

## Roles and responsibilities – EFFoST International Conference 2021

To ensure that the organization of the EFFoST conference is managed efficiently the following roles have been defined with corresponding responsibilities

### 1. Local Organising Committee (LOC)

The Local Organising Committee is responsible for developing a well-balanced, high-quality scientific programme to be presented at the conference. The conference is a unique opportunity for the LOC to showcase their institution's expertise and the developments in food science and technology in their region. The LOC consists of a Conference Chair and a number of active members. Their activities include the preparation of the programme, the abstract submission and review process, which in turn will determine the sessions and the oral and poster presentations. The scientific and educational programme will strongly determine the success of the conference; therefore, a Memorandum of Understanding/contract will be signed between EFFoST and the LOC to confirm their commitment.

#### Financial management

- Identify subvention opportunities
- Keep to budget, e.g. invited speaker
- Post conference reporting

#### Logistics

- Propose/Advise conference venue(s) - PCO will select conference venue in consultation with LOC and EFFoST
- Propose/Advise on social event venues, such as welcome reception and conference dinner
- Propose/Advise on entertainment
- Assist scheduling of session rooms
- Support local arrangements for the program

#### Scientific programme

- Develop conference programme in consultation with SC-D&C
- Select conference theme and topics in consultation with SC-D&C
- Develop plenary and parallel sessions
- Identify keynote and invited speakers
- Invite keynote and invited speaker to participate.
- Extend new invites if there are any gaps in the program.
- Provide PCO with contact details of invited speakers
- Establish a Scientific Committee
- Plan call for papers, provide text, instructions for abstract submitters, and deadlines to PCO
- Contact for submission-related inquiries
- Develop abstract review criteria and process in consultation with SC-D&C
- Provide list of abstract reviewers and deadlines to PCO
- Select oral presenters from submitted abstracts
- Develop sessions (length and timing) and nominate session chairs
- Select poster presenters from submitted abstracts
- Identify which poster presentations could be bumped up to oral presentations if needed
- Provide a list of rejected abstract submissions to PCO
- Deal with any scientific/programme issues such as speaker replacements in case of withdrawals

- Facilitate conference publications
- Secure the presence of a high-ranking official from a relevant Government institution to officiate the formal opening of the conference
- Invitation to national societies
- Ensure milestones and deadlines and maintained

#### Abstract management

- Provide instructions for abstract submitters to PCO
- Provide instructions for abstract review for scientific committee

#### Sponsorship and Exhibitor management

- Identify potential local and international sponsors
- Discuss tailored sponsorship packages (benefits and exposure) with Organizing Committee

#### Communications and Marketing

- Provide information for the conference website and first announcement mailings. The text should include:
  - o Theme and topics
  - o Aim and scope
  - o Overview of the programme and sessions
  - o Target audience and the benefit to attend
  - o Call for papers
- Provide additional communication material to EFFoST e.g. description of special sessions and pre, post and side events
- Announce the local and theme of the EFFoST 2021 conference at the EFFoST International Conference 2020
- Provide programme updates to Organising Committee for further communication
- Provide mailing lists of people potentially interested in the conference to PCO
- Distribute and share promotional material/messages in professional network
- Raise local awareness of the event to all relevant stakeholders
- Write welcome letter for the programme booklet

#### Onsite management at the conference

- Officiate opening and closing of the conference together with the EFFoST Board
- Welcome the high-ranking governmental officials invited to officiate the formal opening of the conference
- Welcome keynote and invited speakers
- Replace any absent speaker and reorganize time-slots if needed
- Ensure session chairs are briefed and keep to the scheduled programme
- Provide 10 students-volunteers who will support registration activities and the sessions

## 2. Scientific Committee

The Scientific Committee reviews abstract submissions according to the provided review criteria, process and timeline. In addition, the SC can also suggest topics and invited speakers. The members of the Scientific Committee are appointed by the LOC.

- Review abstract submissions according to review criteria, process and timeline specified by the LOC.
- Suggest topics and speakers

### 3. Professional conference organizer (PCO)

EFFoST has contracted Elsevier as Professional Conference Organiser (PCO) who assists the organisation of the EFFoST International Conference by focusing on logistical issues. The PCO is responsible for activities, such as delegate registration, abstract handling, third party contracting, marketing, and communicating with delegates, abstract submitters and reviewers, sponsor handling and on other practical issues.

#### Financial management

- Budget development and financial control
- Handling invoices and payments
- Contracting conference and social venues, and other third parties
- Interim and final financial reports
- Subvention management: subsidies and financial guarantees
- Tax positioning
- Insurance
- Final audit

#### Logistics

- Time planning and management, keeping of deadlines
- Monthly updates to EFFoST and LOC
- Conference and social event venues: quotations and contracting
- Catering and other third parties: quotations and contracting
- Audio and visual support: quotations and contracting
- Accommodation: organize block booking and release excess rooms
- Plan conference space, including room set-up and exhibition floor planning in consultation with LOC and EFFoST
- Shipment of promotional materials to conference venue

#### Scientific programme

- Invited speakers: Send practical information regarding presentation, location, travel policy and reimbursement of costs according to EFFoST policies
- Collect and publish programme and speakers bios, photos, etc on the website
- Coordination of speaker-ready-room onsite

#### Abstract management

- Receive submitted abstracts through conference website
- Communicate with submitting authors about process
- Ensure reviewers have access to abstracts online
- Send instructions of review process developed by LOC to Scientific Committee
- Ensure that review is completed within given time frame
- Inform abstract submitters of decision: oral presentation, poster presentation, or rejection
- Provide instruction regarding presentation and poster production
- Ensure (poster)presenters have registered to be included in programme booklet

#### Delegate registration

- Online conference delegate registration
- Communication practical issues
- Invitation letters for entry visa application
- Handling of invoicing, payments and cancellations
- Provide delegates lists to EFFoST

- Produce certificates of participation
- Produce name badges
- Onsite registration

#### Sponsorship and Exhibition Management

- Sponsor acquisition, contracting and follow up
- Prepare sponsorship package in consultation with EFFoST. Tailor package to sponsor
- Exhibitor acquisition, contracting, follow up, logistics shell scheme/table top
- Oversee booth construction, exhibition material/equipment
- Manage time and floor planning

#### Communication and marketing

- Publicity: website, mailings, press releases, social media
- Develop promotional material according to EFFoST style guide
- Print and mail EFFoST conference posters and flyers to EFFoST and LOC
- Website: develop, maintain, update. Include information on conference theme, programme, location, committees, etc
- Mailing lists: collect mailing lists from LOC, EFFoST and from Elsevier publishing (in compliance with GDPR)
- Mailings: send updates of conference to mailing lists
- Conference programme book: coordinate information collection and print
- Conference bags: order bags, insert sponsor flyers and distribute at conference
- Social media: post updates of conference, e.g early bird, invited speakers and sessions
- Report on marketing analysis
- Conference app
- Evaluation survey tailored to EFFoST conference
- Send thank you letter when appropriate
- Liaise with third parties e.g. printing, software and shipping companies

#### Onsite management

- Onsite coordination (present at least one day before conference)
- Manning of registration desk
- Registration of delegates
- Set up rooms and signage
- Main contact point for practical questions from conference delegates and exhibitors
- Main contact point for oral and poster presenters
- Coordination of speaker-ready-room on-site
- Brief onsite volunteers

#### Post conference

- Finalizing payments
- Prepare final financial report
- Send out evaluation to delegate
- Send out thank you letters

## 4. EFFoST

EFFoST focusses on maintaining a high scientific standard and ensuring the continuation, further development and success of the EFFoST conference in the future. The EFFoST conference creates momentum that fuels the federation throughout the year, therefore at the conference EFFoST focusses on creating opportunities to connect members and delegates. Throughout the process of

organising the conference event, from the bid to the evaluation survey, the EFFoST Board and Office ensures that all activities are in line with EFFoST mission and goals.

The LOC is supported by the EFFoST Office and members of the “EFFoST Conference Organisation working group” appointed by the “Science Dissemination and Communication” Standing Committee, that is a repository of knowledge and experience from past conferences. EFFoST connects the LOC to relevant EFFoST members, committees and networks, enabling them to develop a high-quality scientific programme.

To ensure that objectives and targets are met, EFFoST is involved in the planning and management of the conference with the PCO. Furthermore, the Office monitors the proper and consistent use of the EFFoST brand and safeguards its reputation and longevity.

#### Financial management

- Approve budget
- Set registration fee at an appropriate level: covering costs and accessible for as many people as possible
- Deciding the conference location based on costs

#### Logistics

- Determine conference location with LOC and PCO
- Determine social event venue with LOC and PCO
- Determine catering with LOC and PCO
- Plan conference space, including room set-up and exhibition floor in consultation with LOC and PCO
- Organise Student of the Year, Science to Society and Lifetime achievement awards
- Facilitate meetings: EFFoST Board, standing committees, working groups, General Assembly etc
- Coordination EU Collaboration Corner for EU projects and European Societies

#### Scientific Programme

- EFFoST Office will connect the LOC with the EFFoST Standing Committee ‘Dissemination and Communication’ (SC-D&C)
- SC-D&C will advise the LOC on the Scientific programme
- SC-D&C will provide knowledge and experience of past EFFoST conferences to LOC

#### Abstract management

- No role

#### Delegate registration

- Determine reduced fees for special delegates, in consultation with LOC and PCO

#### Sponsorship and Exhibition Management

- Create sponsor packages in collaboration with the PCO
- Maintain an overview of the acquisition of (potential) sponsors
- Approve tailored sponsorship packages ensuring that amount of exposure provide to the sponsor is in line with their sponsorship contribution

#### Communications and Marketing

- Create style guide for EFFoST conference
- Guard the use of the EFFoST brand in marketing activities and promotional materials
- Approve all communication materials developed by the PCO for the EFFoST conference prior to distribution
- Collaborate with PCO communications department to strengthen reach and output

- Scale up communications efforts to promote event within the Federation, capturing momentum to strengthen and expand Federation
- Creating additional content for EFFoST: interviewing speakers, promoting special sessions etc

#### Onsite Management

- Opening and closing ceremony (EFFoST Board members)
- Present Student of the Year, Science to Society and Lifetime achievement awards
- Contact for the members of the EFFoST Board, Standing Committees, Working Groups, General Assembly and providing support for their meetings
- Contact for the nominees of the Student of the Year
- Facilitate the popular vote for the Student of the Year on the exhibition floor
- Document the event through e.g photography, interviews, social media posts
- Advise the PCO
- Contact for delegates for all questions about EFFoST

#### Post-Conference

- Make conference materials available to conference delegates
- Analyse evaluation survey to improve next conference
- Capture momentum to strengthen and expand the Federation

### 5. Conference organizing committee (COC)

Representatives from EFFoST, the LOC and the PCO form the Conference Organising Committee (COC). In monthly meetings, current developments are discussed and opportunities to support and advise the other COC members are identified.

The COC consists of:

- EFFoST: Jeroen Knol, Managing director and Linda Scholten, membership engagement and communications officer
  - Local organizing committee: Chairperson and co-chair
  - Elsevier Conference Organiser (PCO): Richard Hart, conference organizer; Sophie Hayward, communications officer, Chloe Partridge, sponsorship and sales officer, and a staff member of Elsevier for registrations and abstract handling
- Monthly catch-up to provide information of developments and milestones achieved