetes.

Example 6 with competence as the objective – workshop on care models:

Objective: competence in setting up categorized consultations.

Message: a plan of action needs to be devised in order to set up categorized consultations.

Content: participants are asked to devise a plan of action for their own practice on the basis of the check-list provided.

### **Conclusion and advice.**

The formulation of the message and objective is crucial to the success of a presentation. The content and form are derived from this. [This is the *message* of this manual, in keeping with the *objective*, which is to help you, the speaker, to make a success of your presentation.]

Advice:

- Define what you are looking for (effect in terms of competence or insight; do not aim too high).
- Formulate for yourself in one sentence the message of your presentation; consider well before the congress begins, bearing in mind the target group (colleagues, general practitioners): whether this message is geared to need – in other words, will people want to attend a presentation with this message?; what, in view of the message, people will expect as regards content; - (possibly) which form would be the most attractive.
- Ensure that message, content and form are in harmony with one another.
- Make sure that the message is expressed literally several times during the presentation.
- Don't be afraid to try something new as regards form, but don't overplay your hand.

We are willing to provide you with support and advice at any time, so please do not hesitate to contact us! We wish you every success and look forward to your presentation.

## **5.13 Guidelines for giving a lecture**

### **Preparation**

- Make sure you don't lose the thread during your lecture.  
If you are reading from paper, type your lecture with double line spacing and mark the main points/phrases in such a way that you can find them easily at a brief glance. Keep your pages in the right order. If you plan to use a lectern, it is better to have loose pages. If you want to hold the pages in your hand, they should be stapled together. If you want to speak from memory, note the main points on a card or notepaper. Consider that speaking from memory makes a greater impression on the audience than reading from paper.

- Practice your lecture in front of a critical audience before the official rehearsal. Use the relevant audiovisual aids here, too. Check the duration. As a rough guide, reading an A4 page of text with double line spacing takes an average of two minutes.

### **Presentation**

- Speak clearly and at a moderate speed. Do not let your voice drop at the end of a sentence.
- Vary the pitch of your voice and lay stress where appropriate.
- Make occasional use of gestures and facial expressions.
- Low a brief pause after an important point, but make sure this comes across naturally.
- Look into the room and try to spread eye contact throughout the audience.
- Give the audience time to reflect upon slides.

## **5.14 Guidelines for making a PowerPoint presentation**

### **Number of slides and arrangement of the presentation**

A general guideline is one slide per minute. A PowerPoint presentation lasting 7 minutes therefore consists of a maximum of 7 slides. In order to avoid spending too much time on introduction and methods, leaving a relatively short time for presenting results and discussion points, we suggest the following arrangement:

Slide 1: Title and authors

Slide 2: Issue

Slide 3: Methods

Slide 4: Results (1)

Slide 5: Results (2)

Slide 6: Discussion points (1)

Slide 7: Discussion points (2)

### **Layout**

#### *Typeface*

A sanserif typeface is preferable (e.g. Arial)

Heading 36 pt.

Body

- First level 32 pt. (bullet)
- Second level 28 pt. (dash)
- Third level 24 pt. (bullet)

Heading: maximum of 5 to 6 short words

Body: maximum of 6 lines (with one-line heading, otherwise 5), preferably 5 lines. Basic principle is 3 to 4 words per line.

Never change the background, typeface or frame size in individual slides. Make sure that these basic set-up characteristics are adapted in the 'model slide'. This helps to ensure a smooth presentation. You should definitely refrain from determining per slide the type size of heading or body.

Minimize the use of italic type, bold type and colour to emphasize certain words.

If this is unavoidable, italic type is preferable.

Avoid the use of sentences. The slide is merely intended to back up what you are saying and should therefore only contain catchwords.

## **Use of illustrations and tables**

### **Illustrations**

The incorporation of illustrations in a presentation is often effective. It is preferable to use fairly small images (not too many bytes). Photos in jpg format are generally a good option. The resolution does not have to be higher than 76 dpi.

### **Tables**

Generally speaking we advise against the use of tables. If you do want to use them, keep them to a minimum.

Histograms are fine, although these should be limited to three or four rectangles.

### **Fading in**

PowerPoint has a facility for allowing pages or parts of pages to fade in. This can be done in numerous different ways. It doesn't really matter which way you choose, as long as it is applied consistently. If the new text appears first from the left, then from the right, and then with a spiralling effect, the presentation will look messy.

## **5.15. Guidelines for one-slide presentations**

A number of abstracts have been selected to be presented in the form of a one-slide presentation besides the regular presentation. A one-slide presentation lasts 5 minutes (including discussion). The content of the submitted abstract will be summarized on between one and three PowerPoint pages and presented during a special session. The presentation is in English. See PowerPoint instructions for the make-up.

## **5.16. Guidelines for poster presentations**

Poster presentations will be grouped per clinical sub area as much as possible. Important is the discussion and exchange of experiences and ideas. The posters will be discussed during poster sessions and breaks. Some authors will be invited to give short oral presentations during moderated poster walks.

## **5.17 Scenario for committee members during conference days**

It is important to make a scenario for the committee during conference days. The committee's tasks are to receive and support keynote speakers, among others. The committee members also have the task to solve subject-related problems during the conference. For example a no-show by a chairman of a parallel session or a speaker. It is recommended to make agreements, when the committee members meet one another daily during the conference days and who is reachable when.

## 6.1 WONCA Contract

### Agreement between WONCA Europe and the organising College

This document establishes the formal agreement between WONCA Europe and [*name college*] for the organisation of the WONCA Europe conference, to be held in [*city*], [*country*], [*date*].

#### 1. Responsibility

- a) WONCA Europe delegates to [*name college*] the responsibility for the organisation of the conference.
- b) WONCA Europe has appointed [*name*] as its liaison person, towards the HOC.

#### 2. Content and structure of the conference

[*Name college*] will be responsible for the development of a scientific program in co-operation with WONCA Europe. The program of the conference will be developed on the theme: [*conference title*].

Furthermore the following requirements should be fulfilled:

- a) Part of the programme should be actively planned in cooperation with WE, the other part is based on abstracts submitted.
- b) The opening and closing ceremony should be in accordance with the Wonca Europe protocol.
- c) There should be at least three key note speakers
- d) All three networks organisations should have their own track of activities through the conference programme. For Wonca's special interest groups this might be considered as well.
- e) There should be state-of-the-art sessions, and debate sessions or consensus panels on important clinical topics, ran by experts in the field. Those activities are defined by Scientific Committee in collaboration with WE.
- f) [*Name college*] will make arrangements for a pre-conference meeting of the Vasco da Gama Movement, and will ensure some slots for VdG within the programme.
- g) Outside the programme, but within the context of the conference, room should be given for other organisations like Trade Unions or special interest groups to organise satellite symposia and meetings. These activities should be oriented to GPs and relevant to the general practice discipline.
- h) In addition to the scientific programme the [*name college*] will be responsible for organising a conference social programme of events that will be attractive to delegates and accompanying persons.

#### 3. Organisation

The [*name college*] will be responsible for providing an appropriate venue for the conference with adequate facilities and technical equipment to guarantee the proper and unimpaired proceedings of all aspects of the conference. To achieve this [*Name college*] agrees:

- a) To establish a conference secretariat office in [city] in order to co-ordinate the organisation of the conference. This office will develop close links with Wonca Europe Secretariat.
- b) To establish a Host Organising Committee (HOC) that will have overall responsibility for the organisation and management of the conference.
- c) To establish a Conference Scientific Committee (CSC) to organise the academic program on the behalf of the HOC.
- d) To provide the Executive Committee of Wonca Europe and the Liaison person three times per year with a progress report of the HOC and CSC in English, showing that the organisation is in line with the timetables of Wonca's "Guidebook for future conferences".
- e) To provide copies of correspondence between the HOC and WONCA Europe Secretariat to the liaison person.
- f) To send a report from the Chairman of the HOC to each meeting of the Wonca Europe Council and Executive Committee.
- g) Provide free of charge, for Wonca Europe, facilities to hold two Executive Committee meetings, a European open meeting and a European council meeting between [date] in [city].
- h) To provide free of charge to Wonca Europe a room for the work of Wonca Europe Secretariat, equipped with office equipment including a photocopier, computer and printer, fax machine and telephone.
- i) To provide free of charge to Wonca Europe a six meters wide booth at the conference for the use of Wonca Europe, the three European network organisations (EGPRN, EURACT, EQuIP) and the European Journal of General Practice.
- j) To provide free of charge to Wonca Europe an assistant for the duration of the conference to work under the direction of Wonca Europe Secretariat in its conference office and at its booth.
- k) To provide an evaluation report within three months after the conference.

#### **4. Finance**

[Name college] will be fully and wholly responsible for all financial aspects of the conference. This includes:

##### ***The conference levy***

- a) For every registered delegate liable to pay the full conference fee irrespective of whether a discount for early payment applies at the conference [name college] will pay €50,00 to Wonca Europe.
  - If the delegate at the time for his registration is a bona fide direct member of Wonca or Wonca Europe, or junior doctor, the levy will be reduced to €25,00. For one day of registration the levy will be Euro 25,00.
  - Payment of the levy to Wonca Europe will be made within 60 days after the closure of the conference.
- b) [name college] will provide free registration at the conference and free participation in the social programme for all members of Wonca Europe Executive Committee and the Administrative Secretary.
- c) The [name college] (following their prior approval) will be responsible for the cost of

travel, accommodation and subsistence incurred by the Liaison person in the execution of his duties. *[name college]* reserves the right to approve travel arrangements. The Liaison person will be expected to attend one meeting of the HOC each year in *[country]* between the date of this contract and the opening of the conference.

- d) The provision of signs and 'place names' in relation to the meeting of the European Council.
- e) *[Name college]* will be responsible for the cost of the registration fee and social event fee for the Wonca World President's attendance at the conference. The President's travel and accommodation cost will not be the responsibility of the *[name college]*.
- f) The HOC will be responsible for the expenses of keynote speakers at the conference. These expenses include travel, subsistence, accommodation, professional fees, registration fee and fees for social events at the conference.
- g) It is required of the HOC organising a Europe Conference that due consideration is given to the importance of affordable registration fees for such conferences.
- h) The HOC of a European Conference should consider placing a contract with the European Journal of General Practice regarding the abstracts of papers presented at the conference.

## **5. Other settlements**

- a) It is agreed that Wonca Europe and the three network organisations (EGPRN, EURACT, EquiP) will assist the *[name college]* with the marketing of the conference, and will give specific support in organising the actively planned part of it.
- b) The conference rooms should be a designated no smoking area.
- c) In all publicity and conference materials the Wonca Europe logo is displayed.

This agreement is confirmed by the undersigned on behalf of Wonca Europe and the *[name college]*.

Date:

Date:

President Wonca Europe

President

*[name organising college]*

## 6.2. Tasks and responsibilities of the HOC

The HOC is responsible for the organisation of the conference including finances, fund-raising, the scholarship project, sharing of the social program and practice visits. Meeting frequency: meet once a month. In the second half of the year, once every fortnight.

## 6.3. Example of budget setup

### Fixed costs

Location rental and catering  
Technical facilities  
PCO  
Conference insurance  
Personal costs during preparatory years and conference year, including accommodation and overheads  
PR costs  
Opening of conference  
Closing of conference  
Fee compensation for committees  
Free participants  
Travel and accommodation costs  
Gala evening (with x number of participants)  
HOST contribution Junior Doctor Program  
Any other extra costs

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### *Total of fixed costs*

### Graduated fixed costs

PCO

(participant registration)

### Variable costs

Drinks/snacks (opening conference)  
Catering during the day  
Conference bag  
Payment for WONCA (2004: €58/€27 p.p.)  
3% deduction for credit card payment

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### *Total expenses*

### Profits

Profits from exhibition  
Participants' contributions (incl. contribution for HAIO's)  
Participants' contributions to gala evening (x no. of paying participants)  
Other contributions  
Sponsoring

---

### *Total profits*

## 6.4. Recommendations when hiring a PCO

- Start timely with looking for a PCO so that sufficient time remains for good preparation.
- Prepare a list with requirements and expectations of a PCO ahead of time.
- Make clear agreements with the PCO, if he designs the website, about which information you want removed from the site. For example, address information, number of participants from which countries, means of payments, who paid what and when. Make solid agreement about who is responsible for information, which should be on the website and set this information down.

## **6.5. Recommendations for sponsoring**

Hire a Sponsoring Taskforce. Members of this taskforce could be for example:

- members of the daily management;
  - General Affairs Director / Manager;
  - staff member;
  - employees of the events department, which are engaged in sponsoring and the exhibition.
- Make clear agreements ahead of time about what sponsors are allowed to communicate during the conference in terms of advertising. Tip: follow the European guidelines.
  - Delegate one person as contact for the sponsor with final responsibility for making agreements, setting up the contract and abiding by (checking) the agreements.
  - Start early with searching for sponsors. The WONCA is relatively unknown in the pharmaceutical industry, which makes it very difficult to receive sponsoring for the conference.
  - Advise WONCA Europe to seek permanent sponsors in order to fund the conferences and providing a list of industries which can be approached for sponsoring and exhibitions.
  - Send businesses which are invited to (annual) own events a brochure. Approach them after two weeks by telephone, to find out if they want to become sponsors.
  - Make a sub-division into different types of sponsors, for example 'golden' and 'silver' sponsors.

## 6.6 *EXAMPLE* Index Sponsor brochure

### Title conference

#### WONCA Europe Regional Conference

*City, date, year*

*Name conference centre*

## Sponsorship Prospectus

### PREVIOUS CONGRESSES

No.	Year	City	No. of participants in Series
1	1990	Barcelona	1500
2	1993	The Hague	1500
3	1996	Stockholm	1600
4	1997	Prague	1500
5	1999	Palma de Mallorca	1700
6	2000	Vienna	2200
7	2001	Tampere	2000
8	2002	London	2200
9	2003	Ljubljana	?????
10	2004	Amsterdam	2050

### *WONCA 200.*

*Date, City, Year*

## 1. Congress administration and information

Program Committee

*Name chair*

Host Organising Committee

*Name chair*

*Name college*

## 2. Information for sponsors and exhibitors can be obtained from:

Address and contact person(s): .....

Internet information: .....

## 3. - Example - PRELIMINARY PROGRAM

<p style="text-align: center;"><b>Title conference</b>  <b>WONCA Europe Regional Conference</b>  <b>City, date, year</b>  <b>Location</b></p>				
	<b>June 1</b>	<b>June 2</b>	<b>June 3</b>	<b>June 4</b>
08.00 – 08.30		Reception	Reception	Reception
08.30 – 08.40		Introduction subject	Introduction subject	Introduction subject
08.40 – 09.00		Plenary session	Plenary session	Plenary session
09.00 – 09.10		Announcement	Announcement	Announcement
09.20 – 10.30		Parallel session	Workshop 1	Parallel session
10.30 – 11.00		Coffee break	Coffee break	Coffee break
11.00 – 12.10		Parallel session	Workshop 2	Parallel session
12.10 – 13.30		Lunch break	Lunch break	Lunch break
13.30 – 14.40		Parallel session	Workshop 3	Parallel session
14.40 – 15.10		Tea break	Tea break	Tea break
15.10 – 16.20		Parallel session	Parallel session	Parallel session
16.30 – 17.00		Parallel session	Happy hour Poster presentation	Farewell reception
18.30	Opening Welcome reception	Concert	Dinner Party	

#### **4. Official social events of the conference**

The organisers have planned the following events:

.....

The industry is invited to sponsor a part of the planned event or to offer additional events.

#### **5. General information**

- City  
.....
- Hotel accommodation  
.....
- Conference facilities  
.....
- Halls and conference rooms  
.....
- Address  
.....
- Access  
.....
- List of options for sponsorships  
.....
- Benefits of golden and silver sponsors  
|.....
- Technical exhibition  
.....
- Sattellite symposium and sponsor possibilities .....
- Payment  
.....
- Application for the exhibition and advertisement  
.....

## 5. Overview halls and conference rooms

Exhibition	Square meters
Room available	Seating capacity

## 7. Address location

.....

## 8. List of options for sponsorship

- *EXAMPLE* -

It is almost impossible to organise a convention of this format without the support of interested companies.

We would like to invite you to contribute to successful organisation of this event in one or more of the following ways:

- As a **golden** or **silver** sponsor of the Conference
- By participating in the Conference exhibition of technical, commercial, and pharmaceutical products
- By presentation of your product, etc. (sponsoring catering, Welcome reception, Farewell reception, flowers)
- Other items (Conference bags)
- Your own suggestions.

## 9. Sponsorship

- *EXAMPLE* -

Sponsors can choose between two categories, as follows:

	Min. payment	Deadline of Payment
Golden sponsor	90,000 EUR	Established in contract Max. 2 to 3 sponsors
Silver sponsor	35,000 EUR	Established in contract Max. 5 to 6 sponsors

Golden and Silver sponsors will be treated on a 'first come, first served' basis.

- **EXAMPLE** -

Golden and Silver sponsors will enjoy the following additional benefits:

**Golden sponsor included:**

- Floor space of 25 square meters
- One Satellite symposium\* with standard technical equipment
- An advert in the final program (half colour page, inside; excl. films)
- Link with the website of the conference (until the end of the Conference)
- 5 free participants to the congress program
- Logo on back cover

**Silver sponsor included:**

- Floor space of 15 m<sup>2</sup>
- An advert in the final program (half colour page, inside; excl. films)
- Link with the website of the Congress (until the end of the Conference)
- 5 free participant for the congress program
- Logo on back cover

\* Program to be approved by Scientific Committee

## 10. Technical exhibition

- **EXAMPLE** -

Space Rental per square meter:

- |                     |                                                                                        |
|---------------------|----------------------------------------------------------------------------------------|
| - Exhibition space: | Price 465 EUR<br>Registration before July 1, 2003,<br>Payment before October 1, 2003   |
| - Exhibition space  | Price 525 EUR<br>Registration before October 1, 2003<br>Payment before January 1, 2004 |

Minimum rental space: min. 2.5 meters deep

## **11. Satellite symposium**

**- EXAMPLE –**

The scientific program offers opportunity for several satellite symposia\* of 90 minutes duration each. The satellite symposium will always take place after the scientific program. You will be offered a room of your choice if available, including audiovisual equipment, a technical assistant, and one hostess.

Preference in the choice of the day/time/hour is given to the Golden sponsors.

\*to be approved by Scientific Committee

### **SPONSORING OF CATERING SERVICES**

#### **Coffee break**

Sponsor is entitled to the following benefits:

- Print of the logo on the table napkin
- Publication of logo in the schedule
- Special announcement of sponsor in the final program

Estimate of costs: in reply to your inquiry.

#### **Lunch**

Sponsor is entitled to the following benefits:

- Print of the logo on the table napkin
- Publication of logo in the schedule
- Special announcement of sponsor in the final program

Estimate of costs: in reply to your inquiry.

### **SPONSORING OTHER ITEMS**

#### **Welcome reception**

Sponsor is entitled to the following benefits:

- Print of the logo on the table napkin
- Publication of logo in the schedule
- Special announcement of sponsor at the end of plenary lectures

Estimate of costs: in reply to your inquiry.

#### **Conference bags**

- Print of the logo on the bags

## 12. Payment

- *EXAMPLE* -

### Deadline for payment of:

- Golden and Silver Sponsors

Level depends on the contract  
(incl. deadline for payment)

- Exhibition space:

Price 465 EUR  
Registration before July 1, 2003,  
Payment before October 1, 2003

- Exhibition space

Price 525 EUR  
Registration before October 1, 2003  
Payment before January 1, 2004

Payment conditions	Payments - without any charges to the beneficiary - can be made: - <i>by bank cheque payable to</i>  - <i>by bank transfer:</i>  - <i>by Credit Card</i> (Visa, Master Card, Eurocard, American Express)
Cancellation of exhibition	All cancellations of participation in the exhibition must be sent in writing to.... Cancellations received before October 1, 2003 will be refunded at 90% of received payment. After this date no payment will be refunded.



## 6.7 Recommendations for Hosted Housing Program

Since the entrance fee for participation on the conference is quite high for GPs from some countries, the host organisation may accommodate the participants in reducing the costs. On the WONCA website 2004, the possibility has been created for foreign GPs to place a request for accommodation with a colleague from the organising country, in an attempt to limit accommodation costs. The GPs from the country where the conference was held, could also offer a place to stay through the website and correspond directly with those interested. (In 2004 the NHG has only facilitated the Hosted Housing Program). During various meetings, national GPs can be called upon to offer accommodation for conference participants from abroad.

## 6.8 Recommendations, Public Relations, and overview of PR material

- Visit various international conferences (with information stand), such as the WONCA Conferences;
- Send out electronic mailings to initiate submittal of abstracts;
- Send out mailings regularly with information about the progress of the conference (also to sister organisations with the request to pass these on to the members);
- Advertise in national and international magazines;
- Aim your PR at countries where a large number of participants can be expected;
- Use jubilees of (scientific) associations and offer discounts to their members;
- Involve national trainees organisations in the PR.

- *EXAMPLE* - Overview of PR Material for WONCA 2004

This material is partly made available to the participants free of charge, other materials are purchased.

- 25,000 Dutch brochures
- 7,700 First Announcements
- 10,500 English folders
- 2,000 Portuguese folders
- 3,500 Spanish folders
- 10,000 program brochures
- 300 scholarship brochures
- 300 exhibition folders
- 3 WONCA flags
- 5,000 pens
- 300 silver tulip broaches
- 5,000 linen bags
- 300 ties, and 300 shawls

## 6.9 - EXAMPLE - Number of registrations 2004 by country

<u>Country</u>	<u>Participant</u>
Albania	4
Aruba	1
Australia	27
Bahrain	1
Belarus	1
Belgium	30
Bosnia & Herzegovina	16
Canada	8
Croatia	12
China	1
Czech Republic	4
Denmark	155
Estonia	21
Finland	75
France	22
Germany	28
Greece	68
Hong Kong	1
Hungary	7
Iceland	8
Ireland	22
Israel	3
Italy	36
Jordan	1
Kazakhstan	2
Korea-South	4
Kosovo	1
Latvia	2
Lithuania	2
Malta	3
Netherlands	735
Netherlands Antilles	1
New Zealand	10
Nigeria	12
Norway	146
Oman	1
Philippines	12
Poland	1
Portugal	195
Qatar	7
Romania	10
Russia	4
Sierra Leone	1
Slovenia	28
South Africa	3
Spain	166
Sweden	21
Switzerland	39
Taiwan	1
Turkey	2
United Kingdom	70
USA	17
<b>TOTAL</b>	<b>* 2048</b>

## 6.10 - *EXAMPLE* – Overview of registrations at time of WONCA Conference 2004

### 1. Trainees

- Paid before 1 January 2004	2	Participant
- Paid before 9 March 2004	395	Participant
- Paid before 15 May 2004	33	Participant
- Paid after 26 May 2004	1	Participant
- Payment on site	1	Participant
<b>Total Trainees</b>	<b>432</b>	

### 2. GP Trainees, member WVVH

- paid before 9 March 2004	2	Participant
- paid before 15 May 2004	2	Participant
<b>Total GP trainees, member WVVH</b>	<b>4</b>	

### 3. GP Trainees

- paid before 9 March 2004	22	Participant
- paid before 15 May 2004	17	Participant
- paid before 26 May 2004	2	Participant
- Payment on site	1	Participant
<b>Total GP trainees</b>	<b>42</b>	

### 4. Participants, member WVVH

- paid before 9 March 2004	13	Participant
- paid before 15 May 2004	3	Participant
<b>Total participants, member WVVH</b>	<b>16</b>	

### 5. NHG-members

- paid before 9 March 2004	117	Participant
- paid before 15 May 2004	53	Participant
- paid before 26 May 2004	1	Participant
- Payment on site	1	Participant
<b>Total NHG-members</b>	<b>172</b>	

### 6. NHG-members, Practice-card

- paid before 9 March 2004	29	Participant
- paid before 15 May 2004	19	Participant
- paid before 26 May 2004	2	Participant
<b>Total NHG-members practice card</b>	<b>50</b>	

### 7. Non-members

- paid before 9 March 2004	50	Participant
- paid before 15 May 2004	14	Participant
<b>Total Non-members</b>	<b>64</b>	

### 8. Non-members

2	Participant
---	-------------

### 9. Participants

- paid before 9 March 2004	355	Participant
- originally with group reg.	2	Participant
- paid before 15 May 2004	341	Participant

- paid before 15 May 2004		1	Participant
- paid before 26 May 2004	53		Participant
- paid after 26 May 2004	4		Participant
- Payment on site	22		Participant
<b>Total participants</b>	<b>778</b>		
<b>10. WONCA direct members</b>			
- paid before 9 March 2004	72		Participant
- paid before 15 May 2004	26		Participant
- paid before 26 May 2004	3		Participant
- Payment on site	2		Participant
<b>Total WONCA direct members</b>	<b>103</b>		
<b>11. Cancellations</b>	6		Participant
<b>12. Accompanying guests</b>			
- paid before 1 March 2004	41		Participant
- paid before 15 May 2004	39		Participant
- paid before 26 May 2004	7		Participant
- Payment after 26 May 2004	1		Participant
- Payment on site	1		Participant
<b>Total accompanying guests</b>	<b>89</b>		
<b>13. Exceptions</b>	2		Participant
<b>Total exceptions</b>	<b>2</b>		
<b>14. More registrations</b>			
- Member- NHG + practice-card	1		Participant
- 2 practice-cards a €725	2		Participant
- Member- NHG + practice-card	1		Participant
- 2 practice-cards a €825	1		Participant
- 3 practice-cards a €725	1		Participant
- 4 practice-cards a €725	1		Participant
<b>Total</b>	<b>7</b>		
<b>15. Group registration</b>	78		Participant
	78		Participant
	40		Participant
	37		Participant
	28		Participant
	20		Participant
<b>Total group registration</b>	<b>281</b>		

## **6.11 Recommendations for the website**

- An informative website, which is online timely saves a great deal of time!
- Make sure that all information on the site is up-to-date.
- Only commence with building the website when the procedures regarding registrations and abstract processing have been established.
- A special website for the conference allows arranging the following:
  - Registration and payment;
  - submittal of abstracts;
  - consulting a scientific program with the help of a search engine
  - consulting the social program;
  - consulting tourist information;
  - booking a hotel room;
  - consulting contact information;
  - facilitating Hosted Housing;
  - looking at advertisements by sponsors.

### **Focal points when designing the website**

- How do you process certain group which get a discount (such as members of the organisation)?
- How do you process group registrations?
- Dealing with abstracts: (in 2004, it was made obligatory that registration was required before someone could submit an abstract. The abstract was linked to the registration, which created problems when the abstract was presented by someone else and had to be linked to another person).
- Adjusting easy processing of abstract data (digital) in abstracts and/or program book.
- Registering more than one person on one account can give problems with insight into payment data. In 2004, the registration of payments did not work altogether well. Someone was given the paid status if a payment was made. But this also occurred with an account which held four people, while only one had actually paid. The automatically generated reports subsequently portrayed an incorrect picture.
- Registering several persons on one account is user-friendly but problems can arise with the processing of the registration, as not all participants have an identical number. As technician, preferably choose someone with plenty of experience in the field of online registration and payment (thus not only in the area of website design).
- Opt for a basic content management system, which allows a layperson who knows how to work with a word processor to manage the site. This will allow you, as organisation, to determine yourself at what time you want to review the information on the site, which will prevent loss of time and annoyance.
- Use a central database, partly in view of the large number of participants, in order to enter all your information
- Make sure that you are not dependent on an outside computer technician for entering information on the website but see that someone within the organisation can act as webmaster.
- The NHG in 2004 has advised WONCA Europe to design a system, which can be used by the countries organising the WONCA. This will make for a uniform system with regard to registrations.
- Think beforehand about what kind of information you eventually will want to remove again from the database and what you want to do with that information.

Such as an address list, how many participants there are and from what country. How many of them have paid in this first period, etc.. (This in an effort to minimise any manual work as much as possible later).

- Registration form: prevent manual entry. Make clear agreements about what must be registered and take the offer for different groups of registrars and situations into account, such as: national registrars, international registrars, tariffs per period, discounts, etc..
- Abstract form: let processing be handled through a central database. Make sure that the status of a submitted (or retracted) abstract can be called up centrally.

## **6.12 Recommendations for social program and overview of registrations in 2004**

- Let the PCO offer an optional social program at the own risk of the WONCA participants (and partners), the costs of which are to be borne by the participants separately. This means both the costs as well as the income are for the PCO.
- Determine the programs to be offered and related prices in mutual consultations. (In 2004: offer a minimum of five and maximally 10 program elements; the programs should be varied and offered several times during the conference and be reasonably priced).
- Consider a (more expensive) social program as pre-conference and post-conference (for example: hold a sightseeing tour through the country or a sailing trip ahead of and after the end of a conference).
- Delegate the preparation and execution to PCO (including registration, financial registration and support).
- Take into account that there is more interest in the short and cheap programs. Tip: let the PCO look through fixed programs with a tour operator which are available immediately, in case of excessive interest during the conference.
- In 2004, there has been little interest ahead of a conference for the tours and excursions, which resulted in the cancellation of different excursions. During conference days, however, more excursions are booked.
- Consider arranging a cultural event in the evening (e.g. a concert)  
Drinks at the start, end of conference day, final epilogue, end with gala evening.  
These meetings can be offered as an option and at extra cost.  
The national member organisation can also invite business relations.
- Consider a welcome package for partners of participants  
2004: backpack with logo, subject-related information, disposable camera with conference logo, attractive book about the country, tickets for public transport, city information, program folder.

## Overview of Registrations 2004

<b>1. Dinner/dance party</b>		
- NHG-Members	55	Participants
- Non-Members	214	Participants
- Invited parties	211	
<b>2. Concert</b>	103	Participants
<b>3. Practice visits</b>	78	Participants
<b>4. Others (* = cancellation)</b>		
- Country tour –single room*	5	Participants
- Country tour -double room*	8	Participants
- Panoramic City tour	48	Participants
	25,5	Participants
- City walk*	2	Participants
- Marken, Volendam etc.	15,5	Participants
	18	Participants
- Bicycle tour*	4	Participants
- Sailing*	2	Participants
- Kröller Möller*	2	Participants
- Delft	2	Participants
- Grand tour	4	Participants
- Antwerp + Brussels	2	Participants
- North+south	16	Participants
- Water bicycle puzzle tour	1	Participants
- Round trip	2	Participants
- City tour + Marken	2	Participants
	2	Participants

### **6.13 Recommendations for visits to GP practices**

Select a number (2004: 3) of GPs who are prepared to ensure the coordination of the practice visits and select GP (practices) (2004: 13), which will cooperate on the visits free of charge. Arrange a one-time meeting for that purpose.

#### **Task setting of coordinator**

Find practices who will make their practice available (free of charge) for the visits.

Informing GP practices about the number of participants and distributing the participants' lists.

*Ask the practices to discuss things like:*

organisation of the practice;

the practice nurse;

diabetes and hypertension practice opening times;

collaboration between GP and physiotherapist, pharmacy, etc;

how are the evenings and weekend shifts arranged (night/weekend duty).

When arranging and confirming visits to GP practices, one should examine if the participants do not have to present their abstract on that day and time. Otherwise, some participants will have to cancel their visits to the practice.

In total, thirteen practices have cooperated and 78 participants have registered for a practice visit.

### **6.14 Recommendations for Exhibition**

- Design a clear folder.
- Inventory potential interested parties, such as book shops, airlines, telephony, car rental firms and send them the folder and sponsor brochure.
- Prepare an exhibitor's manual.
- Consider to give people who register early for the exhibition a registration fee discount until a certain date.

**EXHIBITOR'S MANUAL**



***WONCA EUROPE  
REGIONAL CONFERENCE***

***Conference centre***

**Address Organising college**

**The contact for the exhibition is .....**

**E-mail: .....**

## Table of Contents

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- How to reach the location
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## GENERAL TERMS AND CONDITIONS FOR THE RENTAL OF A BOOTH

### Organisation

The organisation of the 'WONCA Europe Regional Conference' Exhibition, to be held from *[date]* in the *[name conference centre]*, is the responsibility of:  
*[Name and address organising college]*

### Booth

The goods to be exhibited must be specified in the contract. The contents of the booth receive the general approval of the *[name organising college]*. The Board of the *[name organising college]* reserves the right to partially or totally refuse participation if this participation does not conform with the *[name organising college]*. *[Name organising college]* policy. Even after the contract has been signed, the *[name organising college]* *[name organising college]* reserves the right to revoke this contract. In such a case, any payment already received for the stand rental will naturally be refunded.

Outside the rented booth area it is not permitted to draw attention to any product or organisation. Leaflets and other promotional materials can only be distributed within the rented stand area.

### **Contact person(s)**

The *[name organising college]* must be provided with the name(s) of the contact person(s) who will bear responsibility during the erection of the booth on *[date]* and who will be responsible for the general course of events in and around the rented stand area throughout the duration of the exhibition from *[date]*.

### **Presence at the stand**

At least one person must be present at the booth throughout the entire duration of the exhibition.

### **Duration of the exhibition**

The erection of the booth will take place on ..... The exhibition will be open on ..... The Conference participants will be given ample opportunity to visit the stands. Coffee/tea and lunch breaks etc. will be held in the exhibition area. For this reason it is not permitted to dismantle the stands before the final closing time.

### **Payment of stand rental**

Upon receipt of the signed contract, the *[name organising college]* will send an invoice for the amount due. The rental must be paid in full within 14 days of the invoice date.

Additional services will be invoiced directly by the supplier.

### **Turnover Tax**

.....

### **Refund of booth rental due to annulment by the *[organising college]***

If the WONCA Europe Regional Conference is cancelled due to unforeseen circumstances, any payments already made to the *[name organising college]* will be refunded. However, the *[name organising college]* does not accept responsibility for any costs made in preparation or any other damage suffered by the exhibitor.

### **Preference for location in the exhibition area**

Exhibitors can indicate the two locations they would prefer in the exhibition area. Due to the large number of exhibitors and the very varied sizes of the stands, exhibitors cannot claim any right to these preferred locations. The *[name organising college]* will make every attempt to honour these preferences. Final allotment will be made approximately six weeks before the WONCA Europe Regional Conference begins, and after approval from the Fire Brigade.

### **Liability**

Participation in the exhibition takes place entirely at the exhibitor's own risk. The exhibitor indemnifies the *[name organising college]* against any claims from third parties as a result of damage caused by the exhibitor during the exhibition.

The *[name organising college]* accepts no liability whatsoever for damage suffered by the exhibitor ensuing from the exhibitor's presence at the exhibition, including loss and/or damage to the exhibitor's property.

### **Privacy of visitors to the WONCA Europe Regional Conference**

The *[name organising college]* respects the privacy of the visitors, and is therefore not able to provide a list of participants.

**Promotional activities**

Exhibitors are not permitted to prospectively and/or retrospectively use their presence at the WONCA Europe Regional Conference for promotional purposes.

## 6.16 Recommendations for Scholarship

- Set up rules.
- Design a folder for the scholarship fund and send it to various businesses and institutions with the request for a donation. Use the knowledge of the Special Advisory Committee.
- Approach scientific sister organisations of East-European countries to select five candidates for a scholarship.
- When allocating scholarship, favour GPs who have a command of the English language.
- Favour those who have submitted an abstract when making allocations.
- Take candidates into account who have submitted an abstract and are dependent on a scholarship.
- Establish the exact closing date for the registrations (both through the sister organisations as well as for individual registration.) Guideline: four months prior to the start of the conference. Do not accept registration after this date, and state this in the rules.
- Choose between scholarships through sister organisations or individually allocated. Advantage of sister organisations: one single communication point. Disadvantage: great likelihood that GPs from within the organisation are registered (committee members, for example.) and not GPs from outside the organisation. Advice: include in the rules that they may not be committee members from the sister organisation.
- With registrations through sister organisations: Give at least 3 months time for reaction. Experience has shown that not all sister organisations will be able to make a selection quickly.
- In the event of individual applications, have a form filled in online, with possible references, if any. Request bank and account details already upon registration.
- Take possible visa applications into account in the timeline.
- Distribution of the money for the individual candidates: As insurance, hand out the money only on-site and have the receipt signed. It could be considered to transfer the estimated travel costs in advance.
- **VISUM:** During the WONCA Europe 2004, more than 90 applications were submitted for a letter of invitation, stating that the participant was registered and had paid. Or in the case of the scholarships, that the NHG had paid the registration fee. Embassies kept coming up with different requests, which caused a lot of work. Advice: place a form on the website, with which participants can arrange these things themselves.

### 6.17 - *EXAMPLE* - Scholarships per country 2004

#### Number of scholarships per country

Australia	1
Bosnia Herzegovina	2
Bulgaria	2
Croatia	1
Czech Republic	5
Kazakstan	2
Latvia	1
Lithuania	4
Poland	4
Romania	7
Russia	1
Serbia	1
Slovenia	5
Suriname	1
Turkey	4
Ukraine	3
United Kingdom	1

**Total** **45 participants**

## 6.18 - *EXAMPLE* - Part of Scenario HOST/Member Organisation

<b>Time</b>	<b>Present</b>	<b>Responsible</b>
08.00	Contact PCO=PCO Contact location=LOC Contact catering=CAT Contact technician=TN Contact organisation=ORG	
	<b>Description of day date</b>	
08.00	Start of technology setup in halls Place reverse microphone, table microphone, laptop and beamer and 2 interruption microphones Chairman's desk and two chairs and lectern	TN  LOC
08.00	Coffee/ tea and rolls are ready for technicians and organisation Name of room: for example artist foyer Number of persons =12	CAT
08.00	Containers of coffee /tea for exhibition	CAT
08.00	Assistance in setup of industry	PCO
08.00	Check room WONCA Europe Network meeting Coffee/tea and soft drinks are ready and some brownies or currant buns Name of room Number of persons 9	CAT
09.30	<b>Start Network/ WONCA Europe Meeting</b> Number of persons: 9 Name of room=	
13.00	<i>Lunch in room= name of room</i> Technicians 10 Organisation 3 PCO 1 Number of persons: 14	CAT
<b>time</b>	<b>day date year</b>	
16.00	Setup of registration counter Tags of invited guests, speakers, social program, participants and exhibitors are ready. 3x telephone line credit card machine	LOC
19.00	Food for organisation and technicians= room	

	Number of persons=15	
23.00	<b>Stop with setup of exhibition and technology</b>	
<b>time</b>	<b>day date year</b>	
7.00	Breakfast and coffee is ready for organisation and technicians Room= Name hall Number of persons=	
13.00	Registration WONCA Europe is opened ATTENTION: Deploy sufficient personnel to prevent queues	<b>PCO</b>
13.00	Broadcast for each conference "Leadership" hall C	<b>LOC</b>
15.00	Coffee and tea buffet counters open	<b>CAT</b>
16.00	Start of reception of invited guests Room=	<b>ORG</b>
18.20	Broadcast according to schedule opening start in =Name hall	<b>LOC</b>
18.20	Placing of poster boards 85 in room: X 3 poster boards in room X (Placing according to schedule)	<b>LOC</b>
	<b>Start of plenary program hall name</b>	
18.20	Rolling a photo shoot of the day	<b>TN</b>
18.30	Title:	
18.30	Opening by A. Timmermans	<b>15 sec</b>
18.50	Welcome by President WONCA Europe	<b>10 sec</b>
19.00	Opening of Scientific Program, Chairman	<b>15 min</b>
19.15	Performance of cabaret	<b>45 min</b>
20.15	End of opening	
20.15	Start of reception Number of persons 1250	<b>75 min</b>
<b>Time</b>	<b>Day date</b>	
7.00	Breakfast organisation and technicians Room= Number of persons	
7.30	Check all halls and equipment	<b>RAI</b>
07.45	Registration counter is open	

07.45	Cloakroom and toilets are open Presentation checkroom is open	<b>LOC TN</b>
08.00	Receipt of speakers by conference committee Room=	
08.00	Coffee and tea are ready for participants Room= number of participants=1500	<b>CAT</b>
08.15	Broadcasts according to schedule start keynote	<b>LOC</b>
09.00	Hostesses are ready to direct participants to halls	<b>PCO</b>
09.00	Technicians are ready at halls	<b>TN</b>
09.00	Chiming for parallel session 1	
09.10	Start parallel session 1	<b>LOC</b>
10.30	Start coffee and tea in break rooms = Number of participants+	
10.50	Chiming for parallel session II	<b>LOC</b>
11.00	Tea and coffee counters close	<b>CAT</b>
11.15	Check lunch for exhibitors	<b>PCO</b>
11.30	Start Lunch expo	<b>CAT</b>
11.45	Check lunch for participants, conference committee, organisation and technicians	<b>PCO</b>
12.10	Start Lunch	<b>CAT</b>
13.00	Check halls	<b>PCO</b>
17.00	End of official program	
17.10	Symposium 1 room = Title: Requirements: 2 videos and 2 tables	<b>TN</b>
17.10	Informal meeting GRIN	

ATTENTION: there is a hostess in every hall and technicians are freely available

**TN and PCO**