

Association of Applied Biologists

CONFERENCE BUSINESS PLAN

1	Conference Title:			
	Proposed location:		Proposed Dates:	
2	Scope	See separate sheet		
3	Shortname:		Aspects/Abstracts/ <i>Annals</i> papers? (State 1 or 2 pages for Abstracts)	
4	Organiser:		Contact at:	
5	Presentation level:	Conference / workshop		
6	Intended audience			Numbers
7	Invited speakers & expected travel costs, etc.			
8	Marketing suggestions			
9	Location requirements			
10	Sponsorship			£
11	Trade Stands			£
12	All Other possible Sources of Income			£
13	Poster Reception	Yes / No		
14	Proposed Members Registration fee	One Day OR Two Day OR Three Day	High £	Low £
15	Concessions	Session Organiser Chairman Platform Presenter Poster Presenter	Discount % or £	
16	Shortfall/cancellation charges / early deposits			
17	General Notes: Overseas Travel Grants			

--	For Office Use	Predicted surplus on conference: £
	Conference Title:	
	Scope of Conference (This could also be used on the Call for Papers flier)	
	Request for Aspects (if required)	
	Target Audience	

NOTES ON COMPLETION OF CONFERENCE BUSINESS PLAN

Please note that the above form can be expanded as required.

- 1 Title can be provisional but should indicate content and scope of conference
- 2 -
- 3 Short working (one or two word) title and Publication if required.
- 4 Name of organiser and contact details. There should be a single responsible individual, but more than one is acceptable if deemed necessary.
- 5 State type of event, e.g. conference, workshop etc.
- 6 Brief indication of the target audience and hence level material will be pitched at. The expected attendees – information on likely background/employment of delegates but also expected numbers. The numbers should be a realistic estimate, e.g. of a total ‘market’ of 30, a more realistic number of attendees might be 15. A fuller description can be given on the ‘Scope of the Conference’ page
- 7 Proposed invited speakers’ travel and other expenses to be included in conference budget as far as these are known (further details would be discussed at the next Planning Meeting). Alternatively state the expected numbers of speakers and an indication of where they will be travelling from. Please note that all costs are incorporated into the budget for the purpose of calculating a registration fee.

- 8 Suggestions for marketing the conference to reach the intended delegates (and expected costs where known). Examples may be mailings to other Societies / Companies / Consultants or advertising in publications or links to relevant web-sites.
- 9 Suggested venue or location (alternatives may be investigated by the AAB office)
- 10 List all Potential Sponsors (the AAB Office or other Trustees may be able to assist in contacting them). Indicate £ where known. Please note that sponsorship will be beneficial when working out an appropriate registration fee, but cannot be included in the calculation of the registration fees until we have a firm commitment for the sponsorship.
- 11 Trade stands and Exhibitors - list all possible ideas (with a suggested charge if possible).
- 12 Other income– list all possible ideas (£ where known). This may include people who may wish to advertise in *Aspects* or put fliers in the conference packs
- 13 Please state whether this is required. Please also indicate whether this is likely to be sponsored or whether the cost will need to be borne by the delegates in the registration fee.
- 14 Proposed Registration fees – suggest a high and low price for the length of the conference. This may prompt discussion by Council and can be used to look at various options when the full budget is prepared. Non-members usually pay around £40-50 more than members. Please note that typically registration includes coffee, lunch & tea and any publication, but not accommodation, dinners or anything else.
- 15 Concessions – discounts can vary and you will be given a guide at the first planning meeting; however, please note that the greater the concessions, the higher the registration fee will be. Common discounts are half price registration or a £50 reduction for platform presenters. Some organisers include poster presenters within this reduction, but this will have a bigger impact on fees.
- 16 If known for the proposed venue - enter the penalty for cancelling conference venue or the cost of having to cancel any excess accommodation. Also note the cost of any early deposit that would not be recoverable. However, this will often be done by the Office.
- 17 General notes – include anything else relevant that is not mentioned elsewhere. Applications for Overseas Travel Grants should also be noted here.

BUDGET NOTE

The AAB Office will use the information provided to produce an outline budget and registration fees. Any additional income and expenditure will also be taken into account when determining the registration fees.