Quality in conferences for University Lifelong Learning
EUCEN Case Study for EQUIPE

EUCEN organises two conferences per year, each in a different city and hosted by a different member university. The Spring event is always a traditional conference format with an overarching theme, two or three keynote speakers and a series of short seminars/workshops on the general theme. The Autumn event is a 'project symposium or forum' with a completely different format. It is designed to provide a forum for project partners to meet for business meetings or for dissemination events but at the same time to promote networking by have several meetings/workshops, each lasting a day and a half, running in parallel and then coming together for an opening and a closing plenary, for meals and for the social programme. Typically, there are two project meetings for partners only and two open workshops for dissemination of the results of a project or to address a 'hot topic'.

Based on aspiration and experience we have developed quality guidelines for conference organisers, which consists of:

- general guidelines for organisers (annexe 1)
- a timetable checklist (annexe 2)
- sample information for participants (annexe 3)
- sample evaluation form to be completed by participants (annexe 4 – used in Bergen)
- a budget template (annexe 5)

All information about past, current and future conferences and this guidance for EUCEN conference hosts is available on the EUCEN web site regularly updated:

www.eucen.org/conferences/information.htm

Feedback on these forms would be welcome – please contact Carmen Royo on executive.office@eucen.org

GUIDELINES FOR ORGANIZERS OF EUCEN EVENTS

Hosting an event

- An event may be a conference, seminar, workshop or any other meeting held under the auspices of EUCEN.
- All member organisations are welcome to apply to host a EUCEN event.

Key requirements of a conference host:
- Any host of a EUCEN event must have shown a commitment to University Continuing Education, Lifelong Learning and EUCEN.
- The proposal to host an event must demonstrate quality in organisation, information, programme, content, style and presentation.

Organisation:
- There must be plenty of assistants (students?) to show people around.
- There should be a press conference or at least a press release.
- There should be a range of hotels – different stars and different prices must be offered within easy reach of conference venue.
- Photocopying facilities must be available.
- An adequate number of break-out rooms must be available.
- Rooms must be well-lit, well-ventilated with good acoustics and flexible seating arrangements.
- There must be overhead projectors for OHT and data projectors for Power Point presentations.
- At least 3 internet connection must be available for participants to check their e-mails.
- Pre- and post-conference activities may be organised.

Information:
- Information must be clear, explicit and comprehensive including everything that the participants need to know. The programme will be passed to an outsider who has never been in the host country and who can judge if more details are required.
- In longer events where a web page is set up (e.g. conferences), the web site must be easy to access, well structured and easy to print pages or/and to download them, with an on-line registration form.
- In smaller events where there is no website, a registration form should be sent in electronic format by e-mail.
- All registration forms received by the host university should be acknowledged within 3 days.
- Clear travel instructions for conference delegates must be provided with a telephone contact.
- On all documents (announcements, call for papers, registration forms, programmes, etc) the name and logo of EUCEN should be clearly displayed (together with the name of the host organisation).
- The badge of each delegate should have the name of EUCEN and show the delegate's name, their Institution and the abbreviation of their country.

Programme:
- The programme must be available in outline on the web 6 months in advance and constantly updated – final programme should be on the web site 3 months in advance.
- The host is responsible for printing and mailing the Conference programme and application forms. The first detailed announcement should be available at the previous conference and mailed immediately afterwards. The second announcement should be posted 12 weeks before the Conference starts.
- Conference Proceedings must be available quickly – at latest 2 months after the event for the conference website and for EUCEN.
- Participants must be able to participate actively, not just sit and listen. There must be plenty of opportunities for discussion and debate.
- The Conference dinner is normally on Saturday night.
- The Spring conference will include the General Assembly of EUCEN – details should be agreed with the EUCEN steering Committee.

Content:
- This must be relevant and 'state of the art'.
- The content should be reflective and provocative.
- The content must be targeted at experts: participants at EUCEN conferences are all experts, not beginners.

Presentations:
- These should be lively, short (max 30 mins), stimulating, and provocative.
- Transparencies must be professional and readable.
- There must be technical back-up for all electronic presentations.

Conference budget:
- The organization of the Conference will be object of a contract between EUCEN and the host.
- EUCEN Steering Committee must approve the conference budget.
- Price per participant must be as low as possible, with a maximum of €400.
- There must be a discount of 10% for EUCEN members.
- It is advisable to have a discount for early registration.
- The fixed overhead for EUCEN will be €5000 where the registration fee is €350 or less, and €7000 where the registration fee is over €350. For events with a fixed number of participants the overhead shall be agreed by the host university and the Steering Committee for each event. EUCEN will not cover any deficit. The host university and the Steering Committee shall agree the registration fee. The overhead money will be payable to EUCEN within 6 weeks of the event.
- Organisers are encouraged to find sponsors.
- Unless there are special circumstances, speakers who present project results or to disseminate project findings should use their own and/or project funds to finance this; they should not normally be financed from the conference budget.
- Budget must include 2 free conference places – one for the EUCEN President and one for the Secretary General.
- Budget must include 2 places at a meals only rate – one for EUCEN Executive Secretary and one for the Executive Officer.
- Budget must include the travel and subsistence for the EUCEN Executive Secretary (or other member of the Steering Committee) to visit the host in advance.

After the Conference:
- The host University will prepare the Conference Proceedings and a first draft should, if possible, be sent to the EUCEN contact two months after the conference. The final version of the Proceedings should be available (either in printed form or on the Web) by the host University to the participants the latest three months after the event. Small numbers of missing papers should not be allowed to delay the publication of the Proceedings.
- If the Conference Proceedings are printed, the cover design should follow the style established by the EUCEN Steering Committee.

Administrative Assistance from EUCEN:
- One of the Steering Committee will be nominated to act as the EUCEN contact and the host University will nominate one of its staff members as the University contact for each event. The timetable for the organisation of the conference should be agreed between them. If the nominated EUCEN contact has to travel to the host University during the organisation prior to the event, travel expenses shall be covered from the Conference budget.
- The Steering Committee will act in a consultative and advisory capacity and may also volunteer to undertake some of the preparatory tasks.
- The EUCEN office will provide appropriate tools and mailing lists.
- It will be the responsibility of the nominated EUCEN contact to ensure that the spirit of these Guidelines is followed.

BEFORE THE CONFERENCE	Coinciding with	How long before the event?	Done	Comments
Draft printed leaflet	Before previous Spring Conf	14 months		
Description of web contents	Before previous Spring Conf	14 months		
Information for travelling available	Before previous Spring Conf	14 months		
First presentation	Previous Spring Conference	1 year		
First printed announcement	Previous Spring Conference	1 year		
Draft web site available	Previous Spring Conference	1 year		
Second presentation	Forum Autumn	6 months		
Second printed announcement	Forum Autumn	6 months		
First mail shoot/email shoot	Forum Autumn	6 months		
First programme	Forum Autumn	6 months		
Programme on web	Forum Autumn	6 months		
Revision programme	After Forum	5 months		
Announce revision	After Forum	5 months		
Revision programme on web	After Forum	5 months		
2nd revision programme	Before Xmas	4 months		
Announce 2nd revision	Before Xmas	4 months		
2nd revision programme on web	Before Xmas	4 months		
Web 100% ready	Before Xmas	4 months		
Registration form on-line 100% ready	Before Xmas	4 months		
Final Programme	Mid January	3 months		
Announce Final Programme	Mid January	3 months		
Final Programme on web	Mid January	3 months		
Third mail shoot/email shoot	Mid January	3 months		

AFTER THE CONFERENCE		How long after the event?	Done	Comments
Proceedings must be available	After conference	3 weeks-2 months		
Final Report	After conference	3 weeks-2 months		
Payment made to EUCEN	After conference	3 weeks-2 months		
Web site maintained	For as long as possible (inform EUCEN otherwise)			

Note: *This is only a mock table. On the web there is an Excel file that will be reviewed so, on entry of the date of the coming conference the rest of the timetable is automatically updated.*

Sample information for participants to EUCEN Conferences

Details for an hypothetic event organised in Girona (ES). Participants need to know about:

- How to get to country of destination
- How to get to city of conference
- Where are the hotels and where the conference will take place
- 'When' exactly they must go 'where' on the first day
- Money, languages, tax, tips and relevant local habits in general
- What type of reception/night events will be organised and what type of cloths are best for the occasion (if relevant)

By providing these details you will avoid stress in the participants. You will also avoid many emails requesting this kind of information.

NOTE: Text in black is our comments. Text in green and italics is the actual information that we would give to participants.
The links mentioned in blue/italics/underline are not alive. They are mentioned so you know that you should insert that sort of information when you produce your own information page.
Some details (e.g. telephone numbers) are not real. The information below is just for you to have guidance, not for use.

1. *Getting there*

You need to give a full description of airlines flying to the destination. For instance, if we were going to Girona you would need to explain that the airport in Barcelona is an international airport that receives most known airlines, not only European but also from around the World. The airport in Girona is smaller and only certain carriers take you there (e.g. Ryanair). In this case, the alternative might be to flight to Barcelona and travel to Girona by coach, car or train.

By plane: You can flight directly to Girona from different cities in Europe with Ryanair (Dublin, Shannon, Glasgow, Blackpool, Liverpool, East Midlands, London Luton/Stansted, Bournemouth, Brussels, Paris, Eindhoven, Stockholm, Dusseldorf, Frankfurt, Karlsruhe-Baden, Turin, Milan, Rome, Venice, Alghero). Girona Airport information desk: +34 972 186600/708.

You can also fly to Barcelona airport and then travel to Girona (115Kms). Most airlines fly to the Barcelona International Airport. Barcelona Airport information desk: +93 34 3792762.

By train: If your flight takes you to Barcelona, you can then take the train from Barcelona's airport to Barcelona Sants-Estació and change trains to one going to Girona. Trains between the airport and Sants-Estacio are quite frequent (one every 15 minutes). Trains between Sants-Estacio and Girona run one every hour. Timetables are available following this link. The train might be the easiest and fastest way to go from the Barcelona Airport to Girona. You can buy your ticket to Girona at Barcelona's Airport (approx. cost: 6€).

By car: Leave the Barcelona airport and take the road direction Barcelona (B20). Follow the signs for Girona (move to road C-58). Follow the signs for Girona (move to road C-33). Road Toll: 1,17€. Get onto road A-7 direction Girona and stay there for 72Kms. Leave motorway (Exit 7 "Girona Sud"). Road Toll: 5,05€. Leave the motorway and follow the signs for "Centre" (road C-65).

NOTE - You can pay road tolls in the "automatic" lanes using a credit card or you can go to the "manual" ones and pay cash.

Map 1: Barcelona to Girona

If you arrive to Girona Airport and rent a car there (Cassà de la Selva): follow the signs for Girona "Centre" (road C-65).

Map 2: Cassà de la Selva to Girona

Girona Airport is located about 12 Kms from the city of Girona and can also be reached quickly by taxi (approx. cost 20€).

By coach: *There are coaches going from Barcelona's Airport to Girona. The coaches leave from outside Terminal B. There is a coach every 1½ hours approx. The company is called Eurolines. You can book your tickets or/and request information by phone +34 93 4026936.*

There are also coaches between Girona Airport and Girona. The price is 1,75€ for a single ticket and 3,30€ for a return. The company is called [Barcelona Bus](#).

2. *Hotels and Conference hall*

It is important to tell participants where are the hotels in relation to the location of the conference. We suggest you produce a map. If all is located in a small and central area, it would be convenient to include also the bus/coach stops, train station as well as hotels, conference hall, etc. The map must be clear, otherwise the participants will understand nothing and will be even more confused.

The Conference will take place at the Foundation for Innovation, 1 Sant Jordi Square (in the city centre of Girona). We have arranged special prices in three hotels nearby the Foundation. You need to book your accommodation personally (we will not book accommodation for participants to the conference). Please state that you are with the group "Fundacio/EUCEN" so you can benefit of the special price agreed with the hotels.
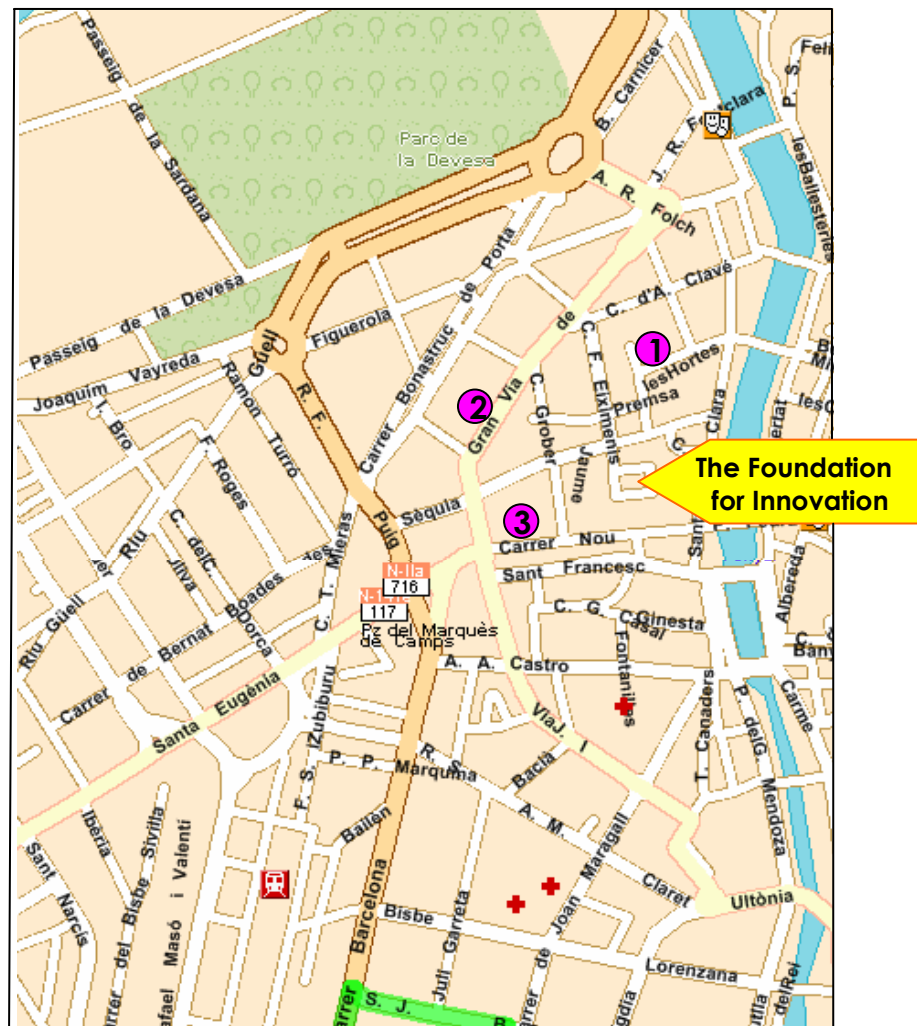
① *HOTEL CIUTAT DE GIRONA *****
Nort, 2 (off Les Hortes Street)
17001 Girona
Tel. 977 4655232   Fax 977 4652211
Email: ciutatgirona@girona-hotels.es
Price: 85€ Double room for individual use.

2 *HOTEL ULTONIA ****
Av Jaume I, 22
17001 Girona
Tel. 977 4871212   Fax 977 4877789
Email: ultonia@girona-hotels.es
*Price: **72€** Double room for individual use.*

3 *HOTEL PENINSULAR **
Nou, 1-3
17001 Girona
Tel. 977 4533223 Fax 977 4533233
Email peninsular@girona-hotels.es
*Price: **50€** Double room for individual use.*

The above prices include breakfast and taxes.

3. *Registration and Reception*

Registration will start on Thursday 19 May from 15:00 to 20:00 at the Foundation for Innovation, 1 Sant Jordi Square, 2nd floor, room 27. The registration desk will be open again on Friday 20 May from 8:30 to 20:00.

The Welcome Reception will take place in the Foundation for Innovation building, ground floor, Costa Brava Room.

The Foundation will be sign posted every day to help you find your way around easily. There also will be students wearing a t-shirt with the logo of EUCEN to assist you.

The Plenary sessions and Workshops will take place in different rooms of the same building. An updated Programme and timetable with details of each event will be included in the Registration Pack.

4. *Things you need to know*

The currency used in Spain is the Euro (€). Big hotels will be able to change your money in Reception. If your hotel does not have this service, you will find banks nearby where you will be able to do so. Ask at Reception in your hotel for more details.

The official languages in Catalonia are Catalan and Spanish. Hotels will always have at least someone who can speak English and French.

You do not need to leave tips in Restaurants and Bars. If you think you have had a very good service, then you can leave something (e.g. 1€ per person). If the restaurant is very good, then you can leave a bigger tip (between 5-15%).

Taxes in Spain vary depending on the service or object you acquire. It goes from 6 to 16%. Hotels and restaurants charge 7%.

5. *Dinner on Friday and Saturday Trips*

Dinner on Friday will take place at the "Castell de Perelada", outside Girona. The place is quite elegant and we recommend participants to bring appropriated clothes for the event. Suit and tie for men and night dress for women. The temperature in May at night is around 10ºC.

On Sunday there will be two trips. One to visit the city and one to the coast. In both cases we recommend comfortable shoes and cloths. Those going to the coast, please bring a good coat or jacket (sometimes there is Tramontana wind which is very strong and cold).

29th EUCEN European Conference
University of Bergen, Norway
28-30 April 2005
Evaluation Form

Please return this form to:

Carmen Royo
EUCEN Executive Office
Balmes, 132
08008 BARCELONA
SPAIN
Fax: +34 93 5422975
Email: executive.office@eucen.org

1. **To what extent do you think the conference achieved the following aims?**

	Fully				Not at all
	5	4	3	2	1
To network and learn from each other					
To generate new ideas and activities for the future.					

2. **To what extent do you think the conference helped you to learn about the following:**

	Fully				Not at all
	5	4	3	2	1
The country of Norway.					
The history of the country.					
The culture of the country.					
The education system of the country.					
The continuing education in the country					
Any other aspects:					

3. **What did you find most valuable in the conference? Please name 3 to 5 things in rank.**

4. **What did you learn about University Continuing Education and Lifelong Learning?**

5. **Benefiting from attending the conference:**

	Yes	No	Comments
Did you meet new people whom you might contact in future?			
Did you renew contact with people you had met before?			
Did you identify any existing projects or group to join?			
Did you get any ideas for new projects or groups?			

6. **Do you prefer Conferences with a large number of short workshops or would be better to have only a few long workshops?**

7. **How do you rate the following?**

	Fully				Not at all
	5	4	3	2	1
The location (the Country)					
The facilities provided for the conference					
The hospitality of the organisers					
The organisation of the conference *(see 8 below)*					
The themes presented in the conference					
The conference overall					
The student contribution					
The workshop you attended on Friday:					
The workshop you attended on Saturday:					
Other you want to comment:					

8. **Do you have any suggestions about future conferences?**

9. **Would your university like to organise one of our Conferences?**

   (if yes, please state name of your university, contact name and email).

THANK YOU FOR YOUR COMMENTS.

BUDGET FOR EUCEN CONFERENCES

Host University:	Date:	Coordinator:

EXPENDITURE	**€**	**Comments**
Administration (Conference secretariat)		
· Staff (and/or students)*		
· Office supplies		
· Website		
· Photocopying		
· Postage		
· Telephone, fax, etc.		
· Other (*please specify*)		
SUB-TOTAL:		
Preparation		
· Equipment		
. Staff (and/or students)*		
·Leaflet, other advertising materials (design, printing, etc)		
· Postage of advertising		
· Travelling (EUCEN contact & any others)		
· Other (*please specify*)		
SUB-TOTAL:		
Event		
· Reception facilities		
· Speakers' expenses (if necessary)		
· Hire of rooms		
· Hire of equipment		
· Two free places for EUCEN (**NOTE 1**)		
· Transport		
· Other (*please specify*)		
SUB-TOTAL:		
Follow-up		
· Publication of proceedings		
· Other (*please specify*)		
SUB-TOTAL:		
Miscellaneous		
· EUCEN overhead		
SUB-TOTAL:		
TOTAL FIXED COSTS:		

Variable Costs	**Per 100 people**	**Per person**	**Comments**
· Badges, folders, bags, etc			
· Coffee/Tea Breaks			
· Lunches			
· Dinner			
TOTAL VARIABLE COSTS:			

TOTAL COSTS:		

* *Please attach details: number of hours, persons, salaries, fees, etc.*

INCOME (NOT INCLUDING FEES)	€	
· Host University's contribution		
· Sponsorship		
· Project income (*please specify*):		
Project 1 -		
Project 2 -		
Project 3 -		
· Other (*please specify*)		
TOTAL INCOME:		

INCOME FROM PARTICIPANTS	Amount per person	€ Total	Number of people
· EUCEN (**NOTE 2**)			2 (places at meals only rate)
· Members Early Bird			
· Members late			
· Non-members Early Bird			
· Non-members late			
· Accompaning persons			
TOTAL INCOME:			

SUMMARY	€	
· Total expenditure		
· Total income (not including fees)		
· Total Fee income (fees)		
SURPLUS/DEFICIT		

NOTE 1: the President and General Secretary of EUCEN have a free place.
NOTE 2: the Executive Secretary and Executive Officer of EUCEN pay only the meals.