

CHECK LIST FOR CONGRESS PLANNERS



Are you planning a congress, or have been **entrusted** with this undertaking by your respective company? The following points should be considered from the outset:

- Objective of the congress
- Date and duration of the congress/event
- Target audience
- Expected and maximum number of participants (and accompanying persons)
- Venue, number and size of rooms and break-out rooms incl. exhibition and presentation area
- Required hotel capacities (different categories?)
- Technical and furniture equipment required. Are interpreters necessary?
- Will an online tool be used, or will the congress be held in hybrid form?
- Photographers and/or filming
- Special requirements (accessibility, catering, diverse religious affiliations)
- Content and potential speakers and moderators - Do synergies exist with local topics or companies?
- Invitation and date information: send programme out in good time!
- Organise supporting programme
- Should pre- or post-tours be offered?
- Designate responsibility for implementation and the organisational team
- Develop work plans and provide regular updates for the organising team
- Outsourcing of work processes
- Budget: provide a rough list of income and expenses. In addition to the participation fees, further income can be generated through the rental of exhibition space and sponsoring (of money, materials or services)
- Accessibility, venue distances and transport options must also be considered
- Designation of a COVID-19 officer
- Preparation of a COVID-19 prevention concept

CONCEPT

1. Fundamentals

Number of event days:

Period:

from:

to:

Type of event

- Congress
- Conference
- Symposium
- Scientific conference

Target audience

- Employees
- Executives
- Customers
- New customers
- Partners
- Other: (members of an association, for example)

Participants:

Minimum number of participants:

Maximum number of participants:

Objectives of the event

- Training & communication / sharing of knowledge
- Product launch/ product development
- Customer relationship
- Acquisition of new customers
- Network building
- Other:

2. Venue Destination

Destination:

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Location

- In the city
- In the countryside
- On the mountain
- Other:

Alternative location:

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Location

- Indoor
- Outdoor
- In and outdoor
- Meeting room
- Conference hotel
- Exhibition hall
- Congress centre
- Event location
- Event hut
- Catering establishment
- Other:

Personnel

- Speakers & experts
- Coaches & trainers
- Motivator
- Moderator
- Musicians or other entertainment
- Other:

What is required

- Outdoor area
- Exhibition area
- Seminar technology
- Stage
- Break-out rooms
- Other:

Technology

- Stage
- Lighting
- Sound
- Music
- Microphone
- Video
- Screen
- Lectern
- Photography
- Projector
- Other:

Hybrid event

- Cameras
- Livestream
- Secure option for livestream
- Ideas for interaction with online audience
- Gap fillers
- Emergency slides
- Direction plan

COVID-19

Name of the COVID-19 officer:
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Prevention concept created and approved

- Specific hygiene regulations
- Regulations regarding procedures in case of COVID-19 infection
- Regulations concerning the use of sanitary facilities
- Regulations regarding the serving of food and beverages
- Registration of participants

Appropriate training of staff members

- Send house rules to all registered participants at the time of invitation
- Appropriate signage in place
- Rules for controlling the influx of visitors

Catering on site

- Number of coffee breaks
- Lunch
- Dinner
- Other locations for lunch or dinner for how many people:
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.....
- Other things to note:
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Meet Green

- Certification by the Austrian Eco-Label as a Green Meeting/Green Event
- Verification of certifications of suppliers/partners
- Identify possible conservation sources (electricity, paper, waste, ...)
- Involvement of the region
- Offer seasonal and regional catering
- Obtain information on environmentally friendly mobility

3. Budget

Capital

Required capital

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Self financing

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External financing

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Cost centres

Location:

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Catering:

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Accommodation costs:

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Travel expenses:

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Speaker's fees:

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Technical agency:

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Supporting programme:

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Advertising costs:

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Material costs:

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4. People Management



Accommodation

For organiser/partner companies

Hotel:

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Self booking:

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Booking by the organiser:

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Number of single rooms:

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Number of double rooms:

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Type of catering:

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Garage:

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Parking spaces required:

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Participants

For participants

Hotel:

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Self booking:

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Booking by the organiser:

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Number of single rooms:

.....

Number of double rooms:

.....

Type of catering:

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Garage Yes/No:

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Parking spaces required:

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Self payer Yes/No:

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Travel to venue

For organiser/partner companies

Private/ company car

Train

Plane

Other:

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Participants

For participants

Private car

Train

Plane

Other:

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5. Programme

Day 1

Start time:

Number of breaks:

Planned end:

Introduction

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Main segment

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Conclusion

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Establish timetable

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Day 2

Start time:

Number of breaks:

Planned end:

Introduction

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Main segment

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Conclusion

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Establish timetable

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Day 3

Start time:

Number of breaks:

Planned end:

Introduction

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Main segment

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Conclusion

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Establish timetable

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Supporting programme

Event agency

Dinner

Gala dinner

Outdoor / indoor programme

Other:

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6. Marketing

Promotional activities

Create yourself
Commission an agency
Design and Corporate Identity (logo)
Deadline for production
Deadline for dispatch
Deadlines
Creation of a website
Direct advertising per e-mail
Direct advertising per post
Social media / internet
Printed advertising
Via sponsors
Other:

Printed material

Invitation
Programme
Orientation plan
Signage
Lectern signs
Banners
Name tags
Pin-on badges
Table signs/ table numbers
Speaker badges
Conference folder
Give-aways
Other:

7. Organisation

Preparation

- Create a to-do list
- Establish schedule
- Coordinate set up
- Signage
- Preparation of information material
- Set up and check technology

Follow-up

- Press release
- Follow ups for participants
- Follow up imprompt cancellations
- Thank you letter to sponsors
- Photo gallery
- Social media post

Procedural organisation

- Coordination of schedule
- Support and welcome partners/speakers
- Support and welcome participants
- Distribute material
- Ongoing technical checks