

## **SCATA MEETING ORGANISER GUIDELINES** *(Revised Feb 2009)*

### **INTRODUCTION**

There are several distinct elements to organizing a SCATA meeting. These are:

- Dates.
- Speakers and Scientific Program.
- Venue.
- Accommodation.
- Trade.
- Registration.
- Publicity.
- Social, Meals and Entertainment.

You will need help

- Preparing for the meeting: share workload and responsibilities, delegate tasks as appropriate.
- SCATA usually contracts McCormack Associates to help with the organization of meetings. Organisers are advised to avail themselves of the knowledge and expertise which Juliette McCormack in particular has amassed.
- On the day of the meeting: try and ensure that you are free to troubleshoot and let the helpers look after trade, audiovisuals etc. McCormack Associates will generally take care of the Registration Desk and related tasks.
- You may find it useful to talk to present/past meeting organizers to establish delegate numbers at their meeting or any specific problems they might have encountered.

### **DATES**

- The spring meeting usually takes place in May and the autumn meeting in November, usually in the second half of the month.
- Avoid clashing with other scientific meetings. Check with AAGBI and the RCA on what's on when. The Committee will be heavily involved in deciding the dates.
- The main meeting incorporating an AGM (now a General Meeting of Members) was traditionally held in November. In 2009 the main meeting will be at the beginning of June (late May was planned but proved impossible). In 2009 the November meeting will be the smaller one.
- In the past the main meeting has started on the Wednesday (afternoon) and finished on Friday (lunchtime). In 2009 it will start on Monday morning and run through Tuesday, with an extension into Wednesday for an ITLS course.
- Time should be allocated for a Committee meeting before the main meeting begins. There must be a General Meeting of Members during the main annual meeting, ideally just before or just after lunch on the first day.
- There may be an ITLS course held in association with either or both the spring and autumn meetings.
- The smaller meeting tends to comprise one day at the AAGBI HQ in London for SCATA's Working Groups plus a Committee meeting.

## **SPEAKERS AND SCIENTIFIC PROGRAM**

- As meeting organizer you will be a member of the SCATA Programme sub-committee, which consists of the President, Chairman and up to 3 co-opted members (one of whom would be the local meeting organizer).
- This sub-committee is responsible for the scientific content of the meeting.
- Discuss the scientific program with the Committee before first publicity.
- Speakers should be booked early. Try and have a theme for the meeting or for each session. You may be able to find speakers from your own network of contacts. Guidance on reimbursement that should be offered to speakers is to be found in Appendix A and Appendix B at the end of this document.
- Free Papers: Allow at least one session for free papers. Encourage trainees to present their work and compete for the Trainees' Prize. Remember the Prize is customarily announced at the SCATA dinner on Thursday evening so the free paper session should be before this.
- Free papers are usually 15 minutes with 5 minutes for questions but timing will depend on how many people submit papers for presentation.
- Working Groups: Allow time Working Groups to meet. Liaise with the co-ordinators of the various working groups. Although there are allocated people on each Working Group, the meetings are open to all delegates. Many delegates will want to attend all the Working Group meetings so don't run them in parallel if it can be avoided.
- Remember Industry representatives are allowed to present papers and to attend Working Groups. Encourage them to do so but make it clear that presenting a paper is not an opportunity for pure advertising.

## **VENUE**

- Book a suitable venue as soon as your offer of hosting a meeting has been accepted by the SCATA Committee, often a year or more in advance.
- Ensure adequate lecture facilities.
- Ensure space for a registration desk.
- Ensure space for a trade exhibition. Ideally lunch and coffee/tea should be served in the trade exhibition area.
- Consider the need for breakout rooms for working groups, committee, and ad hoc meetings.
- Ensure adequate facilities for lunch and evening dinner. A late bar is essential!
- Consider buffet lunches to maximize circulation time at the Trade Exhibition.
- Audio-visual aids and lecture room facilities:
  - XVGA projector Consider having a spare in case of failure.
  - Overhead projector and slide projector may be required.
  - Laser pointer.
  - Projection screen. Ensure it is large enough and high enough so that it is visible to all delegates in the room. You may choose to have a mini stage and podium for added height.
  - Stagger the seats so that everyone can see the screen clearly. Consider having tables but discourage use of laptops etc during presentations.
  - Mains power points and extension blocks.
  - A broadband connection for live hook-up to the internet is essential.
  - Microphone and PA system if needed.
  - A table with glasses and mineral water etc. for the speakers.

- A PC with Microsoft Office installed. Try and pre-load as many of the presentations as you can on this computer. It helps with transition between speakers.
- Coax speakers to send their presentations to you via e-mail a day or so prior to the meeting. They may need multiple reminders.
- Check with speakers beforehand regarding the format of their presentations – e.g. PowerPoint, OpenOffice, PC, Mac, etc
- Inform speakers what facilities you have provided for them (e.g. audio-visuals, use of a PC, its specifications, loaded software peripherals etc).
- Some presentations may be posted on the website with the author's consent in which case it is easier if they are all on the same computer.
- It greatly helps to have a technically aware 'steward' to look after the speakers and help them with their needs, e.g. familiarizing with the audiovisuals, loading their presentations onto the main PC, swapping VGA leads etc., as necessary.

### **ACCOMMODATION**

- McCormack Associates will advise and help with this.
- Traditionally SCATA chooses 3 to 4 star hotels with conference facilities.
- Arrange special rates for delegates. Consider reserving rooms for SCATA on a first come first served basis. Have backup options.
- Arrange special rates for members of Trade. Let trade members do their own bookings.
- The simple option is to get the delegates to make their own bookings.
- Booking accommodation yourself involves much more work. Beware last minute rush!
- Create accommodation list of preferred (conference) hotel and alternatives, including cheaper options. Include details of price.

### **TRADE EXHIBITION**

The ultimate responsibility for organizing Trade rests with the Industrial Liaison Officer, but he/she will need your help. The following points may be of help:

- Contact as many local trade representatives as you can.
- Contact members of trade early, they will need very many reminders.
- There is often a senior manager in-charge of authorizing trade expenditure. Establish their name and address from the local representative.
- Negotiate 'donations'.
- Usual donation is £300-£350 (??), some may offer less but beware you may be paying for their lunches and refreshments leaving you with very little net 'profit'.
- The above rate includes attendance to the meeting for two company representatives as well as daytime refreshments and lunches but not the evening meals. Make this very clear to them.
- Ask them for freebies/inserts for the delegate packs.
- Request a half page of text about their company and products for the delegate booklet.
- Confirm what has been agreed in writing to the senior manager and copy letter to the local representative or vice versa. They will often ask for an invoice so

that payment can be processed through their accounts department. Do this early; it will give you money in the bank.

- Remember some members of the trade may be individual (i.e. personal) members of SCATA.
- Work out where they will have their display stands. Obtain a plan or layout of the exhibition area and send it to the exhibitors along with a map of the venue.
- Avoid placing competitors close together.
- Ensure adequate number of power points. They should bring their own extension blocks.
- Some exhibitors may require a telephone socket.
- Most exhibitors will ask for tables and chairs.
- Ensure security, as many will set up or have equipment delivered the night before and want to leave it on their stand for the duration of the meeting.
- Ask for raffle prizes.
- Mention SCATA dinner and encourage them to attend. Point out the dress code and remember to charge them for the meal – tell them what it will cost. Also invite them to any other social events.
- Be prepared for late bookings.
- Design a registration form for trade exhibitors along the lines of the delegate booking form. McCormack Associates can do this for you.
- On the day give them a copy of the delegate list with name, hospital only. Don't disclose home addresses, email addresses or home telephone numbers.

## **REGISTRATION**

McCormack Associates usually deal with most of this so liaise closely.

- Design a registration form clearly indicating CPD accreditation and put it on the website.
- Incorporate a deadline date after which a late registration fee is payable. This should usually be one month before the meeting.
- Trainees', ODPs', and Nurses' registration should be discounted. Trainees attending the ITLS course should also get a discount.
- Don't forget day delegates and day delegate rates.
- During the conference the registration desk is essential to:
  - Welcome the delegates.
  - There should be signing-in sheets for each day. Consider having separate sheets for morning and afternoon sessions.
  - Act as a helpdesk.
  - Act as a message centre between the hotel, delegates and members of trade.
  - Collect unpaid dues.
  - Distribute conference folders or bags containing:
    - ☛ Nametags.
    - ☛ Booklet containing conference program and abstracts of lectures and free papers.
    - ☛ Timetable.
    - ☛ Delegate list.
    - ☛ Details of individual member held by SCATA, so that they can check they are correct.

- ☞ Information about social events, e.g. meeting place and time etc.
- ☞ Exhibition list.
- ☞ Pen and writing paper.
- ☞ Meal tickets if used.
- ☞ Next meeting flyer.
- ☞ You may choose to put the receipts in here to save you having to do it later.
- ☞ Any other information you may wish to include, e.g. trade freebies/handouts.
- Try and get Trade sponsorship for Conference folders/bags, and for wine at the dinner (approx. £500).
- A PC or notebook with a printer at the reception desk is extremely useful. (NB McCormack Associates have a printer purchased by SCATA for just this purpose.)
- Don't forget direction signs and signs for doors, sellotape, blue-tack, stickers, printing paper, printer compatible blank acetates, CDs/DVDs etc.
- A receipt book or equivalent.
- Extension mains lead block.

## **PUBLICITY**

Liaise with the Publicity Officer early.

- A preliminary flyer should be circulated at the preceding meeting mentioning dates, venue and a "call for papers" appeal.
- If the budget allows SCATA places quarter-page advertisements in Anaesthesia News for the 3 months before each meeting (costing approx. £1,000). Discuss with SCATA's Publicity Officer and McCormack Associates the choice of months, layout and deadline dates for advertisements.
- Advertisements should have a 'call for papers' and should mention the Trainees' Prize.
- Liaise with the AAGBI's Hon. Secretary to ensure the meeting dates appear in the AAGBI Calendar of Scientific Meetings.
- Liaise with the Public Relations officer and McCormack Associates with regard to mail shots to e.g. to college tutors, postgraduate centres, anaesthetic secretaries, membership at large etc.
- Liaise with the Website Editor and put details on the web site at the earliest possible date (dates, venue, scientific program etc.). Keep the web site up to date as details of the meeting develop.

## **SOCIAL, MEALS & ENTERTAINMENT**

- Refreshments: Tea, coffee, soft drinks during breaks (should be held in the trade exhibition area if at all possible).
- Many people don't arrive in time for lunch if the meeting is starting after lunch.
- Depending on the meeting programme it may be appropriate to hold an informal social event one evening (e.g. on Wednesday evening if the meeting is scheduled to run from Wednesday afternoon to Friday lunchtime). This may be something special to local area (e.g. boat on the river Thames in November 2007).

- Lunches: beware “extras”, e.g. day delegates, trade staff, friends from your local hospitals etc. Don’t get caught short. If the meeting formally ends at lunchtime on the last day then many people will leave then and not stay for lunch.
- SCATA dinner: should be held on the evening dividing the two main days of the meeting, e.g. Tuesday or Thursday night. Ensure wine is of good quality and not run of the mill cheap plonk! Consider buying your own and paying corkage. (Often works out cheaper but is more work).
- If you are putting on entertainment, budget for it and book it in advance.
- Consider partner’s program.

### **MISCELLANEOUS**

- Receipts for delegates. Consider putting these in delegate folders or bags in advance.
- Attendance certificates: consider printing these in advance with the digital signature of the Chair, but don’t distribute until the end of the meeting.
- CPD accreditation: SCATA meetings have automatic CPD approval. Three points for ½ day and 5 points for a full day. Remember to have a document with names of all the delegates for individuals to sign for each half day. You will need to keep this in your records for posterity.
- Abstracts of the meeting should be posted on the website as soon as possible. Send them via e-mail to the Web Master ASAP.
- Insurance: You must insure the meeting so that if it is cancelled for reasons beyond your control you don’t end up out of pocket. You can also insure the equipment against theft or damage left at the venue overnight. McCormack Associates can arrange this for you.
- Cashflow: Your ultimate aim should be NOT to make a loss. Net profit is divided 50:50 between SCATA and the Organizer. Remember to budget for McCormack Associates’ fee and expenses.
- A sample budget spreadsheet can be obtained from the Hon. Treasurer.
- See Appendix C for details of the treatment of Honorary Members etc.
- Finally – Remember that it is an excellent way to put your hospital and department on the map. Running a SCATA meeting can be very rewarding, including financially. It is not all work!

Finally, remember, IF IN DOUBT ASK!

**APPENDIX A**  
**Guidance on Speaker Reimbursement**

SCATA's sister organization in Europe, ESCTAIC, had the following Policy for the reimbursement of invited speakers in 2007:

- Free congress registration on the day of the invited speaker's presentation
- 2 nights in a single room at the congress hotel (booked by the local organizer)
- Travel expenses according to the following scheme:
  - in or across neighbouring countries: €150.00
  - other European countries: €250.00
  - non-European countries: €400.00
- No other costs reimbursed.

SCATA adopted this policy for its 2007 meeting.

So, for speakers invited by SCATA, including those from the USA and Europe, the policy *might* be something like this:

- free registration for the day of their presentation
- plus up to 2 nights at the conference hotel
- plus €150-400 for travel (say £135-365 depending on exchange rates) depending on where they are travelling from.

Note:

1. It helps to avoid unfairness, confusion, disputes, and embarrassment if a written reimbursement policy is used for speakers.
2. Discuss reimbursement arrangements with individual speakers at the earliest possible opportunity.
3. The reimbursement policy should be adjusted in the light of circumstances specific to the meeting.
4. UK residents should expect to be reimbursed at standard NHS rates if travelling by car, or at the cheapest available 1<sup>st</sup> class fare if travelling by train (bearing in mind that they should be able to book in advance and may be able to travel outside peak hours).
5. Organisers are recommended to devise something along the lines of the booking form in Appendix B.
6. Speakers who are able to obtain reimbursement from their employer or other sources should be encouraged to do so.
7. SCATA would not normally expect to reimburse expenses to an invited speaker from a commercial organisation.

**APPENDIX B**

**Example Invited Speakers form (copied from ESCTAIC's 2007 form. Meeting organisers may use this as a guide.)**

**To:** Dr.-Ing. Ingo Marsolek (ESCTAIC Secretary General)  
Department for Human Factors Engineering and Ergonomics - Technical  
University of Berlin Fasanenstrasse 1 Eingang 1 in D-10623 Berlin

**Invited Speakers Confirmation for the 18<sup>th</sup> Annual ESCTAIC Meeting in London**

Hereby I officially accept ESCTAIC's personal invitation to its 18<sup>th</sup> Annual Meeting in London according to the following conditions:

**(1) Financial Reimbursement**

As an invited speaker I am entitled to a free congress registration for the day of my presentation, up to two nights in a single room of the designated congress hotel (max. 2 x 100 Euro) and the following travel reimbursement:

- a) For invited speakers living and working in overseas (such as Africa, Asia, Australia, Canada South America, the United States etc.) a maximum of 400 Euro.
- b) For invited speakers living and working in European countries not directly surrounding the congress location (such as Austria, Greece, Hungary, Italy etc.) a maximum of 250 Euro.
- c) For invited speakers living and working in England, Scotland, Wales and Ireland or in European countries directly surrounding the congress location (such as Belgium, Denmark, France, Germany, Norway, Sweden, the Netherlands etc.) a maximum of 150 Euro.

I also understand that no other congress related costs will be reimbursed.

**(2) Abstract Publication**

As an invited speaker I hereby accept to submit an abstract according the society's guidelines no later than the official deadline for free paper submissions. I also allow the society to publish my abstract in its book of abstracts as well as the society's official journal and internet web pages.

**(3) Personal Appearance**

As an invited speaker I understand that this is a personal invitation. If, however, any other important matters should make my personal appearance at the congress impossible, none of the above costs will be reimbursed and I will support ESCTAIC in any way possible to find an adequate subsidiary speaker for similar conditions.

<b>Family Name:</b>	<b>Given Name:</b>
<b>Position:</b>	<b>Email:</b>
<b>Phone:</b>	<b>Fax:</b>

<b>Business address:</b>	
<b>Bank Account:</b> - Name - Country & Place IRAN	
<b>Travel Reimbursement (Indicate one):</b>	<p>From Overseas: max 400 Euro.</p> <p>From Europe (not directly surrounding): max. 250 Euro.</p> <p>From Europe (directly surrounding): max. 150 Euro.</p>

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Place and Date

Signature

**APPENDIX C**  
**Policy regarding the treatment of Honorary Members etc**

(ref. Minutes of the meeting of SCATA's Committee, September 2007)

Rationalisation of reimbursement at conferences and Committee meetings for Honorary Members, Presidents and Past Presidents.

Honorary Members (currently Drs. A Lack, R Tackley, and J Watt)

- They get full conference registration fee free
- They get free accommodation at the conference hotel
- They pay for travel to and from the conference
- They pay for Thursday evening President's Dinner
- Travel expenses to Committee meetings is reimbursed

Past Presidents and Current Presidents (Drs M Fisher, J Bushman, A Lack, and R Dunnill) get the above, as for Honorary Members, if they are working in the NHS or private practice. If they are fully retired they get, in addition to the above, free travel expenses within the UK to conferences.