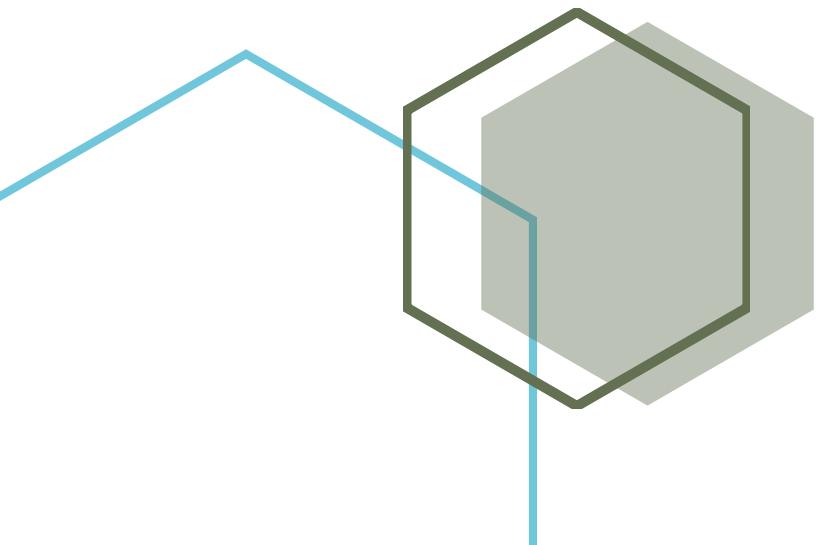


National Conference by IAPS

Events by IAPS

Do you want to gather the fellow physics students within your country? Have you ever wondered how national ICPS would look like? In this document, you can learn how a National Conference could be organised.



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Programme

A National conference comprises several activities, from student lectures to lab tours ending with parties. However, how do they all come together?

Timeline

What is the timeline of organising a National Conference? This section will discuss at what degree your organisation should be at what place in time from the event.

Funding

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

Promotion

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

What is an National Conference?

Think of a smaller scale ICPS at a national level. Students from your country gather together in one city/University for 4 or 5 days and share opinions and discuss physics within your country.

It is an opportunity for an IAPS committee to be revitalised and to gather new members. By offering every year a National event when every physics students can meet, old and new members get incentivised to partake in its activities and also take action within your Committee. It is also another opportunity to introduce IAPS to your members.

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. Due to this, it must include attractive activities. And what these typical activities?

A typical Programme can be found below.

	1 st Day	2 nd Day	3 rd Day	4 th Day
09:00				
09:30		Invited Lectures		
10:00				
10:30		Coffee Break/ Poster Session		
11:00	Check-In			
11:30		Workshops/ PLANCKS Preliminaries	Coffee Break/ Poster Session	Coffee Break/ Poster Session
12:00				
12:30			Student Lectures	Debate Working @ Companies
13:00		Lunch	Lunch	Lunch
13:30				
14:00				
14:30				Closing Ceremony
15:00				
15:30				
16:00				
16:30		Guest Lecture		
17:00				
17:30				
18:00	City Tour			
18:30				
19:00				
19:30		Guest Lecture		
20:00	Barbecue Party	Game Night	Closing Dinner	Check-out/ Optional activity

The Program can be divided into three main parts: Academic, Businesses and Social. The following paragraphs focus a bit on each part.

Academic

Academic activities include the different Guest, Invited and Student Lectures as well as the Lab Tours. This is the opportunity for your city and University to showcase their best research topics and results as well as to present the different research opportunities that exist within your city and country. By having student lectures given by the participants as well as various Poster Sessions, you also enrich immensely the scientific component of your Programme. You also give



a rare opportunity for Bachelor and Master student to present their work at such a young level, which is an excellent training for their future. Another advantage of student contributions is offering prizes. A very common prize is offering an ICPS participation in that year to the student with the best lecture and poster. This not only motivates students to contribute but also allows you to expose your members to IAPS and other IAPS events.

Business

Every year, the importance of physicists in the business world gets higher and higher. Not every physics student ends up in the academic world but most of them do not know what their degree can do for them when looking for a job. As such, a National Conference is a perfect occasion to showcase the wide range of opportunities that exist for Physics Students. Within this goal, two activities can be carried out: Excursions to Companies and Debates with Employed Physicists. From these, the participants get to know from both ends what is like working in the business world and what they can do with their degree. It is also an extremely good opportunity to gather sponsors as it will be presented further down this guide.

Social

Several social gatherings and activities must be included to prevent the programme from being too intense. Within these activities, you can have city tours, showing the best landmarks and sight of your city, barbecue parties, Game nights, Astronomical nights, closing parties, and so on. The possibilities are endless, and the need is extremely high. Think about something the student community within your city/University does that is unique and show that to the participants, for example.

Some other activities do not fit into any or more than one topic above mentioned. Workshops can be both given from an academic point of view but also given by a company, for example, it being an excellent sponsorship opportunity. The Annual General Meeting of your committee can also be held during the National Conference, since it can be the annual gathering of your members, just like the AGM during ICPS. Another opportunity is to host a PLANCKS Preliminary. By incorporating a PLANCKS Preliminary within your National Conference, you do not need to organise an entirely separate event for it. It is also another opportunity to present IAPS to your members and gather more Preliminaries participants.

Timeline

The already existing National Conferences within IAPS members gather around 100 physics students every year within their countries. The organisation for such an event requires a more detailed planning than for example the organisation of an Excursion. Thus, the event should be organised at least 5 to 7 months before.

First of all, an organising committee must be formed. For a National Conference, the committee should be constituted by around 5 members, each one devoted to a certain task, like treasurer or social activities. Volunteers should and must be recruited to smooth everything during the

event and to lend an extra hand before in case of need. They can be recruited only a couple months before the event, depending on their purpose through the duration of the event.

6 months

- Draw Preliminary Budget
- Arrange accommodation
- Prepare the Sponsorship packages

5 months

- Share the website and Facebook page of the Conference
- Contact several sponsors and companies for visits
- Contact Guest speakers
- Reach out to your Department/University

3 months

- Open Volunteer registrations
- Start preparing registration
- Present the first confirmations of the event (Guest lectures, Companies, Sponsors)

1 month

- Open abstract submission if not within participant Registration
- Confirm the last sponsors
- Prepare the gift bags materials and promotion
- Confirm the different meals and caterers

4 months

- Continue contacting sponsor
- Promote the conference through Social Media
- Confirm the dates

2 months

- Open Participant Registrations
- Start organising the Lab tours and Invited Lectures within your University

Conference!

The above diagram is an estimate of when you should start working, confirming and finalising a certain detail and part of the National Conference. The important thing to note 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 Conference, you should ask for feedback from the participants. This will allow future editions and future organisers to plan better and improve the National Conference that now will be here to stay. 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 your event is supported by us.

Funding

A budget of your National Conference 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 a National Conference 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%	Participation Fees	~67%
Transportation	~15%	University	~10%
Meals	~30%	Research Institutes	~10%
Promotion and Materials	~5%	Societies/Associations	~5%
Speakers	~5%	Companies	~5%
Volunteers and Organisers	~5%	Donations	~3%

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. The other meals, including the Coffee Breaks, Lunches and Dinners, should be included, increasing the price per person but offering something extremely important too each participant.

Other Expenses include the materials, like the gift bags for the participants, with t-shirts, name tags, etc..., and also promotion expenses, such as roll ups and flags to point and show locations during the conference but also showcase your sponsors.

Being a conference, another expense is the travelling, lodging and meals of the speakers. This may not need to be covered by you, if the speaker just wants to participate and covers them, especially if he is a local speaker. However, and when considering inviting more well-known international speakers for example, offering them all the expenses may be the only way to get them to participate in your conference.

The last expense is volunteers. As mentioned before, an eager group of volunteers from your University and/or country needs to be formed. The way to gather them is by offering the meals and transportation, and if needed accommodation, to the volunteers during the conference.

For income, the participation fees cover the highest expenses. 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 organise their schedule. Depending on the country, the participation fee can go from 70€, for example Portugal, to 100€, as in Italy.

As seen in the timeline, sponsorship packages must be drawn. The packages offer different alternatives of benefits with matching different prices the companies and institutes would sponsor. It is almost as if you are offering a range of opportunities and they select the service they want to buy. Two documents should be written to complete the packages: a bigger very descriptive document of your conference, explaining the history and reasons behind it, the different activities, your budget and what you request; and also a more attractive and smaller flyer to quickly understand the event and what you have to offer and for an easy discussion in a personal meeting, for example. As a National Conference is a bigger event including all your country Physics Students, the Sponsorship Packages work extremely well. Don't forget that negotiating is the key, which means that you must be flexible with the "services" you offer versus the price you ask, when contacting a company. However, be also consistent: do not charge different companies extremely different values for the same service.

Following the packages, entities can also decide on one of two types of support. 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 grants. This sponsorship is usually attained with companies. Since your event is a Conference of Physics Students, usually without a specific topic, several companies working on widely different fields may be interested in sponsoring, since they have a unique opportunity to contact the community from where they will want to hire and sometimes sell to in the future.

Considering all this, the safest bet for this is always to try to attain a lot of sponsors even if they do not offer or select one of the more expensive packages. Smaller things like, talking to restaurants in your city and see if they make a discount or convincing the head of your department to offer the coffee breaks or talking 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, help a lot. Also, reach out to companies where your alumni work. If that company has hired people from your degree and university, it means they are interested in Physics and hiring Physicists. Thus, you can make them an offer they can't refuse, by explaining they will have first contact with all the Physics Students of your country, soon to be in the job market maybe their employers due to this conference. The trick is always to 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.

One possible sponsor if you are a newly founded committee is IAPS itself, through the IAPS Grant for Committee Kick-Starting. This grant, aimed at presenting IAPS within your country, fully suits a National Conference, as this is the event that will gather the Physics Students Community of your country. Up to 200€, if you are a NC, or up to 75€, if you are an LC, can be covered by IAPS. For that, 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 universities represented 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 money after presenting your final budget and receipts. After the event, a report must also be written, as previously stated, and sent to the EC, together with an article to include in the journal of IAPS, *jIAPS*.. 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 Conference, 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 much less students of your 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 one post per week should be made 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 conference, 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 the conference 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. This is also one of the best ways of advertising your event, especially if it already exists for many years: keep spamming every group, including these Event groups, with your pages' posts. Contact also other local committees and associations to see if they can share it within their own media channels. Another possibility is also to contact each department of Physics in your country and ask them to send an email to all their students about your Conference. This way you know at least every Physics Student can easily find out information about the Conference.

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