

# **First Steps in the Preparation of an International Medical Meeting for the Chairman of the Meeting**

**Endorsed by**

<b>Healthcare Convention &amp; Exhibitors Association</b>	<b>HCEA</b>
<b>International Association of Professional Congress Organisers</b>	<b>IAPCO</b>
<b>International Exhibitors Association on Radiological Congresses</b>	<b>IEARC</b>
<b>International Pharmaceutical Congress Advisory Association</b>	<b>IPCAA</b>

**This document is to assist the Chairman of the Local Organising Committee in the host country and assumes that the country has already been selected, but not necessarily the venue**

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<b>I. DEFINITIONS AND OBJECTIVES</b>	<p>The definitions and objectives of the Meeting need to be clearly defined:</p> <ul style="list-style-type: none"><li>• Purpose of the Meeting</li><li>• Organising Body: National/International</li><li>• Composition of participants</li><li>• Market segment of participants by speciality and country</li><li>• Duration of Meeting and Exhibition</li><li>• Year/month of Meeting (avoid competing with established Meetings)</li><li>• Frequency of Meeting</li><li>• Number of abstracts and presentation time</li><li>• Number and size of session halls</li><li>• Net exhibition space</li><li>• Official languages</li><li>• Printed materials</li><li>• Invited speakers</li><li>• Identification of financial responsibility</li><li>• Peculiarities of country in which Meeting is to be held</li><li>• Safety and security standards</li><li>• Technical infrastructure required</li><li>• Cultural (social) events</li><li>• General Secretariat</li></ul>	
<b>2.1 MANAGEMENT – ASSOCIATION</b>	<p>Define the roles and responsibilities of the International and National Committees</p> <p>Appoint a Local Organising Committee to embrace the various administrative activities</p> <ul style="list-style-type: none"><li>• Promotion</li><li>• Treasurer</li><li>• Cultural</li><li>• Sponsorship and exhibition</li><li>• Safety and security aspects</li></ul> <p>Appoint the Scientific Programme Committee</p>	<p>Refer to IAPCO document: <b>Guidelines for Co-operation between the international association, the national organising committee and the professional conference organiser</b></p>
<b>2.2 MANAGEMENT – PROFESSIONAL CONFERENCE ORGANISER (PCO)</b>	<p>A PCO should be appointed at the earliest opportunity, the selection to take into account the following criteria:</p> <ul style="list-style-type: none"><li>• Experience</li><li>• Continuity</li><li>• Trust</li><li>• International recognition</li><li>• Financial stability</li><li>• Quality</li><li>• Proposed fees</li></ul>	<p>Refer to IAPCO document: <b>How to Choose the Right PCO</b></p>

<b>2.3 MANAGEMENT – INDUSTRY ADVISORY BOARD (IAB)</b>	<p>It is essential that Industry be considered to be a Partner of the Meeting, with full co-operation and trust.</p> <p>The IAB will provide advice and support, and consideration should be given to a representative of the IAB, as an Industry Liaison Officer, being invited to join related meetings of the Local Organising Committee</p>	
<b>3.1 SELECT VENUE</b>	<p>In order to select a suitable venue for the Meeting, the following points should be taken into consideration:</p> <ul style="list-style-type: none"><li>• Cost of rental, resources, management and promotion</li><li>• Infrastructure/services</li><li>• Quality/management</li><li>• Hotel capacities and negotiated rates</li><li>• Accessibility of airport to the city, congress centre and hotels</li><li>• Airport/international access</li><li>• Safety and security</li><li>• Customs clearance/entry controls</li><li>• National regulations including regulations on the promotion of drugs and/or medical equipment, as appropriate</li><li>• Capacity of congress centre:<ul style="list-style-type: none"><li>- Exhibition space including access</li><li>- Registration area</li><li>- Session halls</li><li>- Catering</li></ul></li></ul>	
<b>3.2 CONFIRM DATES</b>	<p>When selecting the dates for the Meeting, it is essential that an investigation be made into other events that may conflict, either in size, location or subject matter.</p>	
<b>3.3 SECURE HOTELS</b>	<p>Having selected the venue, it is essential that the hotel accommodation is swiftly secured, taking into consideration:</p> <ul style="list-style-type: none"><li>• Speaker/VIP requirements</li><li>• Industry requirements</li><li>• Budget accommodation</li><li>• Sufficient accommodation for individuals in all categories</li></ul>	<p>Refer to Liaison Working Group in the Healthcare Industry document: <b>Housing Guidelines</b></p>

#### 4. BUDGET

When preparing the initial budget, the following points should be taken into consideration:

- Tax implications including VAT/Sales Added Tax
- Legal and audit implications
- Industry support (direct and indirect)
- Cashflow
- Funding
- Financial procedures
- Profit allocation (if appropriate)
- Airline contributions
- City/national support
- Insurance

In addition,

- The budget should be realistic
- The budget must balance on a sensible breakeven basis
- The budget should be transparent to all parties, including industry

#### 5. SCIENTIFIC PROGRAMME

Structure:

- Type of sessions
- Timetable grid

Satellite sessions:

- Core programme days only
- Included in congress programme
- Avoid conflicting/parallel topics
- Allocation of timeslots avoiding parallel slots if feasible

Abstracts:

- On-line
- Posters/oral/other
- Selection criteria

Speakers:

- Costs
- Conditions
- Other categories

Technical equipment:

- Quality
- Visibility
- Efficiency

Publications and proceedings

Refer to IAPCO document:  
**Guidelines for the  
International Scientific  
Programme Committee**

<b>6. PROMOTION</b>	<ul style="list-style-type: none"><li>• Logo/design</li><li>• WWW (Internet)</li><li>• Print</li><li>• Mailing</li><li>• On-site promotion at other events</li><li>• Journals/advertising</li><li>• Using industry</li><li>• Databank</li></ul>	
<b>7. INDUSTRY</b>	<p>Exhibition:</p> <ul style="list-style-type: none"><li>• Location</li><li>• Access</li><li>• Build-up/breakdown (allowing sufficient time for the size of the exhibition)</li><li>• Duration/open times</li><li>• Proximity to session halls and posters</li></ul> <p>Services</p> <ul style="list-style-type: none"><li>• Integrated delegate activities</li><li>• Stand allocation</li><li>• Catering</li></ul> <p>Sponsorship</p> <ul style="list-style-type: none"><li>• Financing and pre-financing</li><li>• Marketing service opportunities</li><li>• Return on investment</li><li>• Free selection (itemised à la carte shopping list accruing to sponsorship levels, as opposed to a medal table)</li><li>• Guidelines for levels of sponsorship</li><li>• Hospitality suites</li><li>• On-site inspection visit (pre-, on-site, and debriefing)</li></ul> <p>Satellites (see Scientific Programme)</p> <p>Contract</p> <ul style="list-style-type: none"><li>• Payment against invoices</li><li>• Cancellation and penalty information</li><li>• Terms</li><li>• Deadlines</li><li>• Rules and regulations</li></ul> <p>Group registration</p> <ul style="list-style-type: none"><li>• Delegate registration</li><li>• Hotel accommodation</li><li>• Cancellations</li><li>• Deadlines</li><li>• Name changes</li></ul>	<p>Refer to Liaison Working Group in the Healthcare Industry document: <b>Sponsorship Prospectus</b></p> <p>Refer to IPCAA document: <b>IPCAA Congress Guidelines</b></p> <p>Refer to HCEA/IEARC document: <b>Guidelines for International Healthcare Exhibitions and Congresses</b></p>

**8.  
LOGISTICS**

There are many detailed organisational tasks which need to be taken into consideration, some of the key elements to consider are as follows:

- English language capability of all congress parties (including technicians and suppliers of services)
- Cultural (social) programme
- Companions' programme
- Tour programme (Meeting and pre-/post-Meeting)
- Transportation
- Staff/hostesses/students (English language included)
- Registration
- Secretariat
- Press
- Technical equipment and construction
- Signs
- Catering
- Security

**9.  
TIMETABLE**

Once the above First Steps have been completed, a detailed timetable, setting out all the management and organisational tasks that need to be undertaken to complete the Meeting, can be prepared.

Depending upon the sequence of the Meeting, this timetable should be undertaken as early as possible, as the timing of some items, for example, invitations to speakers, industry and promotion, are critical to the success of the Meeting.

**10.  
AFTER THE FIRST  
STEPS**

The PCO and representatives from Industry will support and advise the Organising Committees on all aspects of the Meeting

## REFERENCE GUIDELINES

The following documents can be obtained from association headquarters to assist in the planning of your First Steps

IAPCO Headquarters (\*),  
IPCAA Headquarters (\*\*),  
HCEA Headquarters (\*\*\*)

- Guidelines for Co-operation between the international association, the national organising committee and the professional conference organiser (\*)
- How to Choose the Right PCO (\*)
- Housing Guidelines (\*)
- Guidelines for the International Scientific Programme Committee (\*)
- Sponsorship Prospectus (\*)
- IPCAA Congress Guidelines (\*\*)
- Guidelines for International Healthcare Exhibitions and Congresses (\*\*\*)

### Definition:

The Liaison Working Group in the Healthcare Industry, hereinafter known as the LWG, includes the member associations of the LWG, namely the Healthcare Convention & Exhibitors Association (HCEA), the International Association of Professional Congress Organisers (IAPCO), the International Exhibitors Association on Radiological Congresses (IEARC) and the International Pharmaceutical Congress Advisory Association (IPCAA).

### Disclaimer:

The inclusion or exclusion of information from this document should not be interpreted as an endorsement or non-endorsement by the LWG. The LWG are not responsible for the accuracy or timeliness of the information presented in this document, or for editing, classifications or omissions. The LWG is not responsible for decisions or actions that may be made as the result of information presented in this document.



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