The Federation of European Societies for Plant Biology

FREIBURG 2012
“The next 20 Minutes!”

- k&k gGmbH
- image film FREIBURG
- organizational steps
- schedule 2009 – 2012
- organizational parts
- location
- on-site support
- social events
- accountancy
History of k & k gGmbH

- Established in the year 1999 as a subsidiary of the Albert-Ludwigs-University and the University Hospital Freiburg
  25.1 % Albert-Ludwigs-University/74.9 % University Hospital

- Professional Organisation
  medical & scientific congresses, conferences, symposia, workshops and more

- Since 2002, k&k is approved as a nonprofit organization
  in partnership with the University and the University Hospital

- Since 2006, cooperation with the WiSMa GmbH
  WiSMa (Wissen Service Material / Knowledge Service Equipment)
Why kongress&kommunikation gGmbH?

- **Profit from experience!**
  - More than 30 congresses and scientific events annually

- **Benefit from the well developed network**
  - Extensive contacts to the industry and subcontractors

- **Tax advantages**
  - Pay 6.5% taxes on sponsorship money instead of 40%, because of the non-profit structure of the organization

- **Short lanes to most institutions in Freiburg**
  - k&k gGmbH is involved in the University Hospital and the Albert-Ludwigs-University of Freiburg

- **We care about your needs…**
  - … and implement your wishes with an adjusted and flexible organization
Consultancy in all steps!

- **Conception:**
  brainstorming, checking feasibility, initialize first appropriate actions

- **Planning:**
  checking the needs, developing a time schedule, site inspection, development and controlling of budgets, program draft, sponsoring concept

- **Organization:**
  sponsorships & donations, attendee-management, catering, locations, advertising, event-marketing, transportation & travel support, hotel accommodation, co-ordination of other service providers, schedules, staff, etc.

- **Implementation:**
  on-site operation, support of VIPs, participants, sponsors, technical support, Media-Desk, catering coordination, conference office.

- **Review:**
  letter of thanks, debriefing and evaluation
We optimize and adjust our efforts to meet your demands and needs!

- Attendee management
- Organization of conference office incl. telephone-hotline, with guaranteed availability during common office hours
- Sponsoring, table top exhibitions, collection of donations
- Realization of print and/or (online-)media incl. abstract-management and/or poster exhibitions
- On-the-Spot supervision and conference office
- Catering and social program
- Accountancy and handling of payment flows
Schedule 2009-2012

- **2009** > evaluation of needs of the different societies / initiators
- **end of 2009** starting the different steps of organization / special schedule 2009-2012/ provide schedule to committee
- **2010** first print media / first announcements for Valencia congress / flyer, poster, homepage / opening of attendee registration
- **2010** negotiation with subcontractors / offers – price - service.
- **2010** start sponsoring / first information / program development
- **2011** print / participants / sponsoring / program
- **2012** detailed schedules for initiators, committees, on-site, staff, subcontractors
- **2012** information for participants & sponsors / e.g. journey, setup times, features
- **2012** checking payments / participants & sponsors / coordination of payment flows
FRERIBURG 2012 // schedule

2009
- conceptional
- evaluating
- checking
- provide schedule

2010
- implementation
- print/Valencia2010
- homepage
- registration
- first negotiations
- negotiations
- sponsoring
- information/program
- location

2011
- print
- participants
- sponsoring
- program
- speakers needs
- technical equipment
- subcontractors
- social event

2012
- detailed schedule
- on-site planning
- staff
- subcontractor coordination
- information participants
- information sponsors
- checking payments
- coordination of payment flow
- set up times
- site inspection staff
- EVENT
Attendee-management

- **Conventional Registration**
  - Flyer / Program via fax or post

- **Online Registration**
  - Individually designed conference homepage

- **Collection of attendance fees**
  - Common credit cards, direct debit, bank transfer available

- **Competent in all concerns and matters of the conference organization**

- **Preparation and allocation of participant documents and course materials**
  - Certificates, badges, bags and inlays

- **Telephone hotline for all attendees/FAQ – guaranteed availability during common office hours**
Sponsoring

- Development of sponsorship concepts on an individual basis, e.g.
  - different sponsorship opportunities (e.g. gold, platinum, silver sponsors)
  - possibility to perform different Lunch-Symposia
  - and more creative alternatives

- Acquisition of „old“ and „new“ Sponsors

- Sponsor management
  - implementation of contracts
  - consignment of relevant sponsorship material
  - invoicing & accounting
  - media-/ logo-administration for sponsoring
  - planning and execution of industrial exhibitions (e.g. different categories)
  - exhibition planning
Realization of printed matter and/or media

-printed by the University of Freiburg -

- layout and design of conference related materials. We offer individual but continuous layouts for your conference program, poster & flyer, webpage appearance and abstract booklets
- authorization procedure for copyright protected pictures
- shipping's & consignment (efficient and competitive solutions)
- acquisition of sponsors
- coordination of galley- and page proof
- development of general/legal information concerning any media
Activate all communication channels via k&k infopool
Abstract administration

we support you in administration of congress abstracts: general acceptance, layout and design, correspondence with authors, CD production and booklet arrangement

Poster exhibition

rent, transport (rental fees excluded) of display panels, allocation and numbering/combined with „wine and cheese“
Scientific supporting program and social program

Consulting, selection of adequate locations, offer of service, contract negotiations, contracting, catering organization, decoration, signage, event technology, printed matter design and layout (e.g. tickets, location plans), transfer, discharge fees (e.g. GEMA), coordination of participated service providers and supervision of events on-site
Conference webpage

- Promotional effective web-pages
  - up & download-features (program; flyer; abstracts)
  - continued updating of the conference program
  - relevant Information about the conference
  - registration with automatic confirmation via E-mail
  - individual designed links e.g. to city of Freiburg, conference venue …
Creation of a conference-homepage
University
We are your business card
- support for participants, speaker, VIP‘s, exhibitors, journalists
- coordination of service-providers and business-partners
- localization of hazards for full safety of participants

During the event
- technical support of lecture halls, coordination of a central media-desk
- we care about an adequate ambience
- arrangement of a social program
- information and insider-support of the attendees
- Non-stop and vivid exchange of information with the executive committee
- Trouble-Shooting
Conference catering

- Organization and coordination of catering
  "CAMPUS" Catering Freiburg / Department of the University

- Planning and coordination of catering according to the number of participants, budget and occasion
  - coffee break
  - lunch break
  - lunch symposia
  - conference drinks
  - catering facilities
  - reception
Individual social events

- **Evening events**
  - Day 0: Get-Together
    - Join the congress delegates in the Get-Together party. Meet old friends and enjoy snacks and beverages
  - Day 1: Freiburg city reception
    - City of Freiburg invites the congress participants
  - Day 2: Poster session with wine and cheese
    - Meet the authors of the posters and have a vivid exchange of information with the presenters, attendees and speakers.
  - Day 3: European Nights
    - Enjoy a wonderful and fascinating evening at the Europa-Park
  - Day 4: Poster session 2 with wine & cheese

- **Excursions**
  - Sightseeing & guided tours
  - Visit to a museum (border Triangle; France, Swiss, Germany)

- **Special social event-packages available**
Social Event at the Europapark

- International Congress / suits into the concept

- Season 2009, 13 European themed areas: Germany, Italy, France, Switzerland, Greece, Russia, Netherlands, Scandinavia, Spain, Austria, England, Portugal and Iceland (NEW).

- All theme areas feature the typical architecture and vegetation of the respective country. Moreover, typical food and merchandise is offered to the visitors.

- Perfect venue for 1200 participants / lots of possibilities

- Schedule: Bus transfer to the Park (25 min.) / Welcome reception / Dinner / Show / Disco / etc.
Accountancy and handling of payment

- „Open“ accounts
  - Arrangement of congress related accounts
  - Clearance and monitoring of attendance-fees
  - Validation of sponsoring gains
  - Donation receipts
  - Final congress payment (results of the event)
  - Closing tax balance sheet
  - Accountancy info-hotline (for sponsors, attendees and initiators)
Thank you for your attention!!
Welcome in
FREIBURG 2012