

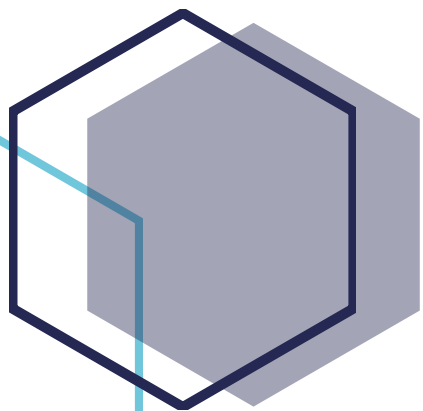


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Excursions by IAPS

Events by IAPS

Do you ever wanted to organise an excursion for international physics students? Here is how. Learn some tips and tricks and find out how to make an excursion come to life with the support of IAPS.



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Programme

What is a typical programme of an Excursion supported by IAPS? In this section the different activities of an excursion and their balance is going to be presented

Timeline

What is the timeline of organising such an Event? This section will discuss at what degree your organisation should be at what place in time.

Funding

An event without funding cannot occur. What are the main challenges in obtaining funding for an Excursion? This section is devoted to this as well as to giving you some tips and tricks.

Promotion

How to promote your event? Every event needs its participants, since without them there is literally no event. What are the best practices?

What is an Excursion?



4 to 5 days event where usually 40 international physics students come together to visit a certain Research Institution or world renown laboratory as well as the neighbouring Universities and Institutions.

It is an opportunity for an IAPS committee to showcase the research in their city and/or country as well as interchanging ideas not only between the physics students community of that country but also the physics students of the world represented by IAPS.



Programme

The Programme of an Event is the backbone of it. This is what will attract participants, this is what students will do for 4 days in your city and/or country and this is where all your participants will go to see what they will be doing or just make sure they are not lost. So what are the main activities of an Excursion Programme?

A typical Programme can be found below.

| | 1st Day | 2nd Day | 3rd Day | 4th Day |
|----------------------|-----------------------------|---------------------------|---------------------------|-------------------------------|
| <i>Early Morning</i> | Check-In | Breakfast/Travel | Breakfast/Travel | Breakfast/Travel |
| <i>Morning</i> | | Visits/Lectures | Visits/Lectures | Student Lectures / Posters |
| <i>Lunch</i> | | Break | Break | Check-Out / Optional Activity |
| <i>Afternoon</i> | Opening Ceremony / Lectures | Visits/Lectures | Visits/Lectures | |
| <i>Evening</i> | Dinner | Travel | Travel | |
| <i>Night</i> | City Tour | Nations Evening | Social Dinner | |

Several elements can be identified: Visits/Lectures, Social Gatherings and Student Contributions. The Visits/Lectures are what will attract your participants. They came to get to know a certain Research Centre or Institute and any Visit and/or Lecture about it is how they do it.

However, all humans and specially physics students need breaks and social activities and as such they must be present. Coffee breaks in between Lectures are extremely important to keep your audience engaged. A lunch break also gives time for the participants to discuss and relax. At night, several social Gatherings can be easily organised. Examples are for example a simple city tour where not only the participants get to know the city there are visiting but also some fun facts and each other. Also, a Nations Evening is a perfect social activity, especially if you can provide the participants with cooking facilities. If such is possible, as an organiser you do not need to worry about dinner while offering an opportunity for the participants to get to know each other and their cultures and countries.

Another easily organised activity is students' contributions. This allows the participants to present their work as well as discuss it, which is for most students a unique opportunity to present their projects internationally at a bachelor or master's level. Furthermore, this enriches scientifically your event and increases the discussions between participants. If you also manage to motivate the hosting institute, you can even offer prizes to the best student lectures and/or posters.



Timeline

An event with roughly 40 participants as it is normal for an excursion usually takes 3 to 4 months to be organised.

First of all, an organising committee must be formed. For this type of events, two organisers are recommended for the event to run smoothly. Several aspects must be thought of and are present in the diagram below.



The above diagram is an estimate of when you should start working, confirm and finalise a certain detail and part of the Event. The important thing is that when you start organising such an event you draw a clear plan of what needs to be done and estimate when it should be completed. Several drawbacks occur when organising this type of events, so do not worry if the confirmations are not happening at the expected time, but also be aware if something is running behind.

After the Event, you should ask for feedback from the participants. This will allow future editions of your event and future organisers to plan better and improve the event you started. Also, do not forget to write a complete report of the event, with a detailed description and with what went really well or extremely bad. This report is extremely important for future organisers but also for IAPS, in case the event was supported by an IMAP grant.



Funding

Money is always important especially when you are organising an event. A budget must be drawn early on and be updated regularly in order to showcase the progress you have made both in securing sponsors and support and also in confirming expenses. An example of a budget for an excursion can be found below, with the values for each expense and income presented as a percentage of the total expenses and incomes, respectively.

| Expenses | Percentage Value | Income | Percentage Value |
|---|-------------------------|---|--------------------------------------|
| Accommodation | ~40% to 60% | Participation Fees | ~40% |
| Transportation | ~15% | IMAP grant | Up to 50% of expenses (max 1000€) |
| Meals | ~20% to 40% | Universities/Institutes Associations/Societies | ~30% |
| Miscellanea (T-shirts, Organisers Expenses, ...) | 5% | | |

The greatest expense is always the accommodation. The best option are hostels, not only because they are the cheapest but also because it encourages the participants to get to know each other. The second highest expense is the Meals. Most hostels offer breakfast included in the price per person per night, which lowers the expenses on food. Thus, hostels with breakfast included must be sought after. If budget is tight, dinners can be excluded, drastically reducing the meals expenses. However, lunch and coffee breaks should try to be covered by the participation fee the students pay. Other Expenses include gift bags for the participants, with t-shirts, name tags, etc... They can also include organiser expenses such as travel or bank fees. However, these last expenses should be reduced to a minimum, by having a local organising committee. Within these other expenses, the renting of lecture halls can also be included.

For income, the participation fees present the highest percentage of the total income. This must be one of the earliest confirmations within your budget, in order for registration to open as soon as possible, to allow participants to book their travels earlier, securing the cheapest prices, Usual participants fees go from 100€ to 140€, depending on the city where the event occur and the duration of the event itself. There may be some cases when your committee cannot charge participation fees, as for example NC Germany. In that case, more time must be devoted in securing external sponsors.

Two types of support/sponsors exist. The first one is when for example an Institute, Research Centre or University offers the use of their lecture Halls or pays for the lunch and/or coffee breaks. In this way, no money is transferred directly to the organising committee and the entity can claim that expense as directly theirs and not a sponsorship or support to an external entity. This type of support works extremely well with Universities and Organisations and Societies. For some



companies, for example merchandise companies, bakeries, coffee makers or catering companies, they can also offer discounts, which is not considered a direct sponsorship but still an extremely important support to the event.

The other type of sponsorship is when an entity directly transfers money to the Organising Committee, as is the case of the IAPS IMAP grant. This sponsorship is usually attained with companies. For that to occur, a small opportunity package can be drawn, where for different increasing certain amounts, the companies can have also an increasing number of benefits, from flyers distributed through the participants to participation in the opening ceremony or workshops. However, for a smaller scale event such an Excursion, which has a definite topic, only a small percentage of companies could be interested in supporting this type of event. The safest bet is contacting companies that work within the field of the Event, which for some topics may not even exist.

With this, the safest bet for this type of events is to try to attain the maximum number of indirect support (the first type of support). Talk to restaurants in your city and see if they make a discount. Convince the head of your department to offer the coffee breaks, selling the idea that students from all over the world will get to know his department, if helps you. Talk to the Research Centres you are visiting and see if you can have lunch in their cafeterias or if they can offer transportation to and back from their Centre. And many more opportunities like this. The trick is contact as many people, companies and entities as possible and try to have help from them all. Little by little you manage to cover all your expenses.

About the IAPS IMAP grant, which falls in the first type of support. IAPS developed this grant to incentivise its members to organise excursions and promote the interchange between students of different committees and of all the IAPS community. As presented in the table above, it can only cover up to 50% of the total expenses of the event, with the maximum value of the grant being 1000€. You can only apply up to one month before the event, with the recommend time being two months before. An application must be written, where you present the scope of the event, the preliminary programme and budget, stating what other sponsorships you are looking into, as well as the foreseen number of participants and the actual amount of the grant requested from IAPS. The application must be sent to grants@iaps.info. If the application grant is accepted by the Executive Committee (EC) of IAPS, you will receive the first half of the awarded grant before the event. After the event, a report must be written, as previously stated, and sent to the EC, together with an article to include in the journal of IAPS, jIAPS. Following the report, you will receive the second half of the grant. During the event and promotion, if sponsored by IAPS, the IAPS logo must be included in any material and a presentation about IAPS must be made to the participants during your event.



Promotion

Without promotion, any event dies even before it was born. A good event means a good promotion of it before, during and after the event. Promotion can be made through the Event website, and through Facebook, by the creation of a dedicated Facebook page or event and/or group.

On the website, all the information about the event must be present. The programme and its description should be included as well as a presentation of all the Research Centres/Institutes/Universities/Laboratories to be visited. Information on the different locations of the Events, like the accommodation, should also be present. All the information about the registration and Terms and Conditions should also have its designated area on the website. The participants should be able to find what is included in their participation fee and to what terms they must submit to while attending your Event, especially if it is supported by IAPS. The IAPS Terms and Conditions can be found [here](#).

Although without a website there is no Event, without promotion through Facebook, your event reaches less than half of the entire IAPS community. A Facebook page is the recommend option prior to the Event. Several teaser posts could be made before announcing dates and more information to attract people to follow and like your page. Following this, at least on post per week should be performed up to registration opening, to keep people engaged in your Facebook page. These posts can include information about registration, information about the several activities and places the students will participate and /or visit during the event and also any information about sponsors. After registration, more posts should be made to remind people to register, something always extremely needed because the human nature always lets everything undone until the last minute. Until the event, more information should still be posted. During the event, a photo per day or of important activities should be shared. This attracts to the Facebook page not only the participants but also any student that did not attend and might be interested in future editions. Followed the event, more photos could be shared as well as thank you notes to sponsors, if requested. A few days before the event, a Facebook group for events participants can also be created, which allows for participants to start interacting and getting to know each other before the event, but also to keep in touch with each other and other IAPS events that can be shared through the group.

Events by IAPS

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