

ACCE – Australian Council for Computers in Education

Conference Guidelines – Last Updated May 2015



A copy of this document appears on the ACCE website <http://www.acce.edu.au>

DOCUMENT HISTORY

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CONNECTIONS

ACCE Conference Policy is to be read in conjunction with –

- ACCE Conference Policy
- ACCE Copyright Policy
- ACCE Publications Policy

1. ORGANISATION

The Conference organisation is at the discretion of the host member association, but proposals to host a conference should define how the conference organisation will be managed. Within the management of the Conference, the following areas of responsibility need to be addressed:

- | | |
|--|---|
| <input type="checkbox"/> Convenor / Chair | <input type="checkbox"/> Publicity |
| <input type="checkbox"/> Programme | <input type="checkbox"/> Social, Catering and Hospitality |
| <input type="checkbox"/> Financial | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Exhibition / Trade Show | <input type="checkbox"/> Equipment and Facilities |
| <input type="checkbox"/> Sponsors | <input type="checkbox"/> Theme / Title |
| | <input type="checkbox"/> Communication including website and social media |

Two options exist for the management of these responsibilities:

- Creation of subcommittees for each
 - More people can be used in the organisation thus distributing the load more evenly
 - Meetings will involve fewer people and therefore will be easier to arrange
- Management through a single committee but with portfolios assigned to members to ensure that each of the responsibilities is managed
 - This may be preferable to separate subcommittees if there is a limited number of people to provide the conference organisation.

2. PLANNING

Past experience has demonstrated that the timeline(s) below are a useful guide for forward planning. It is also useful to ensure that other parties (eg. speakers, sponsors, delegates and exhibitors) are also kept informed about progress with respect to the planning timeline of the conference.

Suggested timeline(s):

Before Conference (months)	Key outcome	Demonstrated / Indicated by
Minimum 36	ACCE calls for expression of interest from ACCE Board ACCE decides on host for following the ACCE Conference Host begins regular reporting of progress to ACCE conference Board, including theme, conference strands, and potential keynotes. Preparation of promotional materials, preparation of sponsorship kits Establishment of conference website Establishment of communication with associations hosting past and current conferences	Minutes of meeting
24 at current ACCE conference	Host association attends current ACCE conference Uses ACCE Booth to promote the following ACCE conference Begin online communication with potential attendees Host association reports on progress to ACCE Board	Initial web presence, postcards or other promotional material
18	Host association continues preparation Approaches to sponsors and exhibitors (trade show)	Active promotion of event Establishment of Academic review committee Collation of advice on accommodation and

		transport
12	Call for Refereed Papers	Call made through ACCE website, CEG communication media, and conference website
12 - 9	Finalise keynote selection and confirmation	
6	Call for Papers closes Abstracts supplied by authors Open Registration	
5	Notify selected presenters Continue Registration Liaise with key individuals, such as coordinator of the Leadership Forum	
4	Full papers supplied Closing date for non-refereed papers, posters and workshops Continue Registration (close Early Bird)	
3	Draft Program Continue Registration	Draft program available on ACCE website, conference website.
2	Continue Registration	Promote closing deadline
1	Close Registration Preparation of Delegate materials	
0	Conference	
+ 1	Financial acquittal Report to ACCE	
+2	Updating of conference website Finalisation of publication of proceedings (online).	

An example of recent timeline(s) are provided in **Appendix A**

3. VENUE

The venue needs to be of sufficiently high standard to attract worthy speakers and sponsors with good facilities (e.g., video conferencing, wireless connections, data projection) to enable a varied range of presentations to be made.

An ideal venue will contain a central large exhibition area and theatre area able to hold 600+ delegates in comfort, have many and varied seminar and conference rooms close to the exhibition area and have a varied selection of accommodation types close to the conference venue. The choice of venue will, in reality require a compromise. The main requisite is that the exhibition area be in close proximity to the various conference rooms.

The venue should be able to cater for all the above and should be appropriate, in terms of cost, for not only the large corporate vendors in the computer education area but also the small exhibitors whose outlay for being at a national conference is quite considerable. In addition, the delegates should be afforded a good degree of convenience and facilities to attend both formal sessions and informal networking.

4. CONFERENCE PROGRAM

The ACCE conference program should reflect the interests of the members of our state associations and showcase ICT educational practice. The variety of classroom practice, theoretical presentations, practical sessions, education philosophy papers must be balanced in such a way as to enhance the professional development learning of delegates. The program also needs to allow scope for additional events such as a Leadership Forum or pre-conference workshops / field trips.

Keynote speakers need to be influential professionals and a balance is needed between populist and academic presentations. Where keynote speakers are recommended by sponsors, there should be the opportunity for negotiation in regard to the topic and content of

the keynote address. A genuine attempt should be made to include Australian keynotes and to have an equal representation of male and female presenters.

A range of conference streams should be designed to cater to different and distinct sections of the delegate base. These streams should be publicised well in advance (flagged to potential speakers and delegates in call for papers notifications).

The presentations should include:

- peer-reviewed / refereed papers
- non-refereed presentations, particularly those sharing stories from the field
- hands-on workshops

Where practicable, ACCE Conference could include symposiums, that is, a collection of peer-reviewed papers on a single issue. A person of academic standing should oversee refereeing of peer-reviewed papers. Reviewers should be drawn from the editorial board of the Australian Educational Computing (AEC) journal and others with a record of academic publication in ICT education.

Informal sessions / unconferences seem to have become an appropriate forum for the sharing of ideas and opinions.

The scheduling of conference presentation sessions needs to provide opportunities for parallel sessions that enable delegates to have a variety of choices. However, presentations that are anticipated to be highly popular should be programmed in a manner that avoids diminishing the available audience for concurrent presentations. For example a strategy might be to consider the segmentation of the conference audience and recognise that a popular topic or presenter in the field of Computer Science would not detract from an audience for Early Childhood topics.

Additional activities such as 'Fly on the Wall' session, school visits and industry visits should be considered where applicable to enhance the diversity of the conference programme. Virtual activities should also be included where practicable and may include live streaming of selected presentations and postings to social media.

A conference proceedings should be developed and made available to the ACCE website. Consideration should be given to digital recordings which could be made available through the ACCE website. In addition to the proceedings, it would be usual to provide a programme outline, abstracts and keynote biographies.

An ACCE Conference should commence with an acknowledgment of the traditional owners or with a Welcome to Country by a local Indigenous elder. The host Association might consider inviting a political figure or system leader to officially open the Conference.

5. EXHIBITION / TRADE SHOW

The exhibition venue, as far as possible should be in close proximity to the conference theatre and seminar rooms. This maximises the exposure every exhibitor has to the delegates and others attending the conference.

The venue should be able to accommodate all the delegates at one time for events such as the opening of the conference or keynote presentations. The suggestion is that social events, such as a cocktail party may be held in the exhibition arena.

Other factors in planning for the exhibition venue would be: lighting, sound penetration, provision of power, and areas that can be blackened (if required). *Wireless capacity is vital for a technology conference.*

Morning and afternoon teas should be located within the confines of the exhibition area. This is to encourage delegates to visit exhibitors stands and booths.

To help the exhibition be an income centre for the conference, there should be about 60 exhibitors with a stand or / booth at the exhibition.

The exhibitors and their staff should be “looked after” in terms of being provided lunch, morning and afternoon teas which is brought to their stands. This means that exhibitors can remain at their stands longer, this is especially an essential service to smaller organisations who maybe only able to supply one person to help delegates with their queries.

Information regarding the exhibition needs to be supplied to potential exhibitors well before the conference. Issues relating to: time and date of conference opening, time and date of exhibition opening, other visitors to the exhibition (invitation or public), involvement of exhibitors in the programme (classroom sessions) etc.

A contract with each exhibitor needs to have been set in place with regard to insurance of hardware equipment and software.

An exhibition booth or stand needs to be provided for use by the next ACCE host member association.

6. SPONSORSHIP

Guidelines for sponsors need to be formulated at least 18 months preceding the conference. Approaches made to:

- Sponsors from previous years
- State Conference sponsors
- Smaller organisations that may be state based
 - (Note that sponsors usually need proposals that they can respond to eg. statements of what they will be provided with for particular levels of sponsorship)

Issues include:

- Equal weighting to state and national conference sponsors
- Number of major sponsors
- Number of minor sponsors
- Other sponsorship categories
- Sponsor backed pre conferences
- Sponsorship in kind (need to quantify the value and be aware of GST implications)
- Advertising of exhibition
- Contracts and written agreements between sponsors and host member association
- Relationship between sponsors and exhibitors
- Impact of the relationship with sponsors on future conferences
- Guidelines for exhibitors
 - code of behaviour
 - hours of opening
 - size of display

7. FINANCE

Budget details should include sections on proposed and actual expenditure, proposed and actual income and profit expectations, and an allowance for ACCE conference capitation. A section in expenses should contain information relating to insurance / public liability.

8. TIMING

In order to maximise the potential number of delegates to the conference the dates for the conference should fall within school holiday times for as many states as possible as required by the ACCE Conference Policy. It needs to be appreciated that an ACCE Conference benefits local groups in the following ways –

- provides opportunities to develop the leaders in states / territories, in particular classroom teachers
- promotes interaction between the research and practitioner communities

To inconvenience the exhibitors the least, the end of the financial year should be avoided so sponsors and exhibitors can devote as many resources as possible to the exhibition and conference.

A 3 day format is the recommended length for the national conference. This may comprise of: a Leadership day, pre-conference workshop, master class, or field trips / school visits (on Day 1) followed by two days of keynotes, seminars and workshops.

The ACCE Conference opening could start with a social event, such as a cocktail party on the first evening. A conference dinner could be scheduled for the second evening.

9. ACCOMMODATION

The principal accommodation should ideally be part of the conference venue. However, there should be a number of varying levels of accommodation close at hand for delegates to choose. The hotels, motels and other facilities should be able to accommodate at least 600 delegates and speakers. Host associations might usefully investigate the block booking of rooms and / or negotiate “conference rate” with selected accommodation sites.

10. EVALUATION

The ACCE Conference Policy requires an evaluation of the Conference. This could include experience gained through the conference organisation leading up to, during and after the conference. The report would include both summative and formative evaluation of the conference.

A final report presented to ACCE should contain advice for future conferences and should provide information and contact details regarding potential exhibitors and sponsors for the benefit of future conference organisers.

It should include a summative assessment of the conference, preferably completed by an independent individual or organisation.

APPENDIX A – Timeline(s) of Previous Conference Planning

(Professional conference managers have referred to this in conjunction with their generic timeline)

Before Conference	Activity	Associated publicity
<i>Time in weeks</i>		
52	Call for papers	
52 - 36	Selection of national and international keynote speakers, Notify selected presenters, confirmation	
52	Book venue Choose theme Get logo design proposals and select final logo	
52	Identify potential sponsors including contact details	
50	Identify budgeting process timeline	
50	Postcard flyers to ACCE20xx seeking Expressions of Interest	Initial web presence, postcards, e-mail list established
49	Confirm delivery dates required for Call for Papers to be distributed to CEGs via local newsletters	
47	Call for Papers issued	Print /online to all CEG newsletters
40		e-Bulletin #1 – theme and general encouragement to participate
27	Referee panel is in place Major sponsors confirmed	
25	Refereed papers returned to conference committee with recommendations Minor sponsors confirmed	
24	Call for Papers closes, abstracts supplied by authors Refereed papers are sent to referee panel members	
20	Conference committee make final choices of the presentations Presenters advised Confirm details of attendance with keynote speakers	Circulate flyers to CEGs for state and territory conferences
15	Sponsorship prospectus prepared	Available to download from website
14		e-Bulletin #2 – update on Keynotes and progress re Call for Papers
12	Full papers supplied, closing date for non-refereed papers, posters and workshops	e-Bulletin #3 – Call for Papers available on website and update on special features re conference
12	Draft conference program	Advise web editor
12	Programme outline / material supplied for CEG, Journal	Update website, e-bulletin, registration details
9		
8	Early Bird Registration deadline	e-bulletin #4 - promote deadline
7		
6		Call for Papers available on website e-bulletin #5 - reminder of closing date and general update
6	Provide Conference Managers with a master copy of Conference CD, to contain entire conference website as it will appear about 2 weeks after the conference.	
5	Registration continued	Registration available online On-line registration process available v

4	Final program is set for printing	
3	Conference presentation abstracts are posted to website	
0	Conference	

Specific responsibilities of ACCE Board members at the ACCE20XX conference:

Identify ACCE board member/s to coordinate:

- **President's Reception** if it is run and its format *Names of ACCE personnel*
 - Invitation list
 - Organise the venue
 - Wording of invitation
 - Individual invitations sent out by the host association
 - Proceedings of reception & Master of Ceremonies

- **Leadership Forum** (Make sure there is there a need for a leadership forum) *Names of ACCE personnel*
 - Focus topic
 - Organise the venue
 - Key speaker & proceedings
 - Invitation list
 - Wording of invitation
 - Individual invitations sent out by the host association