



WFSJ

World Federation of Science Journalists

Conference manual

for organizing the

World Conference of Science Journalists (WCSJ)

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Section 1: The World Federation of Science Journalists' vision and objectives for WCSJ

1.1 The World Federation's purpose and objective

Some History

Our World Conference existed before the Federation's inception in 2002. The first edition of the World Conference was organized in Tokyo in 1992; while the Federation was created ten years later in 2002 during the third WCSJ in Brazil. In 2013, at the Federation's Annual Meeting in Helsinki was decided to bring the conference model under the WFSJ's responsibility by the 2017 conference. However, the WFSJ's Member Associations (MAs) still have to bid to obtain the right to co-organizing the World Conference.

The World Conference of Science Journalists (WCSJ) is one of the Federation's main activities. It is expected that each World Conference is designed to serve the professional development needs of science journalists globally. Consequently, the clearer a bid shows benefits for science journalists and the more they are involved in designing and organizing the WCSJ, the more it stands a chance of becoming the winning bid.

The paragraph above is the single most important paragraph of this conference manual. If you keep it in mind and answer to its expectations, you are on the right track. It is up to the **WFSJ Board** to select the next host country of the World Conference of Science Journalists (WCSJ). Board members review the bids, listen to the presentations from the bidding associations and announce their decision regarding the winning bid and next host at the previous WCSJ, two years and four years beforehand.

1.2 WCSJ purpose and objectives

Purpose

The World Federation of Science Journalists (WFSJ) is a not-for-profit organization representing regional, national or international Member Associations of science journalists. The WFSJ seeks to advance science journalism as a bridge builder between science, scientists and the public. It promotes the role of science journalists as key players in civil society and democracy. The Federation's main goals are to improve the quality of science reporting, promote standards, support science and technology journalists and to build a community of science journalists globally.

The WCSJ's **main purpose** is to every two years bring together in one place science journalists, science writers and science communicators from all over the world to learn from each other and to share best practices across their discipline internationally. The conference is a unique platform and offers an excellent opportunity for the host Member Association, and the country, to showcase its science expertise and facilities, as well as the achievements of the science journalism profession to a local, regional and international audience.

Objectives

To help build a community of science journalists globally, the WFSJ seeks to organize regular exchanges between its Member Associations (MAs) and their individual members. It encourages the foundation of associations where there are none as well as networking opportunities for science journalists worldwide.

The WFSJ maintains a website to share information about advances and trends in science journalism. Training and networking for science journalists, especially in the developing world, are key priorities.

A major activity of the Federation is the organization of the World Conference of Science Journalists (WCSJ). Previous conferences were held in Tokyo (1992), Budapest (1999), Brazil (2002), Montréal (2004), Melbourne (2007), London (2009), Doha (2011), Helsinki (2013), Seoul (2015), San Francisco (2017) and Lausanne (2019).

Different to most conferences that science journalists attend, the **primary objective** of the WCSJ is to provide professional development opportunities, rather than offering scientific stories. The **core focus** of the conference is on the development of the science journalists' knowledge, skills and journalistic practices as well as on networking and sharing best practices with international peers.

With these key objectives in mind, **the program** tends to reflect current international issues affecting the science journalism profession. New technological advancements and approaches within the industry as well as looking at how internationally important science stories were reported and shared with the audience can create valuable lessons the profession can learn from.

While it is not the conference's core focus, that as well as the training and development aspect, each WCSJ should throughout the event provide some scientific content as education and reporting opportunities for attending journalists to report on.

The scientific content and possibility to obtain stories often leverages journalists to get funding from their employers or other sources to attend. These usually take place as peripheral events such as pre-conference workshops, post-conference field trips or luncheons, breakfasts or press briefings threaded throughout the program, etc.

WCSJ's Core Objectives:

- To serve the professional development needs of science journalists
- To deliver an international conference for science journalists in such a way that they come together over several days to meet each other, learn more about their profession and share their own knowledge and ideas with others
- To create an environment and program that will encourage networking and community building amongst international attendees
- To create a program that reflects international science journalism's current issues
- To raise the profile of science and science journalism in the host country
- To assist international journalists to attend through an open scholarship application process that supports those most deserving by covering their delegate fee, travel and accommodation.

- To offer some peripheral sessions of scientific content for journalists to report on current scientific issues during the WCSJ, through activities such as pre-conference workshops, post-conference field trips or lunches, breakfasts and/or press briefings, etc.
- To put the spotlight on the WFSJ's mission, projects and programs designed to empower science journalists globally.

Section 2: The bidding process

2.1 Why bid? The benefits of hosting a WCSJ

For many of the past WCSJ conferences' host organizers and conference directors, the experience of organizing and hosting a World Conference is a very rewarding one. It can bring a sense of achievement to the host Member Association and its affiliates, the conference director and committees, as well as science journalists from the host country. But WCSJ also has the potential to raise the international profile of the host country's developments in terms of both science & technology, and the science journalism profession.

If planned and executed successfully, the host organizer can develop new, and nurture existing relationships with funders and sponsors of science journalism in their country and internationally for mutual long-term benefit.

Although it should not be the key driver for hosting a WCSJ, the host organizer may raise a surplus of funds of which, for instance, 30% would be invested back into its own activities and/or benefit its members and the international science journalists' community.

2.2 Considerations before bidding

Some key considerations when thinking about whether or not to bid for **hosting a WCSJ** are:

- 1) Only Member Associations (MAs) of the World Federation of Science Journalists (WFSJ) can bid to host the World Conference of Science Journalists (WCSJ). WFSJ is a federation of member associations of science journalists. The bidding MA can partner with one or more MAs of science journalists. However, it should make sure that the entire host Member Association is supportive of the idea. A full agreement from the association's board, as well as its members, is crucial in making the WCSJ a success. Much of the program development, logistical support, local and national sponsorship negotiation, co-ordination of the local visits and other key elements to organizing a successful World Conference rely on local in country support and can only succeed with a full commitment of all parties involved in the process.
- 2) Identify a possible lead bid team, a conference director (ideally a science journalist) and key, well-known science journalists who agree to be part of the various conference committees. Ensure the committees have international representatives and not just in-country members. If you are going for a four-year bid, you do not need to have international representatives at the beginning stage.
- 3) Determine whether the host organizer has available cash flow to support the set-up costs for the conference. Available cash flow is of paramount importance when hosting a conference. Seek advice from your accounting or financial advisor.

- 4) Determine whether a separate company or not-for-profit organization should be established by the host association to manage the conference. Ensure that the liabilities are understood by any individuals/associations involved as guarantors.
- 5) Help identify potential partners and sponsors who will pledge their financial and in-kind support in advance of winning the bid to host the conference. It is advisable to secure some seed funding and potentially in-kind venue pledges at the bidding stage. Make sure these agreements are aligned with the pre-bidding agreement signed with the WFSJ.
- 6) Identify a host city within the host country and any potential venues to be used. If possible, already identify possible scientific trips, workshops and social events to be organized for delegates as part of the program.
- 7) If it is a joint bid being placed whereby two or more Member Associations are partnering to host the WCSJ, it should be ensured that both associations agree on all the above points including the sharing of the responsibility for the delivery, execution and financial liabilities. Roles may be split across the host associations and primarily led by one Member Association. However, all aspects of the WCSJ planning and delivery should be jointly agreed. Confirm which MAs will be signing the pre-bidding agreement.

TIMELINE FOR THE WCSJ2021 and WCSJ23 BIDDING PROCESS

DATE	ACTION	TIMELINE
27 September 2018	Announcement of bidding timeline	Minimum 9 months prior to the next WCSJ
7 December 2018	Letter of intent to bid, bid outline, and signed pre-bid agreement due to WFSJ in writing. See Annex 1 for details.	At latest 6 months prior to the next WCSJ at which the bid will be presented
End of January 2019	Feedback and recommendations provided by the World Federation to potential bidders	At the latest 5 months before next WCSJ. In fact, the WFSJ secretariat can be consulted and will be happy to make recommendations at any time!
Starting April 2019	Outreach starts by bidding association to potential supporters and sponsors in country to gain commitment and support	2-3 months prior to next WCSJ or before
3 May 2019	Bids to be submitted to WFSJ by email or via a Dropbox or Google Doc file. For details on what the bid document includes see Sections 2 and 3.	6 weeks prior to next WCSJ at which the bid will be presented
1-3 July 2019	Presentation delivered to WFSJ Board and delegates at the Bids Presentation session held at WCSJ. For details on preparing your presentation see Section 2 and 3.	Usually during the pre-conference day at the next WCSJ
3-5 July 2019	Official announcement at the AGM by Executive Board on successful Member Association hosting the WCSJ2021 and WCSJ2023	During the next WCSJ

2.3 Requirements for the Letter of Intent

- 1) Letter of intent to bid and bid outline form should be submitted electronically to the WFSJ by the deadline stated (see Timeline section). At this point, the MA must sign a pre-bidding agreement with the WFSJ (see annex 1)
- 2) The proposal must be in English and sent in an electronic version to info@wfsj.org or via a Dropbox or Google Docs link.

- 3) The WCSJ must be organized to meet the interest of science journalists and focus on science journalism. This is the key requirement for organizing the World Conference! See also the full list of objectives stated in Section 1. The WFSJ will also give priority to proposals that will move WCSJ to different regions of the world.
- 4) The MA planning to host the WCSJ must make sure their bid includes the following elements:
 - Brief outline of the key features (sessions, plenaries, social activities, excursions, etc.) and themes of the planned conference;
 - Indications of support from potential financial partners. The most official, the strongest commitment and the more promises presented the better.
 - Outline of plans to make the Conference fee acceptable for journalists and journalism students;
 - Information on the location and facilities;
 - The proposed date, within two years of the previous WCSJ, when the WCSJ would be held in the host country.
 - Because WCSJ will manage fellowships, suggest other ways to assure a strong participation of science journalists from the developing world i.e. workshops or regional emphasis;
 - Explanation of how the bidding association will facilitate the participation of science journalism students;
 - Outline of potential grassroots events that will involve the community at large in the host city (workshops in schools, public events, community projects, etc.)
 - Outline of a promotion strategy that will be developed in collaboration with WFSJ, including the development and implementation of a national media campaign.
 - Dissemination strategy outline
- 5) Past WCSJ reports and bidding templates:
 - Consult the WFSJ website [here](#) for a comprehensive list of **reports** and examples of **bidding documents** of previous conferences.
 - An example of a Program Handbook can be found on the WCSJ2013 [website](#).
- 6) Contact previous WCSJ organizers to:
 - Discuss directly with previous WCSJ organizers to seek further guidance.
 - Meet past and current organizers and discuss plans face to face.
 - Discuss ideas and bidding plans with the WFSJ-team and get feedback from the team after submitting the bid intention.

2.4 Bid presentation

Each bidder will be given at least 10 minutes to present the highlights of their proposal on the first day of the World Conference of Science Journalists (WCSJ) in 2023. Brief PowerPoint presentations are recommended. These presentations are open to all registered participants at the Conference and will include time to answer questions from the audience.

Section 3: Roles between WFSJ and the host organizer

3.1 Definition of roles and responsibilities

WFSJ President:

The key role for the WFSJ President in terms of the Conference is to make sure that there is a strong Conference team in place. The President supports the host Member Association to:

- Ensure that the WCSJ team and host MA are on track
- Lead the Board's input into the control and monitoring of progress
- Attract sponsors and partners

To prevent any potential conflict of interest, the WFSJ President cannot be the Conference Director and cannot be on the payroll of the Conference.

WFSJ Board:

The WFSJ Board oversees all activities of the World Federation, including the World Conference. Key responsibilities of the Board include:

- Reviewing all bids to host the WCSJ
- Awarding the winning host association every two years with the next WCSJ

WFSJ Executive Director and Team:

The World Federation's Director and team support the host organizer by providing information on past WCSJs, securing international sponsorship and partnerships, and managing travel fellowships.

The WFSJ team has the following tasks:

- Communication: Disseminating WCSJ announcements to MAs, using social media, email listings, website and newsletters.
- Approval of the WCSJ logo and brand (incl. guidelines), budget draft and event strategy documents at the planning outset.
- Reviewing the quarterly WCSJ progress report submitted and ensuring the planning is on track
- Liaising with the WCSJ Conference Director as and when additional information/assurances are required at any point during the planning stages.

WCSJ host association:

The host organizer is financially co-responsible for the delivery of the World Conference and for the appointment of its Conference Director. If it wishes to do so, it can appoint a Professional Conference Organizers (PCO) or appeal to a team of executive directors each responsible for organizing a specific part of the Conference (ex. communication, fundraising, events, field trips, etc.). An MOU

signed between the host association and the WFSJ will describe the respective roles and responsibilities.

WCSJ Conference Director (CD) and Committees:

The Conference Director will be the key point of contact for the World Federation’s Executive Director and Board and will be the overall responsible person in charge of the delivery and execution of the WCSJ.

The CD will be responsible, alongside the host association and the WFSJ, for managing the team of executive directors or the Professional Conference Organizers (PCO).

The Conference Director will appoint and work with the various conference committees to keep the conference planning (incl. website, program and finances) on track. The appointed executive director of each committee will work closely with the CD to ensure everything is on track. They will support the CD in producing the quarterly update reports for the World Federation.

Local Organizing Committee (LOC):

The Local Organizing Committee is the local host organizer’s team in charge of coordinating the WCSJ’s fundraising, communication, logistics, events and special projects, field trips, etc.

The LOC’s team is made up of local members assisted by international contributors as well as WFSJ staff. It is headed by the Conference Director assisted by the Executive Directors responsible for a specific conference task.

Program Committee (PC):

The Program Committee organizes the call for proposals, selects panels and shapes the official program. The PC is composed of a group of local and international science journalists. For example, at the San Francisco (2017) and Lausanne (2019) Conferences each PC had 15 local and international members.

Professional Conference Organizers (PCO) or Logistics Committee:

An appointed PCO agency or hired individuals will report to the Conference Director and the WFSJ on everyday logistics and delivery of the conference including volunteers, and exhibit spaces.

Field Trips & Social Events Committees:

These committees oversee the selection, funding and organization of field trips and other social events.

Spokespersons:

The WCSJ Conference Director is the contact and the spokesperson for the Conference supported by the WFSJ’s Board and Executive Director.

3.2 Reporting structure

The WCSJ Conference Director, working with the conference committees, is responsible for adhering to the following reporting requirements.

Conference set up phase (6 months before to six months after the award of the WCSJ):

The host association and the WFSJ/board will sign the WCSJ pre-bidding agreement before contracting with any conference suppliers or confirming any details. Documents to be submitted include:

- Proposed dates and venues
- Draft budget with outline expenditure and revenue cash flow forecast
- Outline program timetable
- Drafts of any proposed contracts for venue, hotel, transport etc.
- Proposed WCSJ branding and logo

Conference planning phase (6-24 months from WCSJ being awarded):

The Conference Director should produce quarterly status reports to be submitted to the Board via the WFSJ Director. The reports will be presented to the WFSJ board and any areas of concern will be flagged with the Conference Director. The quarterly report should include updates on:

- The budget
- Sponsorship and partnerships (incl. secured and pipeline)
- Delegate bookings, speakers, venue, etc.
- The program and other activities

Throughout the planning phase, the host Member Association is also required to submit to the WFSJ a quarterly financial report including a cash flow status.

Conference close out phase (max 6 months after conference date):

- A full **interim final financial report** should be submitted to the World Federation Board within 2 months of the conference dates.
- The **final WCSJ report** (including feedback from delegates, exhibitors, etc.) to be submitted to the World Federation within 6 months of conference date. The final report should at least include detailed information and statistics on:
 - The number of delegates
 - Geographical distribution of the delegates
 - Background profiles (Science journalists, science writers, science communication officers, student, researchers, foundation representative)
 - Number of delegates from WFSJ member association
 - Media type (Online, Print, Broadcast, Radio)
 - The conference program and speakers overview
 - The committees
 - The travel fellowships for journalists (countries, % of scholarship to WFSJ Members)

- The student fellowships
 - The supporters and sponsors
 - Public relations and communication including statistics on the website and social media accounts, etc.
 - The accomplishments of the science journalism community locally and worldwide
 - The future challenges for the science journalism community locally and worldwide
 - Feedback from participants
 - Recommendations for the next WCSJ
 - The budget and detailed final statement with the conference revenue and expenses
- The **final financial report** and accounts should be submitted to the World Federation Board within 3-6 months of the conference dates. The **conference bank account** should be closed out within 6 months of the conference date and any surplus shared out as per the MOU.

3.3 Marketing, PR (online and offline) and press & media management

The marketing of the conference is one of the most important elements and should be started as soon as the bid to host the conference is won.

Marketing opportunities to consider:

- Use the website to tell target audience about the latest updates and news about the conference.
- Gather a database of contacts to receive a regular e-newsletter issued by WCSJ. Parts of its content will be relayed through the WFSJ newsletter. Former WCSJ delegates should be asked to join the next WCSJ newsletter list when the former WCSJ team sends its last newsletter.
- Promote the WCSJ at other related events that committee members/conference directors/WFSJ attend in the run up to the WCSJ – distribute flyers, print banners, pin badges, hold press briefings etc.
- Leverage marketing support from WFSJ member associations, host association members, sponsors, members, speakers, exhibitors, delegates and WCSJ committees – for example asking them to promote the event using the logo and links on their websites, writing their own blogs and pieces about WCSJ on their websites, promoting the event through social media conversations.
- PR and media partners – set up formal partnerships with news websites and media outlets in the science journalism arena which will outline the in-kind support they may offer the WCSJ in exchange for various benefits including free access to the event itself
- Issue press releases to various PR and media outlets in the run up and onsite during the event
- Use social media channels and recognize the importance of up to date WCSJ twitter/blog even from the early stages to generate a buzz/community.
- Management of press room/media center onsite and handling requests for free ‘journalist’ places – something that is difficult given the target audience are mostly journalists at this conference, but it may generate more coverage of the conference. Previous conferences have either offered none, or only to accompanying photographers or local press in the case of Doha.
- Recommended materials to be printed and distributed at the WCSJ

While there is certainly some key information that should probably still be distributed to delegates in hard copy format, there is certainly more and more information that could be shared electronically with delegates, either by email, through the conference website, through an online media center (with resources available to download).

- Program handbook.
- Quick program foldout
- Delegate lists (or electronic and available on media center desktops)
- Press briefings daily update sheets
- Signage onsite with program overview and clear directional and room signage
- Sponsor and exhibitor information

3.4 Branding guidelines

What is the WFSJ's role in the branding?

The World Conference of Science Journalists (WCSJ) is a key event for the World Federation and the science journalist community globally. The Conference aims to serve their professional development needs as well as being a place where they can meet and exchange with their peers.

To guarantee its quality and consistency it is important that the WFSJ, together with the host organizer, oversees all marketing/communication activities related to the World Conference that include the branding. Consequently, the brand for the World Conference should be created and submitted by the WCSJ host organizers for approval to the World Federation within 3-6 months of the bid being won.

The WFSJ office will follow up regularly on all communication activities generated by the WCSJ host organizers. We will send comments and recommendations whenever necessary. It should be kept informed and up to date of all major changes in the branding and marketing of the Conference.

Official conference language

The official WCSJ language is English. However, nothing should keep you from communicating in a second language if you think this will help advance the communication on the Conference.

Defining the WCSJ Brand

Defining the World Conference brand is like a journey of self-discovery. It can be difficult, time-consuming and requires, at the very least, that you answer the questions below:

- What are the World Conference's mission and vision?
- What are the benefits and features of the Conference for your organization, the WFSJ, and the science journalist community and sponsors? In other words, all stakeholders involved.
- What qualities do you want attendees and partners/sponsors to associate with the World Conference?

- What are the takeaways/experiences you want attendees to leave the conference with?
- What will make your WCSJ a unique or distinct event from past conferences?

Once you've defined your brand, how do you get the word out?

- Create a great logo.
- Write a memorable and meaningful tagline that captures the essence of your World Conference and that you will use throughout the entire marketing/communication campaign. Examples: “Expanding our Horizons” (WCSJ2015 in Seoul), “Bridging Science & Societies” (WCSJ2017 in San Francisco) and “Reaching New Heights Together” (WCSJ2019 in Lausanne)
- Write the brand messaging. What are the key messages you want to communicate to attendees and partners? Every person involved in organizing the World Conference should be aware of these messages.
- Integrate the brand. Branding extends to every aspect of the Conference. Design templates and create brand standards for your marketing materials. Use the same color scheme, logo placement, look & feel throughout. It does not need to be fancy or complicated; just consistent and attractive to the eye.
- Use the same generic conference Twitter handle @theWCSJ. Use a unique hashtag such as #WCSJ2017, #WCSJ2019 or #WCSJ2021 and use it from the start of your branding campaign on all visuals and on Twitter and Instagram.
- Be consistent in your branding, which includes all of the above. If you cannot do this, all attempts at establishing a brand will fail.

Elements included in the branding

1) A brand's tone of voice

A tone of voice is not what you say, but how you say it. This encompasses not only the words you choose but their order, rhythm and pace. A company's tone of voice will inform all its written copy, including its website, social media messages, emails and packaging.

A tone of voice both embodies and expresses the brand's personality and set of values. It's about the people that make up the brand – the things that drive them, their loves and hates, and what they want to share with the world. Read an interesting article on tone of voice [here](#).

2) Branding and the power of color

A brand's logo and visual identity will comprise several visual cues, such as shapes, symbols, number, and words. But the number one visual component that people remember most is color. In fact, color increases brand recognition by up to 80%. Color has the power to convey and communicate meanings and messages without words. When it comes to branding, the power of color is both emotional and practical. On an emotional level, it can affect how consumers **feel** when they look at a brand, while on a practical level it can help a brand **stand out** in the crowd. This is all well and good, but how do you go about choosing a color that suits your brand? Read more about the relationship between color and branding [here](#).

3) Logo design

The logo will be reviewed by the WFSJ for compatibility with its own brand. Organizers will need to demonstrate how the WCSJ and WFSJ logos will be used together.

- The logo should include the host country/city and the dates of the conference
- The World Federation's logo 'WFSJ' should appear as part of the WCSJ logo, or alongside it
- The joint logos should appear in **all materials**, online and printed, to guarantee that the conference brand becomes synonymous with the World Federation and the host country/city.

Check this [online guide](#) with multiple tips on how to design a great logo.

4) Look and feel of printed and online materials

- All printed materials should be defined which logos that have a prime position and remain consistent throughout the production of materials. The prominent logos would usually be WFSJ/WCSJ, the host association(s) and a main/overall sponsor. For examples, see the WCSJ2017 and WCSJ2019 publications.
- For environmental and financial reasons, we encourage you to selectively print brochures, flyers, and other printed materials. Whenever possible send documents in PDF form.

5) Conference website and management

Essential website functionalities:

The conference website should be easy to navigate, host an efficient delegate booking platform, allow for frequent daily updates with news on the program, partners, etc., be mobile compatible, follow the above brand guidelines, and **always** have the WFSJ logo incorporated.

Mandatory technical website requirements:

The domain name for the WCSJ website is www.wcsj.org. Through using the same domain name for all our World Conferences, we aim to create a unity in the branding as well as an opportunity to easily archive previous conferences.

Before you start building the conference website that takes into account the below mandatory features and content requirements, we strongly advise you to organize a discussion first with the WFSJ-team to learn from past experiences with building such platforms.

The WFSJ will have to validate the almost final version of the conference website before it is put online.

The WFSJ will take care of the archiving of the conference website. Therefore, it should be created on a platform that can be easily looked after and archived (e.g. WordPress or Drupal).

Mandatory website features and content requirements:

Some of the elements below will not be available immediately but should be made accessible at some point during the Conference. The following elements should at least be included:

- Dates of the Conference and details on the venues
- Welcome from the conference director and/or WFSJ president
- Conference schedule with details on the program, timetable, sessions and speakers
- Information on delegate fees, online delegate booking and the venues
- Information on the Conference organizers and hosts, the leadership and committees
- A Frequently Asked Question (FAQ) section with answers to recurring questions
- Information on sponsorship, exhibit space and advertising with info packs to download
- Sponsor and exhibition pages to promote those signed up
- Pre-conference workshop details and booking
- Post-conference field trips details and booking
- Travel fellowship (scholarship) application process, deadlines and form
- A blog or page section with the latest news
- A video section with a selection of taped sections and a live feed
- Social media feeds, such as Facebook, Twitter and Instagram
- Information on accommodation, travel and visas
- Social events or tourism information
- The Conference policies and other useful information
- A “Contact Us” section
- A subscribe to our newsletter option
- Include analytics tools, such as Google Analytics, to measure the website, app, digital and offline data to gain customer insights and allowing to generate detailed statistics on the number of visitors to the site by country, the most visited web pages and sessions, etc.
- An online donation section (facultative) accepting credit card and PayPal payments
- Other language sections (facultative)

Examples of current and previous WCSJ websites: www.wcsj2019.org and www.wcsj2017.org

6) The WCSJ on Social media

- Assign a social media manager to post information on the program, field trips, the venues, the partners and sponsors, etc. It is important to keep the flow going regularly.
- Add visuals to your social media posts so that they stand out and get seen. Free and easy to use tools such as [Canva](https://www.canva.com/) allow you to create simple designs in a blink.
- Twitter is still the most used social media platform among our members. Facebook less so but cannot be ignored as a platform.
- WCSJ2017 in San Francisco taught us that Instagram is used by a younger generation of science journalists/communicators. Therefore, it is important to include it as an option specially to communicate during the conference.

- The Twitter handle [@theWCSJ](#) is a designated Twitter account for the World Conference. Currently, there are no dedicated Conference accounts on Facebook and Instagram.
- Use the conference hashtag #WCSJdate (ex. #WCSJ2017, #WCSJ2019) in your Tweets and Instagram posts as well as on visuals.

7) Newsletters and blog

- It might be challenging to start sending regular newsletters from the start. However, once the conference communication campaign is well underway it is encouraged to increase the number of newsletters sent.
- The newsletter layout should be respecting the general Conference branding.
- Adding a blog to the website allows for publishing testimonies on your and previous conferences including portraits with participants. The content can be easily shared across social media channels and when it is well written and designed it attracts a lot of extra readers.
- As was the case with previous conferences, the WFSJ will relay several of your newsletter's items.

3.5 Financial terms and surplus share

The WCSJ has always operated a self-funding conference model with the revenues generated by the conference (i.e. government funding, seed money, sponsorship and delegate fees) covering all expenditures related to the conference. Several of the past conferences have generated a surplus (see below for management of a surplus).

Pre-start-up phase:

Prior to presenting a bid to host the WCSJ, bid teams should aim to secure commitment from a handful of donor organizations for the provision of seed monies. Once the bid has been won, this seed funding is paid to the host association and covers the cost of initial work on the conference.

A pre-bidding agreement will be signed between the MA and the WFSJ to define each party's financial roles and responsibilities (see Annex 1).

Start-up phase:

Although in the past the seed money has usually been enough to cover direct start-up costs for the conference (website, marketing materials, setting up banking and accounting procedures), it often takes several months from project commencement for the WCSJ and the WFSJ teams to raise additional sponsorship revenues. This may result in the conference directors being left unpaid for several months if this applies to your situation. It also makes the contracting (and payment) of a Professional Conference Organizing (PCO) company a difficult task. This should be borne in mind when committing to any initial phase costs and the accuracy of a cash flow forecast is vitally important at this stage.

Starting with WCSJ2017 in San Francisco, the WFSJ is taking a more prominent role by approaching potential international partners and sponsors for the World Conference. The WFSJ is also seeking to secure some initial sponsorships by continuing relationships with the previous conferences' sponsors. However, all parties involved in organizing a World Conference will work together on a

coordinated fundraising plan. They will coordinate with each other to determine the best way to approach potential sponsors to avoid duplication of efforts or alienation of potential sponsors and preserve individual Party's existing relationships.

Government funding:

As seen in Montreal, Melbourne, Doha, Helsinki and Seoul, but much less so in San Francisco, Governments put up significant funding towards the conference to attract hundreds of journalists from the international science journalists' community to their country to whom they could showcase their science and technology research, development and advancements with the aim to generate press coverage and to put their country's work on the 'science and technology map'. In these cases, the Government money can be as much as (or even more than) 50% of the total cost of the conference (in the case of Doha), thereby reducing the pressure on the commercial revenues required to cover the cost of the event.

Allocation of surplus:

The financial agreement and surplus allocation will form part of the formal delivery contract that is drawn up and signed jointly by the WFSJ and the host organizer for each conference.

Section 4: Logistics guidelines and recommendations

This section aims to highlight some key considerations and guidelines in terms of the practical organization of the WCSJ. Note that these are just recommendations to provide an example and may vary with each WCSJ.

4.1 Key timings for planning stages

This table provides an example of the key planning phases for the conference. Working with or without a PCO, a full production schedule and timelines should be produced for the WCSJ.

Example Outline Production Schedule:

Time Schedule	Tasks for Host Organizer	Tasks for WCSJ
Phase 1 Strategy	Budget Management <ul style="list-style-type: none"> ▪ Prepare outline budget and agree costs ▪ Identify stand costs/sponsor packages/delegate fees ▪ Set up accounting system 	Budget Management <ul style="list-style-type: none"> ▪ Agree costs
	Data Management <ul style="list-style-type: none"> ▪ Prepare database for delegate bookings 	Data Management <ul style="list-style-type: none"> ▪ Pass over all Databases for marketing
	Marketing/Advertising PR <ul style="list-style-type: none"> ▪ Identify delegate target market ▪ Strategic plan of action (objectives, goals, timescales, media, stories, personnel, etc.) ▪ Discuss & approve marketing plans with committee ▪ Prepare database for mailing ▪ Mail out invites 	Marketing/Advertising PR <ul style="list-style-type: none"> ▪ Approve marketing plan
	Exhibition <ul style="list-style-type: none"> ▪ Obtain contacts from WCSJ Identify opportunities for exhibitors and for sponsorship ▪ Research for other contacts ▪ Strategic plan of action (objectives, goals, timescales, target market, deals, personnel) ▪ Compile exhibitor pack ▪ Prepare exhibition floor plan 	Exhibition <ul style="list-style-type: none"> ▪ Agree strategic plan of action ▪ Pass on any contacts for potential exhibitors and sponsors
	Print & Design Management <ul style="list-style-type: none"> ▪ Design conference identity – letterhead, flyer, etc. ▪ Print all necessary marketing materials ▪ Prepare content for booking form 	Print & Design Management <ul style="list-style-type: none"> ▪ Approve all design

	<ul style="list-style-type: none"> Obtain branding, logos and any images for application to website, email template and name badges 	
	Website Management <ul style="list-style-type: none"> Plan and design website Write content for website Test and set up website, and e-mail address to go live (information point). Design on-line booking forms and reservations Set up link to main WCSJ 	Website Management <ul style="list-style-type: none"> Prepare texts for website Approve website Set up link from main WCSJ website to conference website
	Accommodation <ul style="list-style-type: none"> Research suitable hotels, accommodation and rates Reserve accommodation for delegates and speakers 	Accommodation <ul style="list-style-type: none"> No action required
	Venue & Social Management <ul style="list-style-type: none"> Carry out site visits of all venues, initial one to be with WCSJ to discuss their exact requirements Obtain all menus and prices Confirm all venues and sign contracts 	Venue & Social Management <ul style="list-style-type: none"> Carry out initial site visit of all venues with Host organizer to discuss exact requirements
	Program <ul style="list-style-type: none"> Assemble program committee Prepare outline program 	Program <ul style="list-style-type: none"> Obtain outline program
<p>Phase 2 Design & Information</p> <p>Contact any people who haven't sent their abstracts back yet</p>	Marketing/Advertising PR <ul style="list-style-type: none"> Continue marketing plan Send out any newsletters for e-marketing 	Marketing/Advertising PR <ul style="list-style-type: none"> Approve any press releases or adverts
	Exhibition <ul style="list-style-type: none"> Liaise with exhibitors to ensure level of communication is always kept Update WCSJ 	Exhibition <ul style="list-style-type: none"> Update from HOST ORGANIZER
	Data Management <ul style="list-style-type: none"> Registration database prepared Compile delegate confirmation packs Prepare online booking form 	Data Management <ul style="list-style-type: none"> No action required
	Website Management <ul style="list-style-type: none"> Update and maintain Map with all hotels and conference venues Analysis of web stats Send web stat analyses to WCSJ marketing team 	Website Management <ul style="list-style-type: none"> Send any text updates to HOST ORGANIZER
	Budget Management <ul style="list-style-type: none"> Updates to committee 	Budget Management <ul style="list-style-type: none"> Updates with PCO Pay any invoices due

	Print & Design Management <ul style="list-style-type: none"> As required 	Print & Design Management <ul style="list-style-type: none"> Approve any print & design
	Accommodation <ul style="list-style-type: none"> Updates if required 	Accommodation <ul style="list-style-type: none"> No action required
	Venue & Social Management <ul style="list-style-type: none"> Site Visits Obtain quotes and evaluate contracts for exhibition equipment (i.e. electrics, shell scheme and fascias) if required Set up procedures and booking forms for furniture, electrics and shell scheme if required 	Venue & Social Management <ul style="list-style-type: none"> No action required
	Program <ul style="list-style-type: none"> Obtain any updates from WCSJ 	Program <ul style="list-style-type: none"> Confirm all keynote speakers Send any updates to HOST ORGANIZER
<p>Phase 3 Bookings</p> <p>Brief all staff and helpers Pack delegate bags Print off name badge Coordinate the set-up of all venues: exhibition, staging, registration, etc.</p>	Marketing/Advertising PR <ul style="list-style-type: none"> Continue marketing plan Send out any newsletters or e-newsletters 	Marketing/Advertising PR <ul style="list-style-type: none"> Approve any press articles or adverts
	Exhibition <ul style="list-style-type: none"> Finalize exhibition Send set-up info packs for exhibitors 	Exhibition <ul style="list-style-type: none"> No action required
	Data Management <ul style="list-style-type: none"> Collating delegate bookings Sending delegate confirmations 	Data Management <ul style="list-style-type: none"> No action required
	Invite VIPs	Invite VIPs
	Website Management <ul style="list-style-type: none"> Make any updates to website 	Website Management <ul style="list-style-type: none"> Send any updates to Host organizer
	Budget Management <ul style="list-style-type: none"> Updates to committee 	Budget Management <ul style="list-style-type: none"> Pay any invoices due
	Print & Design Management <ul style="list-style-type: none"> Begin layout of handbook, contents, bios, general info, adverts, floor plans, acknowledgements Order & print conference bags 	Print & Design Management <ul style="list-style-type: none"> Approve any design for printing
	Accommodation <ul style="list-style-type: none"> Updates on delegate reservations to hotels 	Accommodation <ul style="list-style-type: none"> No action required
	Venue & Social Management <ul style="list-style-type: none"> Finalize any entertainment 	Venue & Social Management <ul style="list-style-type: none"> No action required

	Program <ul style="list-style-type: none"> Write speakers information pack with travel and accommodation requirements Obtain all keynote speakers details, bios, A/V requirements, etc. Collate all speaker's details for Conference handbook 	Program <ul style="list-style-type: none"> Finalize Program Update Host organizer with any changes
Phase 4 Final Preparation	Marketing/Advertising PR <ul style="list-style-type: none"> Final push on marketing 	Marketing/Advertising PR <ul style="list-style-type: none"> Approve any press releases or adverts
	Exhibition <ul style="list-style-type: none"> Final preparation with suppliers Check all exhibitors are prepared Arrange for delivery of all exhibitor material for insertion into conference bags 	Exhibition <ul style="list-style-type: none"> No action required
	Data Management <ul style="list-style-type: none"> Final details emailed to all delegates 	Data Management <ul style="list-style-type: none"> No action required
	Website Management <ul style="list-style-type: none"> Final updates if required 	Website Management <ul style="list-style-type: none"> Send any final updates
	Budget Management <ul style="list-style-type: none"> Updates to committee 	Budget Management <ul style="list-style-type: none"> Final check on all budgets Pay any invoices due
	Print & Design Management <ul style="list-style-type: none"> Obtain all approvals Prepare & print all signage Design staging graphic boards/gobos and send to AV company 	Print & Design Management <ul style="list-style-type: none"> Sign off all printing
	Accommodation <ul style="list-style-type: none"> Final rooming lists to hotels 	Accommodation <ul style="list-style-type: none"> No action required
	Venue & Social Management <ul style="list-style-type: none"> Final numbers to conference venue Final site visit and briefing Final briefing with suppliers (AV, catering, etc.) Onsite set up Onsite staff briefing Final update with committee 	Venue & Social Management <ul style="list-style-type: none"> Final update with Host organizer
	Program <ul style="list-style-type: none"> Final details mailed to all speakers 	Program <ul style="list-style-type: none"> No action required

4.2 Program Structure

The core WCSJ usually runs over 5 days. **Day one** will be the pre-conference workshop day, **days 2-4** the main conference days and **day 5** the post-conference trips day.

One key characteristic that has made the World Conference of Science Journalists such a success is that all sessions are 'produced' by mainly science journalists for their peers.

This approach is totally different from the standard approach used at other conferences where, for instance, professors or researchers submit an abstract. Participants with more or less similar abstracts are invited to speak one after the other or asked to be on a panel talking about the same subject or issue.

WCSJ sessions are organized by one producer because the Program Committee accepts only proposals to produce whole sessions, not proposals for individual presentations of papers. A session proposal needs to include the theme and the list of speakers with an outline of how they will contribute to inform the audience on this specific issue.

Thanks to this approach, each session offers an in depth and more satisfying presentation of the issues concerning science journalists.

a) Plenary sessions

Generally, 1.5 hours each x 4 or 5 including Opening and Closing plenaries.

b) Parallel sessions

Generally, 4-6 sets over the duration of 6 concurrent sessions. Up to 1.5-hour each.

Notes:

Can be invited speakers or through call for proposals process. Be careful when programming the rooms for these.

c) Breakfasts & Lunches

Generally, 1 hour maximum to take place within the 1.5-hour window.

Notes:

To encourage people to attend sponsored events, such as a breakfast or luncheon, and to give value for money to the sponsors make sure that the event can either be served at a separate room or at least taken at tables to sit at when eating. It is wise to offer an additional item as a bonus that is not available with the main buffet lunch, such as a glass of wine, some chocolates or a dessert. However, the cost of this additional item should be included in the direct costs of the sponsorship package to WCSJ unless the sponsor is providing the item themselves. Note that sometimes venue caterers will not allow catering from outside to be brought into the venue.

Turnaround between previous and subsequent sessions can be tight at these times. Very strong chairmanship of all sessions around this time is required to ensure they start/finish on time to allow room turnaround and a fluid delegate flow.

d) Press briefings

Generally, these should be no more than 30mins each. Many are pre-programmed but there may be some that are required last minute.

Notes:

Ensure these are advertised clearly on the website and any new ones could also be advertised onsite through flyers on the door and distributed to delegates each day. It's not a good idea to program press briefings to clash with plenary sessions.

e) Trips and workshops

Generally, there are pre-conference workshop days before the main conference begins. Trips are usually the day after the close of the conference although can also be arranged during the main program as parallel session options.

Notes:

Workshops and trips are usually sponsored sessions to ensure that all costs are covered separately to the WCSJ core budget.

It is advisable that any social/tourism tours for delegates are not programmed during the main conference program as this detracts from attendance at the main sessions. However, tourism tours could be laid on during the conference days as part of a partner program for non-delegates. Scientific trips should aim to showcase the host country's science and technology advancements. Travel times should be kept to a minimum where possible.

Workshops should provide professional development opportunities primarily for journalists. They could be opened to non-journalist delegates if spaces allow.

f) Social events

Usually receptions or dinners in the evenings lasting between 2-4 hours.

Notes:

Ensure events that are laid on are of interest to the delegates and are relevant to science & technology and science journalists. Keep talks from sponsors short as delegates are likely to prefer to network/drink/eat rather than stand and listen to long speeches.

Program elements required

- Plenary sessions with international keynote speakers invited
- Parallel sessions, workshops and debates offering professional development opportunities
- Science journalism focused sessions examining current issues faced by the profession
- Key sponsor-led lunch/breakfast/breakout sessions with a focus on science & technology advancements and developments.
- Pre-conference workshops available to international journalists if capacity permits - focus for these is on professional development opportunities
- Post conference trips to scientific locations of interest in the host country/city. These are generally sponsored.
- Press briefings and other fringe sessions that will showcase local and international scientific research and development
- WFSJ board meeting and AGM
- WCSJ bid presentations on day one
- Social events program ideally using some external venues

Other required elements / spaces

- Exhibition hall where exhibitors and sponsors will have display stands
- Press briefing room
- Press room with Wi-Fi access, if needed
- Strong Wi-Fi network throughout the conference center
- Bookable meeting rooms for delegates
- World Federation's board meeting room
- Speaker preview/preparation room
- Interpreting facilities/booths/translators; conference organizers should make a special effort to have as many sessions as possible offering simultaneous translation. We expect that host countries where English is not the main language will make sure that English is available for all sessions, but it would only be reciprocal for host countries where English is the main language to try to offer some simultaneous translation.
- Scholarship application process, open to all journalists who are unable to fund their own delegate place, travel and accommodation, many of which will come from developing countries.

The networking element at the WCSJ:

Networking opportunities for delegates to meet with key and other science journalists are an important part of the World Conference. Networking ideas could include:

- Increase the number of the **'meet the editors'** style sessions to include more two-way interaction/open discussion time so that delegates can get to know/meet key journalists
- **Survey the journalists** who have attended in the past and ask them about the sort of events they would attend and who they primarily want to meet with. That would help WCSJ organizers to lay on appropriate events/sessions however their attendance would still not be guaranteed
- Make use of the various **online 1:1 meeting technologies** that are available (at a cost) whereby each registered delegate can upload a profile of themselves to a website linked to the conference website and they could not only see who else will be attending the conference, but where they could also send meeting requests to people they'd like to meet with while at the conference. This could be built into the WCSJ website in the future as an additional feature. Currently expensive and so not mandatory. As technologies become more accessible, this could be the norm eventually. A WCSJ application would also contain conference program timetable, session synopsis and speaker bios, latest news and blogs. It could also be used to send delegates messages about room/session changes or newly added sessions and house a message board for delegates to use whilst onsite at the conference.
- Offer **lunchtime workshops** or sessions at the pre-conference day on successful networking and how to get the best from their time at WCSJ. Also, it might be helpful to publish some tips for the website in advance helping them to understand how to get in front of people and make the most of the opportunity they have at a large-scale event such as WCSJ. If these are sponsored, make sure it is clearly announced as such.
- Produce a **'speaker engagement agreement'** document to which all speakers who agree to speak at the conference and whose expenses are paid for by the conference would commit to staying one or 2 extra nights. This document would outline the WCSJ requirement for them to attend the full day of sessions and social events for the days that they are paid to be there (delegate fee, flights and accommodation). Speakers need to stay long enough for participants to get to meet them.

4.3 Delegate bookings, visas, travel and accommodation

This is an area that can be managed by the Host organizer however below are some notes about the parts of the process the conference director should be aware of:

Setting delegate fees and categories:

The WCSJ should set various fee levels and categories to ensure that the conference attracts its key audiences. Journalists should be attracted through a lower fee level which is especially important as journalists are not usually charged to attend conferences, they are instead usually invited free of charge to report on the content. A Government/charity rate may be set, as well as a full commercial delegate fee. Early bird fees are usually available to encourage early bookings with the fees increasing a couple of months before the conference takes place.

It is also sometimes possible to find sponsors who will subsidize registration fees for students in science journalism or in science communication and journalists. Also, a local association could even find an acceptable sponsor to subsidize the registration fee of local journalists and find cheap transportation and lodging deals.

It is often usual to organizations if they can make group bookings online using a group coordinator and paying on one company credit card, rather than asking each delegate to have a separate booking. This should be considered when thinking about online booking system providers.

Timings for opening (and closing) delegate bookings:

Delegate bookings should be taken online through a booking system set up to take payments by credit card ideally. This will ensure instant collection of fees. If invoices are requested, these can be issued at the discretion of the Host organizer/WCSJ team but issuing of invoices should be kept to a minimum to ease pressure on credit control.

Payments by cash are generally not recommended unless the delegate can clearly justify their reason for the request.

Delegate bookings can be opened as soon as the venue, date and website have been developed. Bookings should be opened more than 6 months prior to the WCSJ taking place as collecting revenues early will help to ease cash flow. For example, 6+ to 3 months prior could be the early bird rate offer and less than 2 months prior it would then revert to full price fees.

It may be that bookings need to be closed before the conference takes place; which had to be done for a couple of conferences! Usually, it is worth taking bookings to as late a stage as possible if there are still spaces available to sell as this will increase the overall revenues as well as adding to the experience for all attendees.

It may be that certain categories of delegate places need to close earlier than others if the full allocation of places for that category has been reached.

Bookings could continue to be taken onsite if payment facilities such as by credit card or cash are available onsite. A robust system would need to be operated in this instance to ensure all bookings and monies taken are accounted for properly.

Advice on handling fraudulent bookings:

The WCSJ team should be aware of fraudulent bookings through the online system. Often these fraudulent bookings are made by delegates in developing nations who are solely looking for a visa to the host country. They often book using the highest paying fee type and will either request an invoice, or their credit card details will not match their name and address details. Procedures should be in place to look out and block these bookings as early as possible. It is certainly not wise to offer to write any visa invitation letters for those people who cannot clearly determine their need or produce a letter from their organization requesting this.

If these fraudulent bookings are not noticed until later in the planning stages, the income generated from these bookings may have been included in the cash flow and budgets. Consequently, when the fraudulent booking is spotted, and the credit card company claim the money back from the WCSJ, in the worst case it could negatively impact the cash flow for the conference in the short term if these monies have already been committed/spent.

Cancellation terms and refunds:

The delegate booking form online, or printed, should always state the cancellation and refund policies at time of booking. Delegates should be asked to agree to these terms and conditions. These policies can be written up by the WCSJ team and host association however usually for example, there would be a full refund given, minus a small admin charge if cancelled a more than 6 months prior, 50% refund 3-6 months prior and no refund less than 3 months prior. Replacement delegate names could be accepted at any time.

The online booking system chosen for taking bookings should be consulted to ensure there is no admin charge applied for any cancelled bookings and if there is, this cost should also be passed on to the cancelling delegate/organization.

Coordinating travel, accommodation and visas for delegates:

A Host organizer will usually offer to assist delegates with travel and accommodation arrangements. This may be through a local travel agent in the host country, or directly through their own office. A selection of hotels/accommodation should be sourced to offer to delegates and their credit card number will be required in order to reserve accommodation or book travel.

Visas will be issued by the host country's Government departments however the Host organizer will usually be required to issue a delegate who needs a visa to enter the country with a letter of invitation to the conference. Be careful who these are issued to. Of course, for speakers and scholars it is easier to issue these letters as they have been invited but with general delegates more care and precaution should be taken.

Note that often visas can take weeks, or even months, to be issued so early action in this area is crucial to ensure that delegates are not stopped from travelling. In the case of speakers and/or scholars, this could result in wasted cost for the WCSJ as they may have received financial support from the conference in terms of travel and accommodation.

4.4 Speaker management

Speaker management is a substantial area for the WCSJ as there are generally into the hundreds of speakers involved in the conference program. The Host organizer can manage the liaison and details directly with the speakers, it will be the program committee and conference director who will come up with the invited or chosen speakers for each session.

Some WCSJs in the past have also invited key journalists to act as session producer on topics and then invite a panel of speakers to participate in that session. Other WCSJs have opened up a call for proposals for anyone to submit a session proposal. The entries are then reviewed by the program committee and sessions chosen.

Some key areas of speaker management to be aware of include:

- Define the budget available for speakers (travel and accommodation) in advance and ensure this is not exceeded
- Close liaison with the program committee to select or invite speakers and/or session producers
- Provision of latest program updates and speaker contact details to Host organizer so that speakers can be contacted to make arrangements for the conference
- The Host organizer will then confirm the session date and time with speaker and request bio and photo for the website
- The Host organizer will assist with booking accommodation and flights
- The Host organizer could request that a **speaker engagement agreement** is signed up to by each speaker invited to ensure their participation in the conference so that they do not just arrive and leave for their session.
- The Host organizer, or website team, will be responsible for uploading session and speaker details online to ensure it is always up to date.
- The Host organizer will handle onsite speaker management and will send out details prior to the conference about submitting their presentations and checking it onsite in a speaker preview area.

4.5 Venue management including catering, audio visual and equipment

The chosen PCO or host organizer should manage the venue logistics and relationship directly. However, it is wise for the conference director to have some understanding of the specific requirements for the WCSJ that can be passed on through the PCO to the venue. It is also helpful for the venue to understand who the client is, so it is worth forming a relationship directly with them.

Rooms required for the main conference:

- 1 x plenary room to comfortably seat the maximum numbers (up to 1000 at least) – this room can also be used as one of the parallel session rooms
- Parallel session rooms to fit numbers expected that can also be used for lunch and breakfast sessions
- Exhibition hall large enough for stands and catering for all delegates
- 1 x speaker preview /preparation room
- 1 x media center

- 1 x press briefing room
- Meeting rooms for World Federation, Organizers, general meeting rooms that are bookable

Catering for main conference:

Generally, the WCSJ will need to provide a buffet lunch for all delegates, which is usually served around the exhibition stand areas to encourage people to visit the stands.

Breakfasts and evening receptions will also require catering which will generally be covered by the sponsorships received for these various fringe events.

The venue caterers should offer a menu tasting session to ensure that the client is happy with the food that will be served to delegates. It should be ensured that there is a choice and that special diets can be catered for.

Audio Visual, equipment and Wi-Fi access:

Often the venue will have some equipment included in the conference room set ups and may be included in the room hire price. It is wise to consult with the venue early on to establish what equipment and AV is included and what the cost of additional equipment is.

Note that for the WCSJ conference, the Wi-Fi requirements are substantially higher than for many conferences of its size. This is due to the nature of the delegates being journalists and often uploading large files to websites or sending large attachments back to their offices.

Additional Wi-Fi capacity may be needed at the venue and this could be an additional cost so do ensure that this is costed out early in the planning stages once the venue(s) have been chosen.

Interpreting/translation facilities:

Since the WFSJ is an international organization and the World Conference aims at attracting participation of journalists from all countries, cultures and languages, maximum effort should be made to provide simultaneous translation. Wherever the conference is taking place, as much interpreting and translation services should be provided. Whilst the official language of the World Federation is English, and it is required that all conference’s sessions be available in English, it is important to facilitate the participation of attendees who do not speak English by providing interpretation headsets.

Note: a good model is the 2004 Montréal Conference where all sessions were accessible in English and French and one stream also offered English, French and Spanish. Translation booths and headsets should be a familiar fixture of all World Conferences of Science Journalists!

4.6 Fellowships process

Fellowships have become a core part of what the WCSJ offers to the science journalism community. Many funders/sponsors will be willing to financially support journalists to attend the conference from developing countries, or those journalists who are unable to cover the costs of attending themselves. This process can be lengthy and time consuming as all applications need to be individually reviewed on their own merit to assess whether they should be offered support.

Because it is the WFSJ's mission to nurture relationships with developing countries journalists, the WFSJ will be responsible for managing this process, in collaboration with the Host Organizers.

Planning considerations include:

- Application process and advertising the opportunity – online usually works best and applicants are asked to submit examples of their work and a reference from their employer or client. The opportunity can be advertised through partners, sponsors, supporters and the WCSJ blog, website, newsletters and through social media channels.
- Reviewing process – consider who will collate applications and how the reviewing process will work. This can be hugely time consuming as in the past there have been hundreds of applications received. Perhaps a panel of reviewers will be recruited, and each reviewer asked to look at and score a number of applications.
- Informing successful and unsuccessful candidates –The Host organizer should be able to help coordinate this but it may involve an additional fee. It is wise to inform those who haven't been successful to avoid a large number of emails chasing a response.
- Booking travel, accommodation and visa - The PCO or host organizer will handle the travel requirements but will often need to liaise with specialist travel agents to fly people from their countries. In terms of accommodation, the scholars are usually offered a centrally located accommodation together that will provide them with their own room, facilities and breakfast. Visa letters should be issued to all selected scholars as early as possible to ensure that they can travel for the conference.

Onsite considerations:

- Meeting at airports – transport may need to be arranged from the airport to the accommodation. Also, someone may be required to do meet and greet at the airport.
- Paying per diems – part of the support offered to scholars may be the payment of a small per diem allowance to help them buy food and refreshments outside of the conference. Be aware of cash flow required for this purpose and a secure location where the monies can be issued to scholars.
- Involvement in workshops, trips and fringe events – fellows should be asked to select which events they will attend to ensure that they get maximum benefit from their time at the WCSJ. Networking opportunities should also be offered to this group to ensure they meet other journalist peers whilst they are in country.

CONTACT US

Organizing a World Conference of Science Journalists (WCSJ) is an adventure and an exceptionally rewarding challenge for the host organizer as well as the WFSJ. Therefore, we encourage you to contact the WFSJ office and its team to further discuss some of the subjects outlined and explained in this World Conference manual. We are available to help and assist you as much as we can, to share with you our lessons learned from previous conferences and to jointly make the WCSJ into a truly global event for the promotion and empowerment of science journalism locally, regionally and globally.

WFSJ Office

Phone: +1 514 508 2777

Email: info@wfsj.org

ANNEX 1 Pre-bidding agreement and draft MOU

This pre-bidding agreement is signed between the World Federation of Science Journalists and the future Host organizer that is putting in a bid for the next World Conference of Science Journalists.

1. The host organization and the WFSJ agree on the following respective roles and responsibilities:

WFSJ's OBLIGATIONS	HOST ORGANIZATION'S OBLIGATIONS
Prepares and signs pre-bidding agreement and MOU	Signs pre-bidding agreement and MOU
Act as spokespersons for WCSJ.	Act as spokespersons for WCSJ.
Co-manages financial tracking	Prepares budget, manages financial tracking and benchmarking
Lead recruitment of recurring international sponsors and partners share relevant sponsorship contacts	Leads local national and regional sponsorship and partnerships, share relevant sponsorship contacts
Develops and updates branding and marketing guidelines, sustainable practices guidelines	Implements branding and marketing guidelines, sustainable practices guidelines
Shares lessons learned: Maintains an archiving portal for sharing key documents for posterity; governance training for future hosts.	Shares lessons learned: Archives key documents for posterity on WFSJ portal and supports governance training for future hosts.
Provides advice on conference logistics	Manages WCSJ logistics
Selects and manages registration system and program management software	Uses registration system and program management software
Provides guidelines on program vision and advice on call for proposals	Defines program vision and criteria incl. sponsored content clarification, speaker engagement agreements and networking.
Manages Fellows selection and management of fellowship program, typically including payments and reimbursements, travel arrangements, visa support, on-site activities, social organization, sponsor relations, follow-up and evaluation, etc.	Help Recruit fellowship selection committee members
Provides feedback on Quarterly reporting	Quarterly reporting from pre-bidding agreement to 6 months after event.

2. Neither parties will sign a binding MOU (see draft template below) or contract with an external party for planning and execution of the WCSJ without notifying the other party. This includes agreements for venue rental, major hotel, transportation, logistics, technology, conference planning and staffing.
3. If winning the bid, both parties agree to sign an MOU for the planning and execution of the WCSJ. Draft MOU in appendix 1. Subject to changes depending on local law and regulations of host country.

Signed in on the 2018

Name, WFSJ Executive Director

Name, Director host organization

DRAFT TEMPLATE

Memorandum of Understanding (MOU) by and among

Name Host Organization and World Federation of Science Journalists (WFSJ)

This Memorandum of Agreement (this “Agreement”) is made as of July 17, 2015 (the “Effective Date”) by and among the (“NAME HOST ORGANISATION”), and World Federation of Science Journalists, [a Canadian not-for-profit, non-governmental organization] (“WFSJ”). NAME HOST ORGANISATION, and WFSJ are each also called a “Party” and, collectively, the “Parties” under this Agreement.

WHEREAS, WFSJ represents science journalists’ associations globally, encouraging strong, critical coverage of issues in science and technology, environment, health and medicine, agriculture and related fields, and is committed to organizing a global conference on a biennial basis to strengthen the global world community of people involved in science journalism, and hosts these conferences with one or more host national member associations with similar goals; and

WHEREAS, NAME HOST ORGANISATION is a not-for-profit organization focused on increasing public understanding of science by upgrading the quality and quantity of science and medical writing, and by improving relationships between scientists and the press, and is exempt from Host country name federal income taxation under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the “Code”); and

WHEREAS, NAME HOST ORGANISATION is a not-for-profit organization whose members are science writers and journalists and is exempt from Host country name federal income taxation under Section 501(c)(6) of the Code; and

WHEREAS, NAME HOST ORGANISATION intends to collaborate with WFSJ as the local hosts for the World Conference of Science Journalists insert year in insert city name (the “WCSJxxxx” or the “Conference”); and

WHEREAS, the Parties wish to enter into this Agreement to establish their respective roles and responsibilities related to the WCSJXXXX.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained in this Agreement, and other good and valuable consideration, the Parties hereby agree as follows:

General Terms

I. CONFERENCE DESCRIPTION

The Parties intend to collaborate on producing a four-day conference in San Francisco, tentatively scheduled for insert date. The Conference will consist of a mix of professional development programs, science programs and other programs of interest to the global community of science writers and journalists. The Conference will also include field trips and other off-site activities, a WFSJ General Assembly and up to two WFSJ Board of Directors meetings. It is understood that the Parties wish to maximize international participation in the Conference, with the goal of drawing 55-60% of its participants from outside of the Host Country. In addition, the Parties intend to administer a travel fellowship program to permit journalists from developing nations to attend the Conference.

II. CONFERENCE MANAGEMENT

A. Local Organizing Committee.

1. Establishment of Local Organizing Committee. NAME HOST ORGANISATION shall form a Local Organizing Committee ("LOC"). The LOC will be primarily responsible for planning and producing the Conference, and will serve as the communications channel through which NAME HOST ORGANISATION will act as hosts and collaborate with WFSJ.

2. Structure and Composition.

a. The LOC shall be made up of a maximum of fifteen (15) people, a maximum twelve (12) of which will come from NAME HOST ORGANISATION. b. Should the Parties all mutually agree that it is in the best interests of WCSJXXXX, they may decide to add additional members while maintaining the same ratios of members from each organization as set forth above.

3. Responsibilities of the LOC. The LOC shall be responsible for:

a. *Overall Plan.* The LOC will develop a plan for WCSJXXXX that will include:

i. Developing a program theme and outline for WCSJXXXX that exemplifies the WFSJ mission and will be easy for participants from around the world to understand and participate in discussions, which may include a focus on national and regional issues;

ii. Developing a provisional budget that includes at a minimum (i) quotations for all cost items, to the extent available, (ii) a management fee to cover a portion of NAME HOST ORGANISATION's costs in managing programs and raising funds, (iii), a surplus of [x]% of cash expenses to be allocated to WFSJ for operations and (iv) a reasonable contingency. Once developed by the LOC, the budget shall be approved by all Parties. Any changes to the budget, once it is approved, will require the written consent of WFSJ, and NAME HOST ORGANISATION, provided, however, that changes in amounts less than 5% of a line item may be approved by the LOC after informing WFSJ;

iii. Developing in consultation with WFSJ a fundraising plan for raising the necessary funds to implement the Conference, which shall include plans to raise funds for the travel fellowship program (funding for the travel fellowships can often be sourced from the hosting country's government or companies with an interest in science journalism);

iv. Securing the University Partners for University Day (if applicable);

v. Developing a clear and concise work plan for WCSJXXXX that outlines tasks, due dates, responsible parties and the approval process for each task;

vi. Developing methodologies for measuring outcomes of the Conference; and

vii. Developing a registration cancellation and refund policy that defines clear and detailed conditions for attendee cancellation and refunds (if applicable), including defining the sources of funds from which refunds will be granted and funds used to provide refunds if revenue goals are not met.

b. *Opening Ceremony.* Organizing an opening ceremony within budget and cultural event guidelines ***[NOTE to WFSJ: Do you have a copy of these guidelines that can be appended?]***

c. *Content and Event Production.* Producing and executing all content and logistics for the Conference, in consultation with WFSJ (which shall include selection of speakers and panel participants, procurement of venues and technical services, and catering, except to the extent otherwise provided herein);

d. *Volunteer Coordination.* Recruiting and coordinating on-site volunteers to help with hosting WCSJXXXX;

e. *National Sponsorships.* Coordinating national sponsorship efforts in the Host country name and assisting WFSJ in certain aspects of its International Sponsorship efforts;

- f. *Travel Fellowships.* Managing travel fellowship funds for all sponsored attendees and assisting with obtaining entry visas for them to attend the Conference;
- g. *Promotional Activities.* Promoting the Conference in the *Country name* in collaboration with WFSJ, including the development and implementation of a national media campaign (creating posters, promotional items and programs) and website dedicated to the Conference;
- h. *Local Events.* Encouraging and helping organize grassroots events that will involve the community at large in the host city, such as, but not required to include or limited to, workshops in schools, public events, or community projects;
- i. *Registration.* Collaborating with WFSJ to manage the registration process.
- k. *Local Suppliers.* Arranging for and managing all local supplier contracts related to WCSJXXXX, including local transportation, A/V and other technology services, catering, and off-site receptions;
- l. *Marketing.* Managing all marketing and communications related to WCSJXXXX, including the WCSJXXXX logo, website, social media, etc.; and
- m. *Final Report.* Producing and publishing the final WCSJXXXX report, which is to be submitted to the boards of NAME HOST ORGANISATION, and WFSJ and distributed as appropriate.

B. Program Committee

1. Establishment of a Program Committee.

a. *Structure and Composition.*

i. There will be a program committee made up of a total of nine (9) people, with five (5) being appointed by NAME HOST ORGANISATION and four (4) being appointed by WFSJ (the "Program Committee") by October 15, 2015.

ii. Should the Parties all mutually agree that it is in the best interests of WCSJXXXX, they may decide to add additional members while maintaining the same ratios of members from each organization as set forth above.

b. *Purpose.*

i. The role of the Program Committee will be to develop a global program in collaboration with WFSJ that will reflect the interests of the global science journalism community. The program will be submitted to the Board of Directors of WFSJ nine (9) months prior to the scheduled dates of WCSJXXXX.

1. III. FUNDING AND FUNDRAISING

A. Parties' Funding and Fundraising Obligations

1. Funding Obligations. Each Party's respective funding obligations are as set forth below. In no event shall any Party be responsible for using its own funds in order to make up for any shortfalls in each Party's fundraising goals.

b. **NAME HOST ORGANISATION.** NAME HOST ORGANISATION will be responsible for raising \$XXX,XXX,000 in cash sponsorship funding and \$XXX,XXX in in-kind contributions. c. **WFSJ.** WFSJ will be responsible for raising \$XXX,XXX in cash in international sponsorship funding.

2. Fundraising Obligations and Deadlines.

a. The Parties shall provide monthly fundraising reports to each other with copies to the LOC in order to monitor fundraising progress.

b. *Funding Deadline.*

i. The Parties agree that in order to proceed with WCJS2017, a total of \$Y.Y million must be committed through fundraising, funding commitments and in-kind contributions no later than nine months prior to the opening of WCSJXXXX (the "First Funding Deadline"). If such amount has not been raised by the First Funding Deadline, any Party may terminate this Agreement pursuant to Section VII(I)(2) of this Agreement.

ii. Three months from the date of WCSJXXXX (the "Second Fundraising Deadline"), if 90% of the total budget for WCSJXXXX has not been achieved through fundraising, funding commitments and in-kind contributions, the Parties agree that they will reduce the scope and budget of the Conference in order to produce a high-quality Conference in accordance with the reduced funding available.

3. Bank Accounts. There will be two bank accounts:

a. NAME HOST ORGANISATION shall open and maintain an account for monies raised by NAME HOST ORGANISATION, and direct conference income including revenues from registration, advertising, and exhibit space rental.

b. WFSJ shall open and maintain an account for WFSJ fundraising.

c. shall open and maintain an account

d. Each Party shall provide the other with quarterly reports on their respective accounts. See VII. F. for accounting procedures.

e. To the extent the LOC requires additional funds to cover budgeted operating costs, WFSJ shall provide the LOC with funds from its account upon written request.

4. Profits. WFSJ and NAME HOST ORGANISATION will share surplus proceeds from the Conference, to the extent there are any, after taking into account all costs of the Conference and mutually agreed commitments to sponsors and donors [70% and 30%, respectively].

IV. ROLE AND RESPONSIBILITIES OF

A. General Statement on Costs and Expenses. Except where otherwise specified, will be responsible for all costs and expenses of meeting its responsibilities set forth in this Agreement.

B. Specific Obligations

1. will provide the services of its Executive Director in producing and managing the Conference (as part of the LOC).

2. will provide the funding described in Section III(A)(1)(a).

3. will be responsible for contracting for all catering, A/V and technology relating to the Conference with the exception of University Day and any in-kind donations of services, trips, or events. Contracts will be co-signed with WFSJ as appropriate.

V. ROLE AND RESPONSIBILITIES OF NAME HOST ORGANISATION

A. General Statement on Costs and Expenses. Except where otherwise specified, NAME HOST ORGANISATION will be responsible for all costs and expenses of meeting its responsibilities set forth in this Agreement.

VI. ROLE AND RESPONSIBILITIES OF WFSJ

A. General Statement on Costs and Expenses. Except where otherwise specified, WFSJ will be responsible for all costs and expenses of meeting its responsibilities set forth in this Agreement.

B. Program Content. WFSJ shall collaborate with the LOC in developing and approving the content of all Conference programs. In addition, WFSJ shall be primarily responsible for coordinating all aspects of the WFSJ Board meetings to be held in conjunction with WCSJXXXX.

C. WFSJ will provide the funding described in Section III(A)(1)(c).

D. International Hotel Contracts.

1. WFSJ will be responsible for contracting with hotels to secure adequate rooms for WCSJXXXX above and beyond what NAME HOST ORGANISATION has procured under the National Hotel Contracts, with the amounts to be as determined in the Budget (the "International Hotel Contracts").

E. Registration Process. WFSJ will work with the LOC and will be responsible for collecting Conference registration fees.

F. Grid Outline. In consultation with the LOC, WFSJ will develop the Conference session grid outline (i.e. plenary – number and timing, workshops – number and timing, lunchtime symposium – number and timing, etc.).

VII. GENERAL STIPULATIONS

A. Registration and Travel Fellowship.

1. The Parties will mutually agree on registration fees to be charged for the Conference.

2. WFSJ will provide 20 complimentary registrations to the LOC to be distributed as appropriate, and may provide additional complimentary registrations upon request to the extent feasible.

3. The Parties wish to keep the general registration fee between \$250 and \$350. There may be a special (discounted) national registration rate to encourage local participation. Parties will strive to achieve the goal of 55-60% international (non-U.S.) registrants.

a. A special student rate will be offered to student delegates from the Host country name, but will be limited to 10% of the total projected WCSJXXXX attendees.

4. A travel fellowship program will be set up to assist delegates to attend who are from developing countries and who will make the best use of the educational and networking opportunities. Both NAME HOST ORGANISATION and WFSJ will raise funds for this program, which will be managed by the LOC with input from WFSJ.

B. Language of Communication at WCSJXXXX.

1. The language of communication for the purposes of organizing WCSJXXXX will be English. Marketing materials may be in a variety of languages in order to attract more delegates.

2. The language of communication at WCSJXXXX and corresponding events and materials will be English. Whenever possible, WCSJXXXX will endeavor to provide some translation for Spanish speakers.

C. Insurance.

1. The LOC and WFSJ shall each maintain general liability insurance in commercially reasonable amounts covering their respective activities in connection with WCSJXXXX. In addition, each Party shall maintain Workers' Compensation insurance (or an equivalent policy covering injuries to employees) as required by any applicable law or laws covering all of the Party's employees engaged in work on WCSJXXXX. Each Party shall name the other Parties (and, where appropriate as determined by the LOC, the University Partners) as additional insureds on their policies and shall provide a Certificate of Insurance reflecting such status no later than thirty (30) days prior to the opening of WCSJXXXX.
2. The LOC will ensure that all vendors who are contracted for the Conference have their own liability policies (e.g. any hotel, venue, transport companies) and will request a certificate of insurance listing NAME HOST ORGANISATION, and WFSJ (and, where appropriate as determined by the LOC, the University Partners) as additional insureds on those policies.

D. Sponsorship Management and Acknowledgements.

1. The Parties must mutually approve any sponsor benefits offered and will endeavor to develop a pre-approved set of standard sponsor benefits. Any deviation from the pre-approved benefits must be approved by the Parties. The Parties agree that all sponsorship arrangements will comply with the guidelines set forth in Schedule B.
2. The Parties must mutually approve any use restrictions on any sponsorship or other donation to ensure that adequate funding is raised for all aspects of the Conference.
3. WFSJ must provide the LOC with copies of all sponsor agreements to ensure that the international sponsors are credited properly on Conference materials.
4. The Parties will mutually agree on appropriate sponsor and donor acknowledgements and signage at the Conference, including, but not limited to, signage inside, outside and on stage at the venue and any written materials and printed materials. Production of all onsite sponsor signage shall be the LOC's sole responsibility.

E. Confidentiality of Conference Dates, Financial Information and Data.

1. Each Party shall hold all information related to the WCSJXXXX dates and location confidential until WFSJ has officially released this information to the public. This is to ensure that WFSJ and the LOC can negotiate contracts with all suppliers, including conference centers, hotels and other local suppliers.
2. Each Party shall hold in strict confidence, (i) all confidential, proprietary or non-public information of the other Parties, including, without limitation, information regarding delegates, sponsors, sources of income and financial information, in whatever form, obtained as a result of this Agreement or known prior to the date hereof and (ii) the terms of this Agreement (collectively, the "Confidential Information"), and no Party shall, without the prior written consent of the relevant Party, (x) release or disclose any Confidential Information to any other person, except such Party's auditors, attorneys, and financial consultants, who will also comply with this section, or (y) use any Confidential Information except as may be necessary in connection with the performance of such Party's obligations under this Agreement, provided however, that NAME HOST ORGANISATION may disclose any sources of funding it has obtained for the Conference to the extent required on any U.S. tax disclosures.

F. Books and Records; Accounting Procedures.

1. Books and Records. The Parties shall keep detailed books and records of all of their respective financial and business transactions, including books and records recording expenses and banking transactions and copies of all agreements entered into in connection with WCSJXXXX and will allow the other Parties to review, inspect and make copies of these records from time to time.
2. Accounting. The Parties will keep a master accounting of all conference expenses within a shared online platform, with entries completed monthly, at a minimum, and reconciled by an outside bookkeeper on a quarterly basis. Quarterly financial reports, consisting of reconciled income and expenses for each account,

will be presented to the LOC and made available to NAME HOST ORGANISATION, and WFSJ. Within sixty (60) days after the end of the Conference, a reconciliation will be performed by an outside bookkeeping firm to determine any amounts owing to any of the Parties. Within six (6) months after the end of the Conference, the finances of the Conference shall be reviewed by an independent certified auditor appointed by the LOC, with such appointment subject to the consent of, NAME HOST ORGANISATION, and WFSJ, which may not be unreasonably withheld. The independent certified auditor shall prepare audited financial statements [for the Conference] in accordance with U.S. generally accepted accounting principles, copies of which shall be provided to LOC six (6) months after they are prepared.

G. Trademarks and Other Intellectual Property

1. Use of Trademarks

- a. Subject to the terms and conditions of this Agreement, each Party hereby grants to each other Party during the term of this Agreement a worldwide, royalty free, non-exclusive, non-transferable and non-sublicensable license to use, copy, display and refer to each other Party's trademarks, trade names, service marks, logos and other items of intellectual property set forth on Schedule A hereto and such other items of intellectual property which each Party may from time to time designate (collectively and individually, the "Licensed IP") in connection with the Parties' activities conducted pursuant to this Agreement. Additionally, the use of the Licensed IP shall be subject to the quality control of the Party that owns the Licensed IP, and the other Parties shall follow such quality control procedures and standards as the owning Party shall set forth from time to time. All goodwill arising from or connected with the use of the Licensed IP shall inure to the benefit of the Party that owns the relevant Licensed IP. For avoidance of doubt, any breach of this section shall constitute a material breach of this Agreement.
- b. Each Party acknowledges that each other Party, as among the Parties, is the owner of all rights to their respective Licensed IP as set forth in Schedule A hereto. No Party shall, directly or indirectly, question or challenge (or assist another person in such acts) the validity of another Party's rights and ownership in and to its respective Licensed IP or use the Licensed IP of another Party in any manner that would jeopardize that Party's rights in the Licensed IP. Each Party, as it comes to that Party's attention, shall apprise any other Party promptly of any infringement of such Party's Licensed IP. Upon the termination or expiration of this Agreement, the Parties shall immediately cease any use of the Licensed IP unless otherwise agreed to by the Parties.

2. Copyrighted and Other Proprietary Materials.

- a. *Conference Materials.* Each Party shall be the sole and exclusive owner of all right, title and interest in and to all content and materials produced by or for such Party in connection with the Conference, which includes (but is not limited to) publications, presentations, notes, drafts, outlines, promotional materials, and membership, prospect, sponsor, mailing and other lists (the "Materials"). Each Party hereby grants each of the other Parties a non-exclusive, royalty-free non-assignable license (subject to applicable third party rights) during the term of this Agreement to use, edit, distribute and otherwise exploit the Materials, either in whole or in part, solely for the purpose of fulfilling the Parties' respective obligations under this Agreement.
- b. *Conference Footage.* Each Party shall be the sole and exclusive owner, for purposes of copyright, of any and all documentation of the Conference (including, but not limited to, audiovisual recordings, audio recordings and photographs) created by or on behalf of such Party (such documentation, the "Footage"). Each

Party shall provide each other Party with a copy of any and all Footage that Party (or its contractors) records, photographs or otherwise creates. Each Party hereby grants each of the other Parties a non-exclusive, royalty-free perpetual non-assignable license to use, edit, distribute and otherwise exploit the Footage, either in whole or in part, in any manner or media now known or hereafter developed, for non-commercial, educational or promotional purposes and other uses consistent with the mission of the Parties (subject to applicable third party rights), provided however, that all uses by each Party pursuant to this license shall be subject to the prior written approval of each other Party, which approval shall not be unreasonably withheld. Each Party shall seek prior approval from the other Parties before licensing the Footage to a third party. Any commercial uses of the Footage will be subject to a separate agreement between the Parties.

- c. *Attribution.* Any use of the Footage by the Parties shall identify WCSJXXXX as its source, and where applicable, shall identify the producer of the specific event (e.g., , NAME HOST ORGANISATION, or WFSJ). Any use of Footage from one of NAME HOST ORGANISATION's "New Horizons in Science" programming shall include (wherever feasible) attribution as set forth on Schedule C. Where the Footage is used on a website or podcast, the use shall include a link and (where applicable) to the other Parties' websites (where possible, using the other Parties' logos).

3. Termination of Licenses. In the event any of the Parties, as applicable, breaches a material term of the licenses granted herein and the breach is not cured within ten (10) days of written notice by the applicable non-breaching Party, the applicable license shall immediately terminate.

H. Branding and Crediting

1. Branding of WCSJXXXX. The Parties will publicly acknowledge their collaboration on the Conference on all materials and in all media produced in connection with the Conference in the manner set forth in Schedule C[AML3] .

I. Term and Termination

1. Term. The term of this Agreement shall commence on the Effective Date and continue in full force and effect until such time as the final reconciliation and audit are performed, except as earlier terminated as permitted below.

2. Termination.

a. Any Party may terminate this Agreement immediately at any time upon written notice to the other Parties if a Party has materially breached this Agreement and such breach has not been cured (if capable of cure) within forty five (45) days after written notice of the breach has been provided to the breaching Party by a non-breaching Party.

b. Any Party may terminate this Agreement immediately upon written notice to the other Parties if the Parties fail to meet the First Funding Deadline. Under such circumstances, each Party shall be responsible for (i) any expenses already incurred by that Party prior to such termination and (ii) any cancellation fees related to the termination of any third-party contracts, including, but not limited to, hotel contracts entered into by that Party. In the event of termination under this Section I(2)(b), and NAME HOST ORGANISATION may opt to convert the Conference into a national meeting subject to a separate agreement.

i. If the University Partners (i) fail to enter into the agreements to support the Conference as contemplated herein (the "University Support Contracts") or (ii) the University Support Contracts are terminated, for any reason, any of the Parties may terminate this Agreement immediately upon written notice to the other Parties.

c. If either or NAME HOST ORGANISATION terminates this Agreement, the non-terminating Party shall have the right to continue this Agreement solely with WFSJ, subject to its consent.

d. Any Party may terminate this Agreement immediately at any time upon fifteen (15) days' written notice upon the appointment of a receiver over all or on substantially all the assets of one of the other Parties; the voluntary filing of another Party of a petition, answer or consent under any bankruptcy act or similar law seeking reorganization or liquidation; upon the approval as properly filed of any petition seeking the reorganization or liquidation of another Party under any bankruptcy act or similar law; the making by another Party of an assignment for the benefit of its creditors or the inability of another Party to pay its debts generally as they become due; the dissolution or the authorization of the dissolution of another Party; or the cessation of business of another Party.

J. Indemnification. Each Party agrees to indemnify and hold harmless the other Parties from and against any and all claims, demands, liabilities, losses, damages, judgments and any costs and expenses incurred in defending against the same, including reasonable attorneys' fees, resulting from (i) a Party's breach of any representation, warranty or obligation hereunder, or (ii) claims made by third parties arising out of the acts or omissions of the other Party/ies (and/or its employees, representatives, agents and contractors) in connection with the Conference, including, but not limited to, hotel and vendor contracts entered into by the respective Parties, except to the extent such claims are caused by the gross negligence or willful misconduct of the Party seeking indemnification.

K. Limitation of Liability. Except for third party claims or liabilities for which a Party is required to indemnify the other Party under this Agreement and except in the event of fraud or intentional wrongful acts, in no event shall a Party or its members, directors, officers, employees and agents be liable under this Agreement to another Party or its members, directors, officers, employees and agents for any special, incidental, consequential or indirect damages of any kind, including economic damage or injury to property and lost profits, regardless of whether a Party has been told, has reason to know or, in fact, knows of the possibility of any such damages or whether any such claim sounds in tort, contract, breach of warranty or any other theory.

L. Miscellaneous.

1. Assignment. No Party may assign its rights or delegate its obligations under this Agreement without the prior written consent of the other Parties, provided, however, that NAME HOST ORGANISATION may assign its rights or delegate its obligations, in whole or in part, to and may assign its rights or delegate its obligations, in whole or in part, to NAME HOST ORGANISATION. Except as herein otherwise provided to the contrary, this Agreement shall be binding upon and inure to the benefit of the Parties and their respective heirs, personal representatives, successors and permitted assigns.

2. Notices. All notices and other communications required or permitted to be given under this Agreement must be in writing and will be deemed to have been given if delivered personally or sent by certified mail, return receipt requested, postage prepaid, by nationally recognized overnight courier or by e-mail to a Party at their address set forth below (or to such other address as a Party may designate in writing) to:

If to NAME HOST ORGANISATION, to:

INSERT ADDRESS and EMAIL

If to , to:

ADDRESS and EMAIL

If to WFSJ, to:

World Federation of Science Journalists
1124 rue Marie-Anne Est, Suite 12
Montreal, Qc H2J 2B7
Canada
1-514-508-2777
info@wfsj.org

3. Relationship of the Parties. The Parties are independent contractors and nothing in this Agreement is intended to or shall be construed to constitute or establish an agency, joint venture, partnership, or fiduciary relationship among the Parties, and no Party shall have the right to act for or on behalf of any other Party.

4. Representations and Warranties. Each Party individually represents and warrants to the other Parties that (i) it is duly organized and validly exists under the laws of the state of its formation; (ii) it has full corporate power and authority to make, execute, deliver and perform this Agreement and to carry out its responsibilities and obligations thereunder; (iii) it will comply with all applicable laws, rules and regulations as prescribed by governmental authorities, (iv) it will use its best efforts to maintain a level of quality for all aspects of the Conference consistent with past meetings hosted by and NAME HOST ORGANISATION; and (v) it has secured all copyright, trademark, performing-rights licenses and other proprietary rights and permissions (or it will secure the rights prior to distribution, publication or performance, as applicable) to present any material, images or other intellectual property that such Party is contributing in connection with the Conference, and has endeavored in good faith to assure that any materials provided by any individual participant or presenter to the Conference will not infringe the right of any third party.

5. Force Majeure. In the unlikely event that one of the Parties is unable to fulfill its obligations due to events beyond the control of that Party, such as flood, riot, labor or diplomatic difficulties, civil tumult, fire, war or acts of terrorism, interruption or delay of transportation or electric or other utility service, acts of God, acts of public authorities, or earthquakes, storms floods or other casualty or any other substantially similar causes (a "Force Majeure Event"), the Parties will work together to agree on a mutually acceptable schedule or other arrangement (including, where appropriate, cancellation) for performance of their respective obligations, taking into account the nature of the reasons for cancellation or postponement. In the event of a Force Majeure Event, the relevant Party shall provide notice to the other Parties as soon as possible. Cancellation or postponement pursuant to this Section VII(L)(5) shall not be considered a breach of this Agreement. The Parties will also work in good faith to settle any outstanding issues relating to costs incurred or irrevocable commitments made prior to the date of cancellation.

6. Entire Agreement; Conflicts. This Agreement and the annexes and schedules attached hereto constitute the entire agreement among the Parties with respect to the subject matter hereof and supersede any prior understandings, agreements or representations by or among the Parties, written or oral, to the extent they relate in any way to the subject matter hereof.

7. Resolution of Disputes.

a. Consultation and Negotiation. In the event of any dispute arising out of or relating to this Agreement, the Parties agree that they shall promptly attempt to arrive at a reasonable resolution by consulting and negotiating in good faith with each other. Each Party shall make a person authorized to settle the dispute on behalf of that Party available for the discussion, as needed. Negotiations shall take place by telephone conference or, if agreed to by the Parties, by face-to-face meetings.

b. Notice of Arbitration. If the dispute is not resolved within thirty (30) days of commencement of good faith negotiations, the dispute shall be submitted to arbitration upon the written request of either Party with notice to the other Party.

c. Conduct of Arbitration. The dispute shall be referred to and finally determined by arbitration in accordance with the rules of the INSERT HOST ASSOCIATION LEGAL ORGANISATION. The arbitral tribunal shall consist of a single arbitrator to be appointed in accordance with the rules of the HOST ASSOCIATION LEGAL ORGANISATION. The place of arbitration shall be INSERT LOCATION, and the arbitral proceedings shall be conducted in the English language. The award of the arbitral tribunal shall be final and binding upon the Parties, and the prevailing Party may apply to a court of competent jurisdiction for enforcement of such award. Each Party shall be responsible for its own costs and expenses related to the arbitration.

8. Governing Law. All questions concerning the construction, interpretation and validity of this Agreement shall be governed by and construed and enforced in accordance with the domestic laws of the State of NAME without giving effect to any choice or conflict of law provision or rule (whether in the State of COUNTRY NAME or any other jurisdiction) that would cause the laws of any jurisdiction other than the State of COUNTRY NAME to apply.

9. Submission to Jurisdiction. Each of the Parties hereby irrevocably consents that, subject to Section VII(L)(7) hereof respecting negotiation and arbitration, any legal action related in any way to this Agreement, including any such action seeking injunctive or other equitable relief in aid of arbitration, may only be brought in the Supreme Court of the State of COUNTRY NAME located in the City and County of COUNTRY NAME or in the *Host Country's* District Court for the xxx District of COUNTRY NAME. By execution and delivery of this Agreement, the Parties hereby irrevocably submit to the exclusive jurisdiction of such courts, and irrevocably waive any objection to the laying of venue of any such legal action, and further irrevocably waive any claim that any such court is not a convenient forum for any such action. Each Party hereby irrevocably waives all right to trial by jury in any proceeding (whether based in contract, tort or otherwise) arising out of or related to this Agreement or the transactions contemplated hereby.

10. Counterparts; Signatures. This Agreement may be executed in one or more counterparts, each of which as so executed and delivered shall be deemed an original, but all of which together shall constitute one and the same instrument. Facsimile and PDF signatures shall be acceptable and binding.

IN WITNESS WHEREOF, the Parties have each duly executed this Agreement as of the date first above written.

HOST ORGANISATION NAME

By: _____
Name:
Title:

HOST ORGANISATION NAME

By: _____
Name:
Title:

WORLD FEDERATION OF SCIENCE JOURNALISTS

By: _____

Name:

Title:

[Signature page to Memorandum of Agreement]

Schedule A

Intellectual Property

Marks and Trade Names

1. NAMES of HOST ORGANISATION
2. World Federation of Science Journalists; WFSJ

Logos

To be inserted

Schedule B

Sponsorship Guidelines

The World Conference of Science Journalists is a joint effort of the World Federation of Science Journalists, NAME HOST ORGANISATION, and the host institution(s) (the “Parties”). Each of these stakeholders has unique guidelines and needs when it comes to sponsorship. The following guide is intended to suggest fundraising opportunities and describe the framework under which additional partners and sponsors might be engaged for WCSJXXXX.

Extensive and highly visible direct and title sponsorship opportunities will exist with field trips, receptions, networking and social events and infrastructure.

The following guidelines recognize the journalistic context of a World Conference.

1. Choosing prospective sponsors

Because this is a meeting imbued with a journalistic purpose and culture, care should be taken in the choice of sponsors. Parties should avoid the following to ensure that the integrity and reputation of the meeting is not compromised:

- giving the impression that a sponsor might be able to buy influence over the content or reporting of the meeting
- divulging the content of the meeting program to sponsors before it is finalized and made public by the LOC
- creating situations where attendees will be forced to listen to pitches from sponsors

We encourage particular care with corporate sponsors and interest groups, who may be accustomed to “pay to play” arrangements at other kinds of conferences.

Example 1: A manufacturer of a new medication hears that a scientist doing research on a related disease will be on the program. The company offers to sponsor a cocktail hour to capitalize on the opportunity to pitch their drug.

Example 2: A lab offers to host a reception but requires that attendees take a full-length tour in order to get a drink ticket.

Example 3: An industry lobbying group offers to sponsor wi-fi, but in order to use the service attendees must provide an e-mail addresses that will then be added to the group’s mailing lists.

Example 4: An organization opposed to genetically modified foods offers to sponsor lunch but requires that a representative of the organization sit at every table.

Sponsorship examples like those above are likely to draw questions and criticism from WCSJXXXX attendees and paint the conference, organizers, host and sponsor in a negative light. For this reason, sponsorship arrangements should be mutually agreed upon by the LOC and WFSJ. In general, we expect that our idea of appropriate sponsorship and the will align closely. Our intent is to work together to assure appropriate and successful sponsorship for everyone involved.

2. Communicating with prospective sponsors

NAME HOST ORGANISATION and WFSJ will work together closely to develop a fundraising strategy that forwards the goals of WCSJXXXX while protecting the interests and existing and/or future relationships of each Party with individual sponsors.

In recruiting sponsors, the host should make clear that what can be sponsored is the WCSJXXXX, a meeting-associated activity or the host institution itself, not WFSJ, NAME HOST ORGANISATION, or . To avoid potential or perceived conflicts of interest, direct or title sponsorship of content, speakers or attendee travel must not be solicited or accepted.

3. Creating sponsorship packages

The Parties will work together with the LOC to develop a comprehensive sponsorship package that offers multiple levels of support and recognition for a variety of sponsors. The following guidelines can begin to help delineate how sponsorships can be leveraged and acknowledged within the framework of the meeting.

Examples of Potential Sponsored Elements

- Receptions
- Field Trips
- Meals & Breaks
- Networking Lounges (Comfortable seating and coffee where attendees can relax; sponsor can have presence there)
- Espresso Cart/Coffee Service
- Wine or other beverages at events (sponsor could have unique label or sticker)
- Lanyards (but not nametag itself)
- Wi-Fi (with a brief sponsor screen or pop-up)
- Tweetwall or similar
- Recharging Station (for electronics)
- Powerstrips in session rooms
- Transportation
- Composting or Recycling Facilities
- Plates, napkins, or flower arrangements
- Hotel Keycards
- Wearable technology
- Hospitality Suite
- Welcome displays at airport, hotel lobby, conference facility etc.

Potential Sponsor Benefits and Recognition

Attendance and appearances

WCSJXXXX welcomes short introductory or welcoming remarks from the host institution's dignitaries, as well as complimentary sponsor attendance and brief thanks to sponsors, at the following events:

- Receptions
- Opening Plenary
- Lunches
- field trips and tours

Printed and online acknowledgments and sponsor logos

Acknowledgements of sponsors for lunches, field trips, or receptions can be made tastefully within the WCSJXXXX program, conference signage, and website or during the event itself, e.g. a sign, logo napkins, etc. Sponsor acknowledgements can be tiered according to the sponsorship package.

Collateral, bags, and swag

Sponsor logos and/or listings can also appear on materials within the welcome packet/bag, e.g. brochures placed in a folder or notepads or other freebies.