

**Guidelines for organising international
Eurachem workshops and seminars**

Prepared by the Eurachem Executive Committee

September 2021

(updating version published in June 2013, with editorial changes in April 2014)

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Introduction

This paper has been prepared by the Eurachem Executive Committee. It provides outline guidance on the organisation of international Eurachem Workshops or Seminars (i.e. those aimed at participants from all European nations rather than those which are organised on a national basis). It gives advice on the roles of the Organiser and the Committees and makes brief recommendations on specific aspects of organisation including development of the technical programme, preparation of promotion material and financial arrangements. Whilst the guidelines below refer to workshops, they are also applicable to seminars.

Eurachem also runs online events. Online events typically require different (often shorter) time scales but require additional planning considerations. Additional guidance for Eurachem online events is provided in the Annex to this document.

Planning Timetable

International workshops take a long time to plan and execute, and speakers and other participants often need many months' notice of an event to get authorisation to attend, arrange travel etc. The planning stages described below should accordingly follow the suggested timetable given in Table 1.

Proposals

Potential organisers of Eurachem workshops should prepare a summary proposal identifying the dates, venue and theme of the workshop for discussion and approval by the Eurachem Executive Committee. Any overlap with other international events addressing the same potential audience should be preferentially avoided! If it is intended that the workshop should be held jointly with one or more other organisations, this should also be included in the proposal and approved by the Executive Committee. The responsibilities of Eurachem and other organisers should be clarified and approved by the Executive Committee.

The Organiser

The Organiser will usually be responsible for managing and coordinating organisation of the workshop and, in particular, reporting progress to the Executive Committee and making local arrangements with regard to the venue. The Organiser will usually be responsible for coordinating the preparation of material such as workshop's website, handbooks, copies of abstracts and proceedings (hard copies or electronic version), which might be issued before, at, and after the workshop. The Organiser will, where appropriate, consult and seek advice from the Organising Committee. The organiser (or a nominee of the organiser's national organisation) is recommended to be a member of a Eurachem WG, linked to the suggested title.

The Organiser is also responsible for the collection and proper management of participant contact information, permissions for use of information or photography, and related details. See "Collection of participant contact information and related information" below for further guidelines on participant information.

Organising and Scientific Committees

After the workshop proposal has been approved by the Executive Committee an Organising Committee and a Scientific Committee should be established as soon as possible.

The Organising Committee will usually comprise the Organiser, one or more members of the Executive Committee (including the Chair of the Eurachem WG linked to the suggested title) and representative(s) of the Organiser's institution. Alternatively, the Organising Committee, including the Organiser, may be local to the country of the Workshop, but reports to one of the Eurachem Working Groups to which the Organiser is normally a member. The Organising Committee will assist the Organiser to plan and make arrangements for the workshop and, in particular, advise on the development of the workshop's technical programme, the preparation of promotional material and on financial aspects.

The Organising Committee may establish sub-groups to progress specific aspects of organisation.

It is recommended to establish a Scientific Committee that will be responsible for the scientific programme, invitation of speakers, topics for lectures and breakout sessions or examples. A specific Working Group of Eurachem, or a subset of its members, may form the Scientific Committee. Alternatively, the scientific committee can be formed from local experts, with support from (for example) appropriate members of the Eurachem Executive, GA delegates or particular Eurachem Working Groups.

Technical Programme (workshop, discussion/breakout sessions), Presentations and Speakers

An outline, including the key topics, of the technical or scientific programme, including the general structure of the workshop and topics to be covered, should be prepared well in advance of the workshop (see Table 1). Workshops should incorporate lectures, discussion or breakout sessions and, if possible, posters and may include vendors' presentations. Sometimes specific training sessions for a smaller number of workshop delegates might also be organised as part of the main workshop.

The Organiser will, in consultation with the Organising and Scientific Committees, be responsible for the development of the technical or scientific programme.

- A **workshop** programme would normally take place over one or more days and comprise both expert presentations and discussion group sessions.
- A **seminar** may consist only of lectures.

Expert presentations should be informative and educational, and reflect current developments and their impact on the analytical community. Discussion/breakout sessions must be seen as an important part of the workshop and should encourage delegates to contribute actively with exchange of experiences from their own expertise.

The scientific programme should be approved by the appropriate Eurachem Working Group and/or Scientific Committee.

The Organiser should seek nomination of potential expert speakers from the Eurachem Working Groups and, where appropriate (possible), other European and international organisations. The Organiser, in consultation with the Organising Committee should begin the process of selecting and inviting speakers as early as possible. Speakers should be given reasonable notice of the requirement and deadline by which abstracts and electronic (PowerPoint) presentational material need to be submitted. A written agreement of the speakers about the presentation of their abstracts and PowerPoint presentation after the workshop is recommended (see below). Any requirement for the invited speaker to provide a full paper of their presentation for publication in the proceedings of the workshop in a specific scientific journal should also be made clear along with the appropriate deadline.

Note: Invited speakers will normally have some or all of their costs involved with participating in the workshop waived; see financial considerations, below.

Poster Sessions

It is recommended to organise a poster session in addition to the workshop. Participants should be encouraged to send abstracts of their proposed posters. Abstracts are evaluated by appointed members of the scientific committee and participants are informed about the acceptance of their posters in appropriate time.

Promotion

In order for workshops to be successful, it is important that they are actively promoted. Initial promotion, such as 'save the dates' messages with a brief outline of the dates, location and theme of the workshop, should take place as soon as possible after these have been agreed by the Executive Committee. This should be followed up as soon as possible with a 1st flyer which, in addition to the information mentioned above, should indicate the intended participant profile, their assumed level of knowledge, and the role they would be expected to play. Previous examples of suitable flyers are available from the Eurachem Secretariat.

Further promotion giving information on the scientific programme, venue and registration details should take place as soon and as often as possible after these have been agreed by the Organising Committee. Promotional material with detailed programme and registration information can be distributed as a 2nd flyer. The organiser should set up a workshop website to help promote the event which could also be used to facilitate abstract submission, registration etc.

The Eurachem secretariat will provide assistance with promotion using the Eurachem Newsletter, Eurachem website, sending e-mails to national delegates and other mechanisms where available. All national Eurachem delegates should be encouraged to promote workshops actively in their individual countries and through other mechanisms where available (e.g. through liaison organisations).

Venue

The venue should be capable of providing conference facilities commensurate with the number of delegates attending the workshop. Where appropriate local and convenient accommodation should be identified. If necessary, the venue should also have adequate facilities for Eurachem Executive Committee, General Assembly and Working Group meetings scheduled to take place on the fringes of the workshop.

Financial Considerations

Whilst the Organiser will have ultimate responsibility for financial arrangements, the workshop budget should usually be endorsed by the Organising Committee. The organiser should agree liability for any losses and rights to any surplus of income with the Eurachem Executive Committee. Registration fees should be charged to cover the costs associated with delivering the workshop including social events and concessions to invited speakers and others.

Registration fees should be kept as low as possible and should not be prohibitively high. Wherever possible, delegates should be offered multiple payment options, for example, bank transfers and credit cards. Opportunities for sponsorship (in workshops held jointly with other organisations, for example)

should also be explored. The organising committee is free to ask for support from other scientific and commercial organizations.

Collection of participant contact information and related information

The Organiser is responsible for ensuring GDPR (or other relevant data protection) compliance for handling of participants' personal information.

Eurachem policy on participant information collected for the administration of workshops is that handling of such information should be subject to the organiser's normal privacy policy. At the discretion of the organiser, Eurachem policy on Personally Identifiable Information (available on www.eurachem.org) may be applied. The following guidance also applies:

- a) Participant contact information is essential for the administration of workshops and events and the EU GDPR does not require participant permission for collection of personal information for this purpose.
- b) Organisers should obtain individual participant consent for other use of personal information including:
 - Photographing and (if proposed) video or other recording of the participants;
 - Retention and dissemination of participants' abstracts and presentation material(s) via the Eurachem and (if relevant) conference website;
 - Inclusion of participant details in conference materials (including the participant list).
- c) In addition, Eurachem asks organisers to request permission to pass basic participant contact information (name, email address and other contact information) to Eurachem for the purpose of providing information on future Eurachem events, new Eurachem guidance or other relevant Eurachem activities.

Note: Personal data passed to Eurachem will be subject to the Eurachem Policy on use of Personally Identifiable Information, available at <https://www.eurachem.org>.

- d) Similar permission to pass on contact information may be requested on behalf of other organisations contributing to the organisation of the workshop.

For those participants who consent to pass contact information to Eurachem, relevant contact details, together with evidence of consent, should be passed to the Eurachem Secretariat after the workshop. 'Evidence of consent' may be, for example, original or copy paperwork showing individual consent, or an electronic copy (such as a spreadsheet summary) of the relevant participant registration information that includes their recorded response relating to permission for use of their information.

Workshop Material

Material issued at the workshop should include the background and aims of the workshop, copies of speakers' CVs, abstracts and where possible slides, copies of posters' abstracts, and a brief introduction to discussion groups (e.g. topics and questions to be discussed). In some cases materials can be distributed to the participants electronically prior to the workshop.

Authors should be advised of proposed publication arrangements when inviting contributions.

Follow-on Activities

After the workshop, the Organiser should evaluate directly and report briefly to the next Executive Committee meeting. The organiser should afterwards prepare a summary report in consultation with the Organising and Scientific Committee. The summary report should be published in the Eurachem

Newsletter and other outlets where available.

The success of the Workshop (from the viewpoint of participants) should also be evaluated using, for example, a follow-on questionnaire online or on paper. Results of participant evaluations should be included in the report to the Executive so that valuable lessons arising from this exercise, and from the experience of the organiser, could then be disseminated to those developing future workshops.

The organiser should also make (electronic) copies of presentations and/or abstracts available to delegates where possible, either as part of the workshop material or by other means, for example as electronic copy available on the Eurachem and (if applicable) the workshop website. Electronic copy should, where provided, normally be available soon after the end of the workshop and should ideally be publicly available. Eurachem normally expects presentations given at Eurachem workshops to be made available on the Eurachem website (including abstracts and posters if possible) unless there is reason not to do so. Organisers are also encouraged to prepare bound proceedings or to make arrangements with a suitable Journal for publication of conference papers as soon as practically possible after the event.

TABLE 1: Suggested Timetable for Organising Workshops

Before Workshop

12-18 months	Organiser to prepare workshop proposal identifying dates, venue and theme for discussion and approval by Eurachem Executive Committee.
	Organiser to prepare initial promotional material advertising workshop for, e.g. Eurachem Newsletter and other outlets.
	Organiser to establish Organising and Scientific Committees and prepare outline programme.
6-12 months	Organiser to prepare additional promotional material including an outline of the technical programme and the aims of the workshop This information can be distributed in a 1 st flyer. Where appropriate, promotional material to include information on procedure and deadlines for abstract submission for presentations and posters.
	Organiser to prepare budgetary strategy.
	Organiser to set up website for the workshop with on-line registration where possible.
	Scientific Committee to discuss possibility of publishing scientific articles from workshop in scientific journal (e.g. AQUAL) and inform lecturers about such possibility.
	Scientific Committee to seek nominations, discuss, select and invite expert speakers.
3-6 months	Organiser, with Scientific Committee, to prepare and distribute final programme and registration information. This information can be distributed as a 2 nd flyer.
1-3 months	Organiser to notify speakers of requirement and deadline for receipt of presentation materials.
	Organising Committee to prepare and dispatch pre-workshop information to delegates, e.g. venue/accommodation name and address, registration requirements etc.
	Organising Committee to prepare material for delegates to be issued at workshop, e.g. abstracts/copies of presentations etc.

After Workshop

< 1 month	Scientific Committee with organiser to evaluate workshop success from the participants' perspective, and to disseminate results to the Eurachem Executive Committee for future reference.
	Organiser to ask authors for permission to present their presentation (in pdf format or similar) on Eurachem website.
1 month	Organiser, in consultation with Organising Committee, to prepare summary report of workshop for publication in the Eurachem Newsletter and/or other journals.
	Organiser to present selected workshop material (e.g. pdfs of presentations, summaries from breakout sessions) on Eurachem and workshop website.

Annex: Supplementary Guidelines for Online events

Introduction

It has been demonstrated that it is feasible to arrange online events, in which presentations are provided via web conferencing applications and participants attend and, optionally, participate in discussions, online. This type of event offers a range of advantages and disadvantages compared to conferences with physical attendance; these can significantly affect planning and time scales. This annex provides a summary of the principal advantages and disadvantages and provides guidance on planning and time scales. Note that this supplement deals with workshops delivered wholly online and does not cover “blended” events with a mixture of in person and online participants.

Advantages and disadvantages

The principal advantages of online events include:

- Lower organisation costs. There is usually no venue cost or cost associated with provision of refreshments etc., and no costs for invited speakers (travelling and accommodation).
- Lower participant cost. Participants need not incur travel or accommodation costs, and no time is lost in travel.
- No venue restrictions: With appropriate conferencing software, plenary sessions, parallel sessions, breakout sessions and discussion are all possible and flexible with no requirement for a specific number of rooms.
- Reduced preparation time: Although time is still needed for programme planning, less planning time is needed for other elements (social events, accommodation booking, refreshment and menu management).
- International audience. With no travel costs, events can be attended by a broader international audience with fewer budgetary restrictions; this can be particularly helpful for developing economies.
- Wider dissemination opportunities. Presentations can (with permission) be recorded and published later, online, both as a promotional tool and to further Eurachem’s educational objectives.
- Mitigation of effect of travel restrictions or other barriers to face-to-face delivery. Online delivery allows workshops to continue when travel is not possible or highly restricted.

Disadvantages include:

- Heavy reliance on IT and network infrastructure. Professional support is strongly recommended for extended, complex events with multiple streams, partially offsetting venue and other cost reductions.
- Higher risk of technical failure. Not all of the required IT infrastructure is within the organisers’ control, and events can be adversely affected by, for example, individual speakers’ equipment or bandwidth limitations.
- Security breaches become possible. Most platforms now offer protection against unauthorised participation but security breaches can significantly disrupt meetings if due care is not taken.
- Participant engagement may be reduced. The need to manage audio etc may discourage some participants from engaging in discussion, and participants may be more inclined to engage in other desk activities (email, report preparation etc.) in parallel with an ongoing presentation.
- Very limited participant networking opportunities. With participants largely at their home institution, informal discussion and networking is largely absent.
- Holding an on-line event that is convenient for all time zones around the world is not possible

or severely limits the duration for each day.

The advantages highlighted above also provide additional opportunities. In particular, reduced costs and the absence of venue, travel and accommodation arrangements allow for shorter lead times because participants do not need to plan as far in advance. Shorter, focused events become more feasible for the same reason; participant costs are sufficiently low that attendance for a short event still represents good value.

Eurachem accordingly encourages working groups and national members to consider provision of online events as a supplement to, or (where travel restrictions are in force) a replacement for events held in person.

Proposal stage

Online events under the auspices of Eurachem are subject to the same proposal and approval requirements as events held in person, except that:

- a) Planning and publicity timetables may be reduced (see ‘Planning timetable’ section below);
- b) For smaller events with shorter proposed timescales, the Executive will normally consider summary proposals by correspondence.

Planning considerations

Some elements of event organisation are not relevant for online events; in particular, catering, accommodation and venue organisation. Online events do, however, require special attention to the following issues to minimise the potential impact of the disadvantages highlighted above.

IT infrastructure. Organisers should select a conferencing platform that provides all necessary features without being unduly complex for participants and speakers to manage. Particular features that are important include:

- Participant identification and authentication. Where a charge is made, and to maintain security (below) platforms or associated systems should support identification of authorised participants and prevent unauthorised participation.
- Security. Platforms should be sufficiently secure to prevent malicious interference or unauthorised attendance. Platforms should also support participant exclusion.
- Compliance with applicable data protection law. The platform should be operated in compliance with all applicable laws for protection of personal information. (See also ‘collection of participant contact information’.)
- Audio control. Platforms should allow central management of participant audio to prevent audio interference.
- Support for presentations. Most platforms support sharing of slide presentations from a speaker’s own device, and some allow presentations to be uploaded thus removing the need for screen-sharing. Where speakers might use video clips, organisers should check that the platform will support the additional data volume, including sound.
- Video presentation/streaming. If pre-recorded presentations are to be permitted or preferred, organisers should make sure the platform supports video broadcast.
- Recording. The platform should support recording of presentations for later dissemination. Speakers must, however, be informed where sessions are to be recorded and consent must be in place. Participants should also be informed if the recording includes any Q&A and/or discussions during the session.
- Support for virtual breakout rooms. This functionality is required for the smooth delivery of multiple breakout groups, to allow parallel sessions and discussion.
- Interaction tools. Consider the range of interaction tools available for example, online chat (open and between participants), support for audience polls, whiteboarding for discussion, raise

hand function etc.

Technical support staff. The heavy dependence on IT infrastructure requires experienced technical support staff in sufficient numbers to provide pre-event support and support for all sessions during the event. For small, single-stream events, a single technical support person may be sufficient; for larger, multi-stream events, engagement of a professional service is strongly recommended.

Scheduling considerations. Organisers should consider the most appropriate scheduling to maximise participant numbers and audience engagement (e.g. consideration of time zones in relation to the expected audience, avoidance of long days to reduce ‘screen fatigue’, need for shorter but more frequent breaks).

Pre-event support. Organisers should plan for speaker and presentation support in preparation for the event, including:

- Speaker practice. There should be opportunity for speakers to check equipment and practice presenting and interacting via the chosen conferencing platform well ahead of the event.
- Advance collection of presentation material. Organisers should request presentation copies in advance so that presentations can be provided in the event of temporary technical difficulty or as a support for the speaker. It can also be easier to collect presentations for later dissemination when they are collected in advance – unlike conferences ‘in person’, speakers will not otherwise need to transfer presentations to a conference device.
- Pre-recording. Although not essential, some speakers may prefer to provide a pre-recorded presentation which is played in the relevant session; this can also provide a backup in case of technical difficulty. Where practicable, speakers should be offered a pre-recording facility in advance.
- Opening of workshop. It is recommended that the workshop is “open” 30-60 min before the scheduled start time to allow all participants to test their connections.

Note: Operation of a ‘Green room’ – a separate pre-meeting ‘breakout’ session for speakers in a given stream — can be a useful way of checking that speakers’ equipment is operational immediately prior to a session. Platforms that support a ‘waiting room’ for participants can also be helpful so that speakers can join early and check connections prior to the audience joining.

Post-event feedback. An online survey should be created to gather feedback on the event. The link should be made available during the event (e.g. via the ‘Chat’ function) and circulated to participants after the event.

Post-event dissemination. Organisers should consider whether presentations are to be recorded for later dissemination, either public or for event participants only. If so, planning should consider the long term location of recordings, any editing that may be required, the transfer of large video files, any time delay between participant-only and public release, and access controls if presentations are provided for registered participants only.

Planning timetable

For larger events similar in size and scope to a 2-3 day workshop, and where participant presentations are invited, the planning timetable in Table 1 (see main guidance) will normally apply.

For smaller online events limited to prearranged speakers, the reduced need for advance participant planning means that some timescales in Table 1 (see main guidance) can be reduced, often substantially. Timing of announcements, information and publicity is at the discretion of the organiser. The proposed timescale, dates and publicity arrangements should be included in the proposal to the Executive.

Financial considerations for online events

A large online event will incur professional support and other costs which should be recovered from participant charges or from external financial support. Some estimates place the cost of a professionally supported online event as high as 25% of the cost of an in-person conference. Due attention to budget and charges is then essential.

For some platforms, some of the (advanced) features are to be bought additionally as add-ins (making it possible to pay only for what is needed and found relevant for the particular event).

For small events run on standard web meeting platforms, it may be possible to offer attendance at no charge.

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