Organising an IAC Event

IAC welcomes proposals from a wide range of organisations (e.g. Counselling associations, institutes, universities, and groups) looking to organise an IAC Event. There are three types of IAC event:

1. **IAC Annual International Conference:** Large, annual event, minimum of 400 participants, lasting 2-4 days.
2. **Regional Conferences:** May also be large (200+ participants) events, but mainly focus on counselling issues in the specific world region. IAC has eight world regions: Africa; Asia; North America; Latin America; Middle-East; Europe; Caribbean; and Oceania.
3. **Country Events:** Workshops, Symposia, One-day conferences. These vary in participant numbers, and are normally one-day events. Whilst organised 'Under the auspices of', or 'In Conjunction With' IAC, some country events may have less direct input by IAC.

There are several flexible ways in which IAC can be connected to events, so please enquire with IAC if you have a proposed event you would like to discuss.

Why Organise an International Counselling Event?

There are multiple educational, cultural, economic, and social benefits of hosting such events. IAC International conferences and regional events bring together scholars and practitioners from around the world interested in a specific theme related to counselling. Hosting an IAC event can bring your organisation an expanded network of both global and regional counsellors, and creates a major opportunity to place a spotlight on specific regional, or thematic, issues related to counselling. Events such as these advance the development of counselling through education, research, information-sharing (and fun!).

Hosting such events also raises the profile of your organisation, and counselling activity in your country. This is of interest to all those concerned about counselling's development including practitioner's, educators, and government departments (e.g. of health, education, and social affairs), as well as many other stakeholders. International events create enthusiasm and excitement from association's members, students and partners. However, it must be understood that it can be a significant undertaking and should be considered carefully before deciding to host. IAC will help guide you through the consideration process.

What is the process to apply to host an event?

A Host Country Organisation (HCO) must have the ability to host the event in which they are interested. For example, to run an IAC International Conference you must be able to organise an event that lasts between 2 and 4 days, and has over 400 attendees. This includes appropriate

access to conference facilities, accommodation, and transportation, as well as the ability to manage a range of supporting services (food services, internet services, and conference social

events; conference website; management of registration and online payments; etc.). The proposed Host Country Organisation (HCO) must also have a viable financial plan (a budget) to support the cost of producing the conference – through attendee registration, fundraising, and other means (see budget detail below). This is important for the HOC as IAC does not take responsibility, or pay for, any financial deficit of the conference. The conference surplus (profit) is shared equally between the IAC and the HCO. Please note that IAC do not fund or sponsor these events (other than in-kind support and advice) except for applying for a UNESCO grant to subsidise the attendance of counsellors from low-income countries.

First Step: Send in an 'Expression of Interest': The first step an HCO takes is to compile and email an expression of Interest (EOI), to IAC (email <u>ceo@iac-irtac.org</u>). This step is completed for all types of proposed events (large or small). An EOI is a short document accompanied by an initial budget that indicates a serious interest in hosting an IAC event. It contains details that IAC need to determine if the offer to run an IAC event can be explored further.

Second Step: Expressions of Interest that are deemed suitable will be moved forward, and greater organisational and budget detail will be discussed and agreed. Following that a 'Memorandum of Understanding' (similar to a contract), will be completed in order to finalise the agreement between the HOC and IAC.

Guidelines/Process for sending in an 'Expression of Interest(EOI)':

Organisations interested in proposing to host and IAC event should follow the steps listed below: The EOI should be relatively brief (maximum of 3 pages, or email length). There s no set format for this but the information must include:

1. The name and contact details of the Host Country institution (or institutions where it is a joint proposal).
2. A name and email address for the first point of contact.
3. Indicative conference theme.
4. The type of event being proposed (e.g. International conference, Regional conference, Country event etc.
5. Confirmation that the applicant HCO(s) are current IAC members.
6. Confirmation that the Board of the applicant HCO(s) supports the proposal.
7. Confirmation of the financial viability of the HCO to organise such an event.
8. Confirmation of the organisational capacity of the HCO to organise the event.
9. The proposed dates noting any potential advantages or disadvantages with the dates (e.g. proximity to major sporting/cultural/religious festivals, other conferences, academic and school timetables).
10. The level of anticipated local participation and support for the conference.
11. An indicative budget (see below), which covers all anticipated expenditures and sources of income, including any grants or sponsorship.
12. Capacity for translation (professional or voluntary) where necessary. The working language of the annual international conference is English.

13. Any events, anniversaries or additional reasons why the Country, or HCO, should host the conference.
14. Proposed venue with detail of capacity to host plenaries, workshops, posters, and provide access for people with disabilities.

15. Availability of accommodation from inexpensive to four-star.
16. Any legal or diplomatic restraints on attendance.
17. Proposals for social events.
18. Proposals on marketing including online marketing of the event program, and registration offers.

It generally takes up to six weeks from the time an application is submitted before a determination is made. Expressions of Interest should be sent to the IAC CEO at: **ceo@iac-irtac.org**

Quick Guide: Who does what?

Responsibilities of the IAC Conference Committee
- Recruitment and selection of host organisations and institutions via the Expression of Interest (EOI) and selection process.
- Recruitment and selection of scientific committee chair(s).
- Ensuring that conference reflects the IAC vision, mission and ethos.
- Approval of the theme, Call for Proposals (CfP), and overall structure of the conference as put forward by the Host Country Organisation Committee (HCOC).
- Conducting monthly meetings (in the year preceding the conference) via video-conference, or conference calls, with the HCOC.
- Setting and meeting timelines for conference organisation activities.
- Support for solicitations for fund-raising / sponsorship to previous & new donors in conjunction with HCOC.
- Identification and maintenance of links with allied / affiliated groups for cross-promotional marketing and program activities.
- Providing communication and support about all aspects of the conference, including the CfP, EOI, registration calls, sponsorship, etc.
- Management of standing conference sub-committees (e.g. finance and organising committees).

Responsibilities of the Host Country Organisation

- The Host Country Organising Committee (HCOC) chair(s) is selected by the hosting institution(s).
- Selection of conference venues and accommodations.
- Establishment and monitoring of budget for the conference.

- Engagement of a professional conference organiser if desired.
- Management of conference registration and fee collection.
- Maintenance of conference website and mobile program app or interface.
- Use of a conference Twitter account to communicate about the conference and to respond to questions and issues.

- Use of the IAC Facebook account to communicate about the conference and respond to questions and issues.
- Provision of visa letters to attendees as needed (IAC can help with this).
- Arrangement of travel and payment of honorarium for the keynote speakers.
- Provision of travel and accommodation costs (economy), for IAC representatives (two IAC representatives' at large events – where over 150 persons will attend).
- Management of relationship with conference organisers (if used), venue staff, and others key to the logistics of the conference.
- Promotion of the conference via social media.
- Organise and coordinate any A/V needs for presentations, event recording, live streaming, and other related services.
- Provision of meeting space at, or near to, the conference venue, for the IAC Executive Council (EC), for the two days immediately preceding the conference (applies to the Annual International conference only – at which the IAC EC traditionally meet).
- Development of a sponsorship prospectus.
- Identification and engagement of sponsors in financial support of the conference – in collaboration with IAC.
- Planning and coordination of food options for delegates.
- Management of issues regarding logistics (A/V, wifi, food, venue, etc.) that arise during the conference itself.
- Administration of a survey assessing success of the conference.
- Post-conference feedback to IAC (conference report, attendance statistics & feedback, detailed financial report).
- Feedback to IAC on improving and evolving IAC events.
- Return of 50% share of any financial surplus (profit) to IAC, as soon as feasible after the conference (no later than 2 months).

Appendix 1

Indicative (Preliminary) Budget for IAC International Conferences: The EOI must include preliminary budgetary information in order to be considered. If the offer to host the event is accepted, proposers will be asked to detail revenue and expenses in accordance with a more detailed budget format.

INCOME	Indicative Amount (Specify Currency)
Registration fees (include fee levels and prospective participant numbers for members, non-members, and students)	
Sponsorship	
Government Grants	
Grants from other sources	
Conference 'Gala' Dinner Tickets	
Other Income	
A) Total Income	
EXPENDITURE	
Venue	
Leasing/rental costs for venue (E.g. Hotel Meeting space)	
AV equipment	
Stationery	
Interpretation / Translation	
Other venue costs	
Programme Costs	
Speakers' travel and accommodation costs	

Transport costs	
IAC representatives travel and accommodation costs (International Conference Only)	
Other programme costs	
Catering and Social Events	
Welcome event	
Refreshment/Coffee Breaks (often included in the Registration Fee)	
Conference dinner (seldom included in the Registration Fee)	
Other social events	
Speaker Gifts	
Publications	
Delegate packs	
Other publications costs	
Management	
Professional conference organiser fees	
Marketing	
Website	
Staffing (including accommodation and subsistence)	
Contingencies	
B) Total Expenditure	
C = Total Income (A) minus Total Expenditure (B)	
Surplus sharing return to IAC – 50% of Total (C)	