

5 Programming: WE PUT YOU IN CONTROL

“Creating a high quality Scientific Programme”



The key to developing a high quality scientific programme comes with forward planning and in-depth knowledge/expertise of the industry. This can be done in different ways but the most common would be via a scientific program committee who are a compilation of international experts or a local appointed from the host country or nearby region or in some cases a retained expert paid to research and capture the most up to date science.

Attracting Delegates

What attracts delegates to one congress rather than another? Without doubt it is the marketing of the program that will increase attendance. However the delegates will not come in numbers without the right attraction, so what will that be? Putting destination, convenience and cost aside it has to be the quality of the education offered by renowned speakers and a high quality scientific programme. Delegates want to hear from international experts who have made ground breaking achievements so that they can advance their own knowledge. They also want the opportunity to network with notable persons in the field.

Role of the Committee and Role of the PCO

The scientific committee, typically, is made up of experts within the range of scientific topics covered by the conference. It is the role of this committee to identify and invite keynote speakers who will provide the necessary appeal. Their expertise and knowledge of current issues, new techniques and new procedures will drive the foundation of the scientific program. Usually the scientific committee teams up with the PCO to facilitate the process of programme management. The scientists make the policy decisions and programme selection while the PCO facilitates the electronic management process.

Choosing a speaker

What makes one speaker more appealing than another? Recognised achievement is probably one criterion. Being well known in a local environment is not the same criterion as being internationally renowned!

Identifying good presenters and state of the art experts may not be the only natural magnets. Appropriate and widespread marketing is a key factor in attracting the numbers by getting the quality program broadcast to more than just those who usually attend. Via webcasting and electronic posters a quality program can reach a wider audience than ever before and bring much more value to the congress and its host association.

The Experience of the PCO

In fact the PCO can offer a scientific approach to programme management as a result of repeated experiences across a range of fields and disciplines. To obtain high quality scientific programme, the injection of ideas from the PCO will add value and enable a better quality outcome. It is the PCO's responsibility to present the most appropriate abstract submission and review process for programme allocation as well as to provide the operational and logistical tools to aid the process.

Technology

Technology plays a key role in generating a successful outcome. Technology is changing at a rate of knots which is why few clients invest in their own systems - it really isn't wise to do so! One needs to use the system multiple times each year just to be able to develop the expertise to use it and by then it needs upgrading! Size does matter in technology and the PCO needs to be sharp and progressive to keep pace with changing needs.

INCON

Discerning delegates determine whether the quality of the programme is high or low. Getting it right is a challenge and it is achieved when the team of scientific committee and PCO has the right experience and infrastructure to achieve the desired outcome. At the recent INCON University in Sydney, INCON partners brought together key staff to ensure that INCON Partners are front and centre in relation to the delivery of quality scientific programmes.

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Roslyn McLeod

Roslyn McLeod, Managing Director of Arinex, a PCO headquartered in Sydney Australia and Dean of the INCON University. Roslyn is a Councillor of IAPCO, a member of the Business Events Council of Australia and the Starwood Asia Pacific Advisory Board for Meetings. Arinex is an innovator in technology for scientific meetings and actively shares its experiences and knowledge with industry colleagues via many educational platforms around the world. Driven by the goal to achieve wonderful experiences for their clients, Arinex is a multi award winner in the meetings industry for their many outstanding achievements.



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