

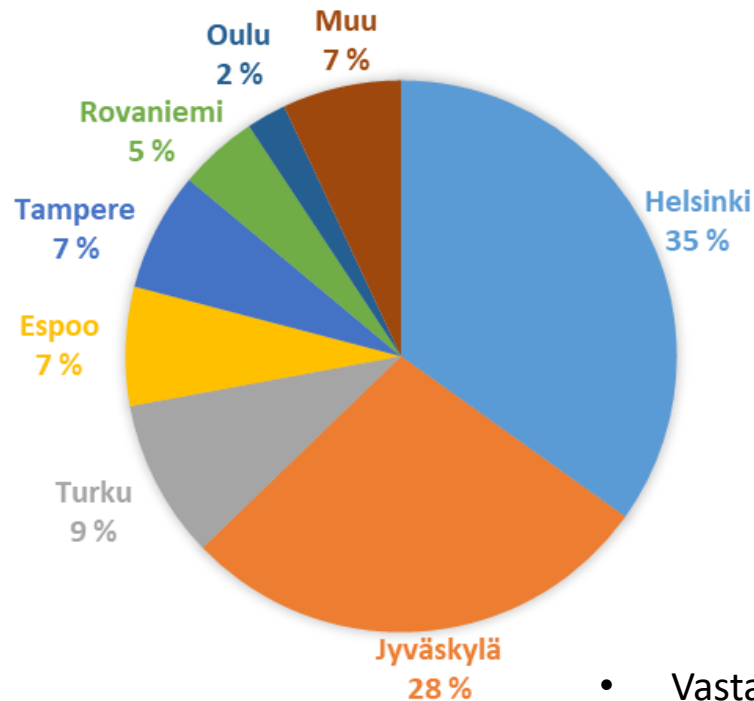
Kongressijärjestäjäkysely 2019-2020



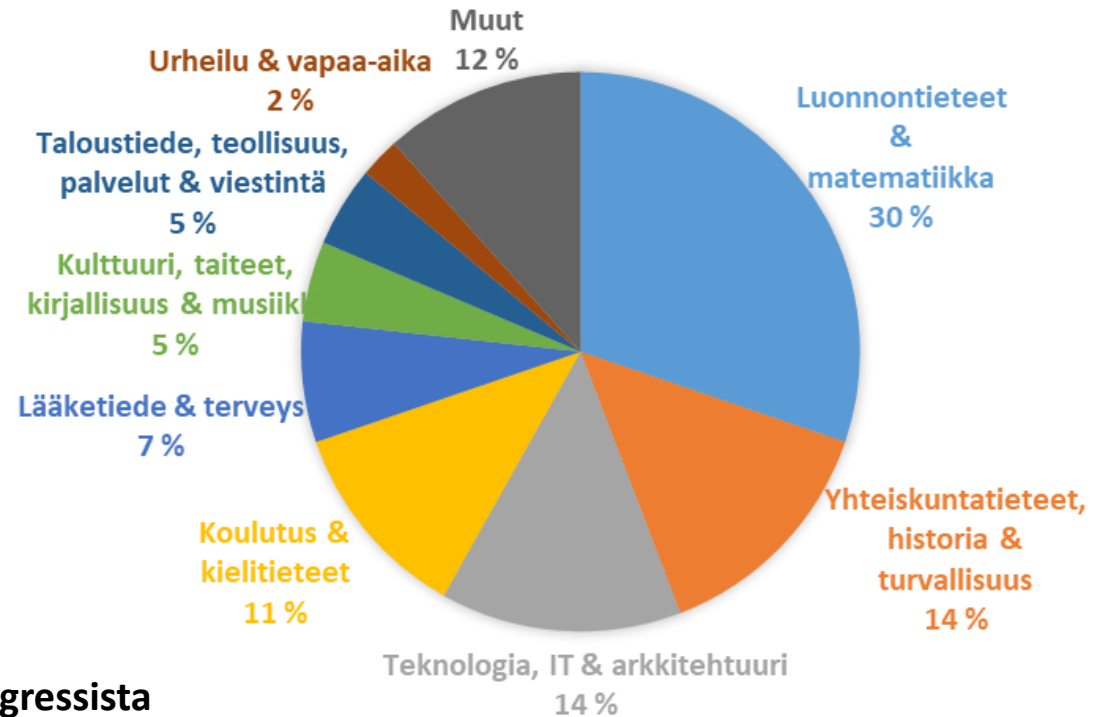
Tutkimuksen taustaa

Kongressijärjestävävastaukset kaupungeittain sekä kongressialoittain

KONGRESSIKAUPUNKI



KONGRESSIALA



- Vastauksia yhteensä **42 kongressista**
- **70 %** oli kestoaltaan 2-3 päivää
- **80 %** kongressien osallistujamäärä oli alle 300
- Kongresseista **8** oli haettu Suomeen jo aikaisemmin
- **40 %** kongresseista oli näyttely kongressin yhteydessä
- Vain **2** kongresseista oli vakuutettu

Miten kestävä kehitys oli huomioitu järjestelyissä?

Miten yhteiskunnallinen vaikuttavuus / kestävä kehitys oli huomioitu?



Kongressista viestittiin paikallisessa mediassa, järjestettiin avoin luento opiskelijoille ja paikallisille toimijoille. Kansainväliset vieraat kävivät tutustumassa sekä paikalliseen suomalaiseen kouluun että ikäihmisten hoitokotiin.

Food sustainable, no printed material etc., local public transport tickets.

Less paper use in conference folders, having an up-to-date information on the number of participants to reduce waste (dinners, coffee, conference folders)

Maximally reduced the amount of printed conference material,
The conference speeches were recorded for future use,
Intensively involved local communities in organising and participating in the conference.

Kestävä kehitys ja yhteiskunnalliset vaikutukset

How did you include social legacy and/or sustainability?

Avoimia vastauksia – Ympäristövaikutukset:

- *Mahdollisimman vähän mitään printattua/jaettavaa materiaalia.*
- *Food sustainable, no printed material etc., local public transport tickets*
- *Less paper use in conference folders, having an up-to-date information on the number of participants to reduce waste (dinners, coffee, conference folders)*
- *Maximally reduced the amount of printed conference material, The conference speeches were recorded for future use, Intensively involved local communities in organising and participating in the conference.*
- *Nature friendly materials were preferred in catering and paper printouts were not used.*
- *We decided not to print a book of abstracts and had all vegan coffee snacks planned.*
- *Some choices in terms of material used and choices not to print on paper*
- *We served vegetarian food during in the conference and asked participants to use public transportation instead of using own cars. Keynote speakers were donated a piece of Finnish forest by the Finnish Natural Heritage Foundation fr.*
- *Central location for all the events to avoid the need to arrange extra transportation and minimizing the use of printed material.*

Kestävä kehitys ja yhteiskunnalliset vaikutukset

How did you include social legacy and/or sustainability?

Avoimia vastauksia – Opiskelijat ja paikallisyhteisö:

- *The conference was free to all students in the department and the keynotes were open to university students as well as employees.*
- *Yle made a report on our research network, although the seminar itself was canceled due to the pandemic.*
- *Third age university members fee was the same as other students*
- *Open lectures for general audience*
- *Close collaboration with the city of Joensuu.*
- *Kongressista viestittiin paikallisessa mediassa, järjestettiin avoin luento opiskelijoille ja paikallisille toimijoille. Kansainväliset vieraat kävivät tutustumassa sekä paikalliseen suomalaiseen kouluun että ikäihmisten hoitokotiin.*
- *As the COVID-19 prevented us to arrange a physical meeting, we quickly reformatted our event to an online version with the conference studio located at the Aalto University campus in Espoo. We decided to have the online meeting open to anyone without any fees, and the presentations are still visible on our online platforms. We got feedback that especially students were glad about free participation as otherwise they would not had possibility to join the meeting.*
- *We had a press conference with ministers from Finland and China. Three students from local school were helping with the arrangements.*

Kestävä kehitys ja yhteiskunnalliset vaikutukset

How did you include social legacy and/or sustainability?

Avoimia vastauksia, jatkuu:

- *The overall conference theme was designed in order to facilitate addressing social responsibility*
- *We fund the summer school, it's free for the participants and we offer coffees, dinner and one night's accommodation as well. In this way, it's possible also for those PhD students to participate who might not get funding from their university. Travel of course is at their own cost. If a PhD student is not selected to present a paper, they can nevertheless follow the seminar for free, and attend the evening workshop where a light dinner is served. Keynote lecture is also open.*
- *1) Participants could pay carbon offset payments (0, 15, 50, 100 eur options) and they got a green sticker in their name badge if they did so. The collected amount (EUR) was shown in the lobby each day.*
- *2) Free childcare (was thanked many times) and activities for families*
- *3) Free participation/accommodation for a set amount of participants from developing countries*
- *4) Couchsurfing possibility for a set amount of participants (with locals)*
- *5) Sustainability was taken into account in all parts of the process, including name badges to not printing schedules etc. (instead we used a mobile app)*
- *6) Diversity perspectives were taken into account (breastfeeding room, room to practice religion, gender neutral toilets etc.)*
- *7) List of things we did can be found here: <https://conbio.org/mini-sites/eccb2018/about/diversity/> - in any case, small streams create big rivers*

Julkinen tuki ja palvelut sekä ulkopuoliset palvelut

Julkista tukea saaneet:

- 47 % valtiolta
- 37 % tapahtumakaupungilta
- 72 % muuta julkista tukea

Vain yksi ei ollut saanut tukea, vaikka oli sitä hakenut.
3 kongressia ei ollut hakenut tukea lainkaan.

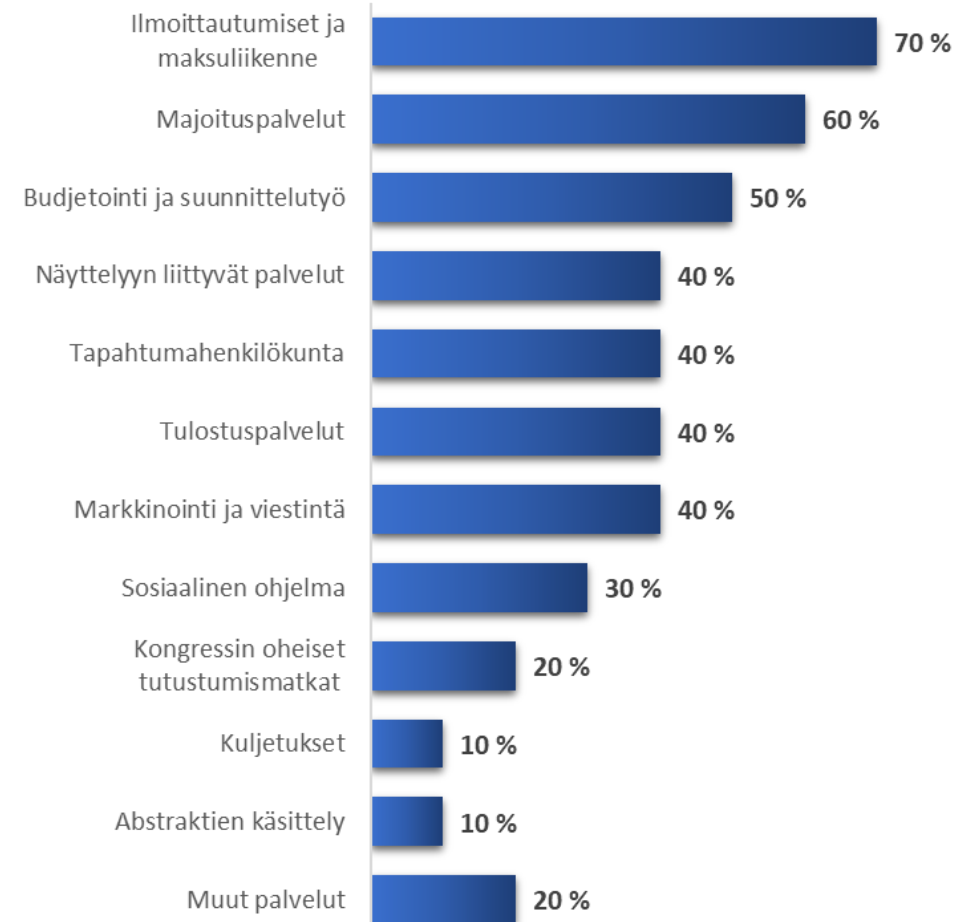
FCB:n palveluja käytti 5 % ja paikallisen Convention Bureau:n palveluja 37 %

- 21 % toimijoista ei ollut tietoinen FCB:n palveluista
- 26 % toimijoista ei ollut tietoinen paikallisen Convention Bureau:n palveluista

Ulkopuolisten palvelujen käyttö

- 21 % käytti suomalaista PCO:ta (Professional Congress Organizer)
- 2 % käytti DMC:tä (Destination Management Company)

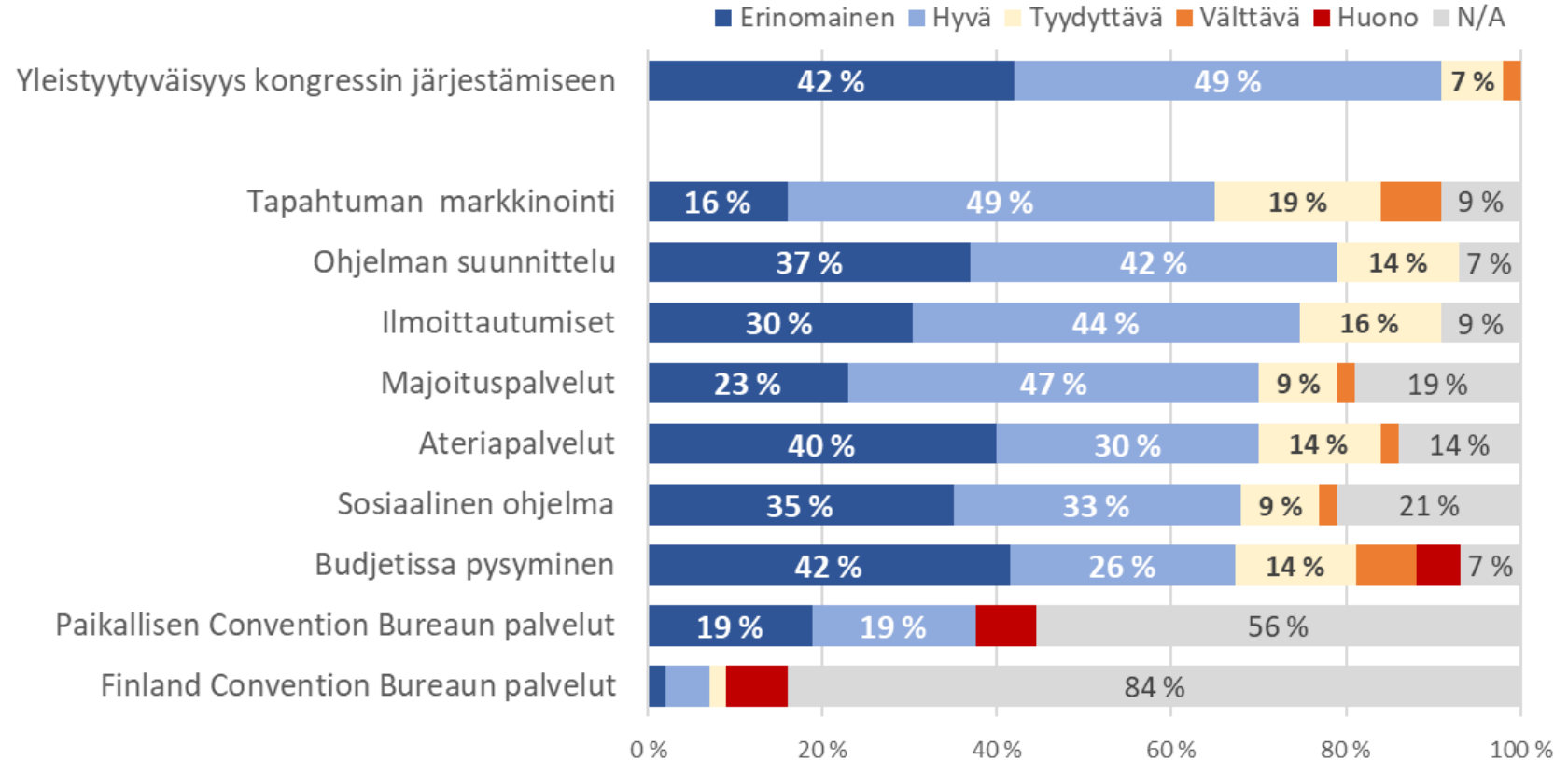
PCO/DMC-toimijoilta ostetut palvelut



Tyytyväisyys kongressin järjestämiseen

- Yleisellä tasolla kongressin järjestämiseen liittyviin tehtäviin oltiin tyytyväisiä (91 % antoi arvosanaksi erinomaisen tai hyvän)
- Eri osa-alueisiin oltiin pääosin tyytyväisiä, kehittämistarpeita nähtiin olevan lähinnä markkinoinnin sekä budjetissa pysymisen osalta
- FCB:n palvelujen käyttö oli vähäistä ja palaute niistä hyvin kaksijakoista

Tyytyväisyys kongressin järjestämiseen liittyviin tehtäviin



Kokemus kongressin järjestämiseen liittyen

- Kokemus kongressin järjestämisestä oli pääosin hyvin myönteinen
- Noin kolmanneksen mielestä järjestelyt vaativat hieman enemmän panostusta kuin alun perin oli ajatellut

Vajaa puolet vastaajista ajatteli, että jotain olisi voinut tehdä toisin.

“We should have specified tasks more clearly beforehand.”

*“More planning in registration of international guests, including cancellations and visas.
Earlier booking of premises.”*

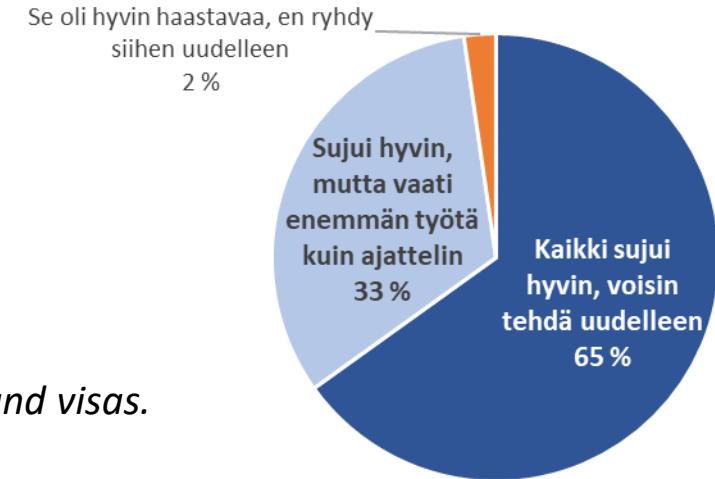
“The planning of the scientific program was surprisingly hard. Funding discussions with EU (one funder) and their role was really complicated. Turku help from the City of Turku and Aboa were excellent help.”

“Olisi kannattanut hyödyntää ammattilaisia markkinoinnista alkaen. Toivottavasti paikkakunnalle saadaan kongressijärjestelyjä tarjoavia palveluja, vaikka etänä.”

“Due to corona we changed the conference format from traditional conference to webinar conference. The systems used for traditional conference (registration etc.) were not ideal for web conference.”

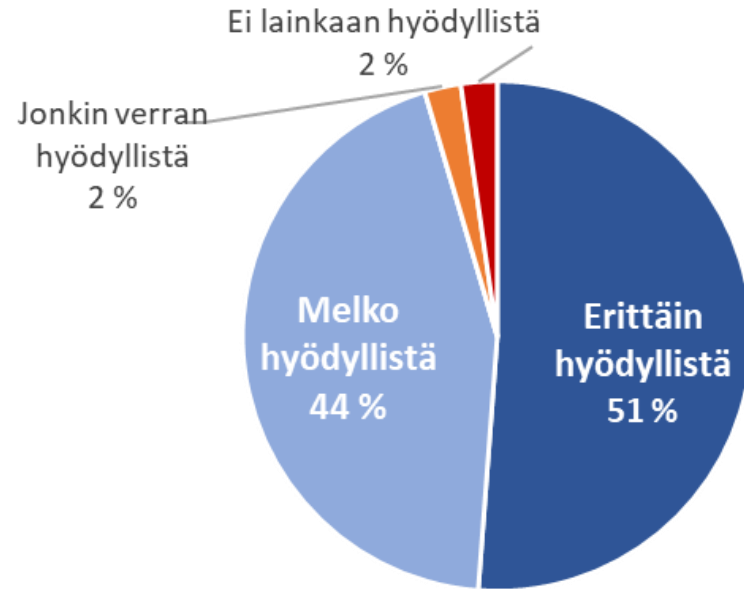
“The main thing is that we were forced to switch this meeting into an online form due to the pandemic. Thus, the main difference would be that the meeting would be a physical meeting in Finland in 2022. With the online format, things went quite smoothly and well, but there is still room for making the attendee experience smoother and maybe find an external producer that would help us organizing different kind of program on the same online platform as this time we needed to use a few different ones.”

Kokemuksesi kongressin järjestämisestä



Kongressin järjestäminen koettiin erittäin hyödylliseksi

Kuinka hyödyllistä kongressin järjestäminen oli sinulle ja kollegoillesi – ammatillisesti tai henkilökohtaisella tasolla?



Aina oppii! Verkostot laajenevat kerralla, kansainväliset vieraat ovat vaikuttuneita meille tavallisista asioista (esim. wc-paperi; teknologia, puhdas ilma...). Hostaaminen on hauskaa! Vapaamuotoisissa tapaamisissa syntyi uusia tutkimusideoita ja uusia kontakteja tulevaisuudessa.

Bringing world class academics and experts to Finland and to host a congress is hard work but it pays off. A multiday event ensures that there is time for a broad scientific programme and many networking sub-events. A dedicated local team can really brand the conference and the university and give the guests unforgettable experiences. Detailed planning and agile execution needed.

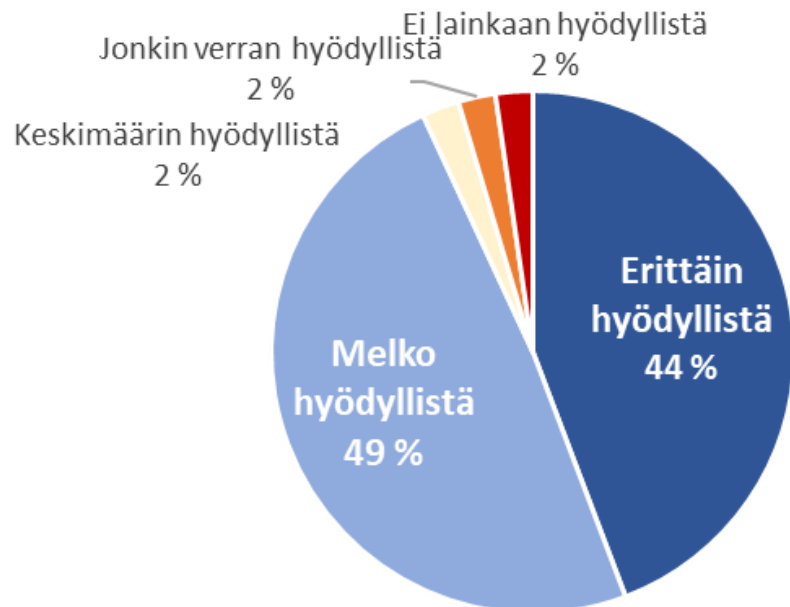
In an online conference, as the social network is organised in an online platform, more time could be allowed for networking (days before and after the conference), follow up discussions, technical setups and for the discussions between the speakers and audience.

Very beneficial. Planning and scheduling is the key! Prepare for unexpected changes and events.

Do not forget to advertise widely in FINLAND, we forgot to do so as we THOUGHT we knew who were interests in this (and were wrong since there were others we did not know about).

Kongressi hyödyllinen myös tieteenalalle sekä Suomelle

Kuinka hyödyllistä mielestäsi kongressin järjestäminen Suomessa oli kyseiselle tieteenalalle sekä Suomen maineelle?



The host can in best cases make valuable international contacts and deepen collaboration with other top academics. Exchange of knowledge and new ideas as well as opening career opportunities for young scholars is an important part of the impact. Industry sponsors & exhibitors can meet academia and build bridges to their research.

Many of the delegates were in Finland for the first time and also for the first time in Gender Studies conference. Good marketing ensured that we succeeded in bringing all these people in Finland. We doubled the number of participants from previous conferences and we had people from 45 different countries. We send information about the conference to key professors and asked them to send the call to participate on their staff lists. This proved very efficient.

Having a biodiversity congress in Finland, which as a country aims for more sustainable approaches, is a very good thing in many ways.

Try to make the participants talk to each other in several occasions. Try to make them read each others' works beforehand.

Ehdottomasti hyödyllistä! Jatkossa toivottiin kongresseja Suomessa järjestettäväiksi. Aikavyöhykkeemme suosii sekä lännestä että idästä tulevia vieraita ja yhteyksiä kotiyliopistoihin (meidän toimisto-aika on aamu lännessä ja ilta idässä).

Mikä vaikutti kongressin saamiseen Suomeen

What were the most important decision making factors for winning the bid?

Avoimia vastauksia – Saavutettavuus, turvallisuus ja eksoottisuus:

- *Exotic but safe location*
- *Location, accessibility*
- *Security, location in Europe*
- *Christmas time and Finland. International flight connections to Helsinki.*
- *Persistence in applying for the conference, good reputation of Finland as a conference destination.*
- *Location, usually the international congresses are arranged in different parts of the globe. E.g. last year it was in North America, this time it was time for Europe. Finland have not had this before. Also we have a relevant and scientifically good quality research in this field*

Mikä vaikutti kongressin saamiseen Suomeen

Avoimia vastauksia – Hakemuksen sisältö, ohjelma, ennakkovalmistelut:

- *Academic network, early reservations at venue, functional plan for participants*
- *Kongressin sisältö (keynote puhujat) sekä oheisohjelma.*
- *The interdisciplinarity of the proposal and the keynote speakers.*
- *I wasn't working for the congress during the bid phase, but what I understood from the rest of the team, the visit "as a whole" and friendly welcoming and service during the stay were the thing. Details are important.*
- *Each country in the consortium takes its turn in organizing this; I know there was not that much competition; but anyway we had to make a credible bid.*
- *Circulation includes Finland every 5 years.*

Mikä vaikutti kongressin saamiseen Suomeen

Avoimia vastauksia – Paikallisen tieteen merkitys, paikallinen osaaminen ko. alalla, hakijan maine:

- *The responsible professor had a keynote lecture in the previous BrainSTIM meeting.*
- *Geographical coverage, good connections with the organization expertise of the organising University, location and personal connections within then Scientific community*
- *One Finnish board member in the society.*
- *Our research strengths*
- *The attractiveness of Tampere City as a live example of the Triple Helix model of innovation. The capacity of Tampere University as a conference organizer.*
- *No actual bid but voting in the community. Big factors; Finland's "turn", many active in the Field in Turku region.*
- *My reputation.*
- *Expertise on the subject matter; venue and city*
- *Active work in SETAC by Finnish scientists. Level and volume of the SETAC science done in Finland.*
- *University of Jyväskylä is a leading university in education. The SANORD network specifically wanted education theme, hence University of Jyväskylä was selected among Finnish SANORD member universities to host the conference.*

Suositteluhalukkuus kongressin järjestämisestä sekä ajatuksia ja tunteuksia kongressin jälkeen

Suositteluhalukkuus
(NPS)

65

Tulos on hyvä.

Suosittelijoita oli 74 %,
arvostelijoita 9 %

*NPS lasketaan vähentämällä
arvostelijoiden (arvosana 0-6)
prosenttimäärä suosittelijoiden
(arvosana 9-10) prosenttimäärästä.
Luku sijoittuu välille
-100 (ei yhtään suosittelijaa) ja
100 (ei yhtään arvostelijaa).*

Happy, all went very well
and satisfaction of
participants was high.

It was time consuming and
labourous exercise, but it was
well worth it!

Organizing a conference was a huge Project.
However, we learned a lot and were able to
build a really good team. It was a joy to see
over 400 participants and see how they
enjoyed the event. It made it all worthwhile.

Hard work paid off. New career opportunities
for organizers, local team members and
visiting academics.

Helsinki/Espoo are not without reason
considered functional, fresh and secure
conference cities.

Hotel capacity can be insufficient at peak
seasons, but more hotels coming...

It was an enjoyable and educative
experience. I would definitely do again
and I'm looking forward organizing this
event in Finland in 2022.

Vinkkejä tuleville kongressinjärjestäjille

Avoimia vastauksia – Kova työ palkitaan:

- *Tulevaisuuden työuran kannalta konferenssin järjestäminen oli hyödyllinen kokemus.*
- *Aina oppii! Verkostot laajenevat kerralla, kansainväliset vieraat ovat vaikuttuneita meille tavallisista asioista (esim. wc-paperi; teknologia, puhdas ilma...). Hostaaminen on hauskaa! Vapaamuotoisissa tapaamisissa syntyi uusia tutkimusideoita ja uusia kontakteja tulevaisuudessa.*
- *It's a new fruitful experience*
- *Very beneficial. Planning and scheduling is the key! Prepare for unexpected changes and events.*
- *The experience of organizing a conference like this is very valuable, but also the networks and connections you make along the way.*
- *Good experience and learned many new things. Networking galore.*
- *Hard work paid off. New career opportunities for organizers, local team members and visiting academics.*
- *We got in contact with some researchers that we did not know beforehand. Although the seminar was canceled, we are still editing a book on the subject. We also learned more about organizing such an event.*
- *The organizing experience was very enjoyable and I learned a lot for example of communicating with the participants, marketing, online platforms, moderating discussions etc.*

Vinkkejä tuleville kongressinjärjestäjille

Avoimia vastauksia – Paikallisen yhteistyön merkitys:

- *Cooperation of the member societies of TSV is essential.*
- *Support from local organisation (Department, Faculty, University) necessary.*
- *Include young students in many steps, good for them and shows that we Finns can collaborate. The participants loved the team feeling the Finns gave.*
- *Bringing world class academics and experts to Finland and to host a congress is hard work but it pays off. A multiday event ensures that there is time for a broad scientific programme and many networking sub-events. A dedicated local team can really brand the conference and the university and give the guests unforgettable experiences. Detailed planning and agile execution needed.*
- *Do not forget to advertise widely in FINLAND, we forgot to do so as we THOUGHT we knew who were interests in this (and were wrong since there were others we did not know about).*
- *Helsinki in late May was exotic for most of the participants. We had a social programme utilising the (almost) midnight sun and it was a success. Performance by Kimmo Pohjonen in the opening ceremony was also a great success. Accidentally, during the conference Finland also won Ice Hockey world championship which resulted to huge crowd and party in the city. Since the scientific programme in this kind of a large meeting is always more or less similar, those non-scientific things make the participants to remember the meeting in Helsinki. Our feedback from the participants was best which SETAC Europe Annual Meeting has received.*
- *In an online conference, as the social network is organised in an online platform, more time could be allowed for networking (days before and after the conference), follow up discussions. technical setups and for the discussions between the speakers and audience*



Vinkkejä tuleville kongressinjärjestäjille

Avoimia vastauksia, jatkuu:

- *Communication with participants is key to a good conference event. Also accessibility is important to take into account. Organizing a conference takes a lot of work and it is really a full time job. This should be taken into consideration before committing to organizing an international event.*
- *It's usually a fun and exciting experience which allows you to invite and gather interesting people together to discuss themes relevant to all of you. Usually takes more time than initially assumed though, both in preparation and in the aftermath.*
- *Push forward despite the difficulties. You may not get another chance. Despite the difficulties, the most of the participants were happy to get together even virtually during these hard times.*
- *It was very rewarding in the first few years, the last experience was more disappointing because of the cancellations. Nevertheless, a great service for PhD students, and as such, rewarding to organize.*
- *I mean, it was an interesting experience. I taught me how bone-headed some people are, and completely incapable of basic organizing skills. It also taught me that doing this work on a voluntary basis is madness, even if many scientific societies cannot afford to pay any remuneration. When people say this is a privilege and an opportunity to network, I kind of scoff at that. You pay peanuts, you get monkeys doing the work. Nevertheless, it was valuable experience is this sort of organizing, and it revealed some basic behavioral pathologies in our fields (includes co-organizers, keynotes, guests, etc.) that I am now more well-equipped to put into perspective and respond to. Not everything has to be a crisis.*
- *Rovaniemen toimijoilla oli kaikilla kovan tekemisen meininki ja se näkyi siinä, että kaikki työskentelivät onnistumisen puolesta kovasti, joustavasti ja ammattitaidolla.*



Toiveet ja terveiset Convention Bureau -toimijoille

Avoimia vastauksia:

- *We are well supported by the Tampere Convention Bureau and very satisfied with their service.*
- *We did our own conference. None of this applies to FCB.*
- *Help in marketing and funding*
- *We got support from the university convention bureau*
- *Not needed*
- *We could have profited from help in the planning phase.*
- *I think it's vital to have the local Convention Bureau's expertise and help in the bid and planning phase. Having resources such as ready-made bids, photos etc. materials is very important. Also hosting the people who visit the city to decide whether to organize a conference here is important.*

Toiveet ja terveiset Convention Bureau -toimijoille

Avoimia vastauksia:

- *I found the budgeting the most difficult part. We had help from the university secretaries, but some of the cost were evaluated wrong in the initial budget.*
- *The "soft" discussions and experience from organizers is VERY important, eg. on experience from venues, music, food, etc. etc.*
- *We had a good team at the university and planning into detail was the key to a successful conference. The university should invest in a functional registration & payment too, the one we used was very rigid but reliable.*
- *In this online version moderated from Espoo, we did not use any external services. The plan is to organize this meeting in Espoo in 2022 if the circumstances allow, so we will definitely take a closer look what FCB offers then!*
- *We have congress services provided by our university so we used these services. This went mostly smoothly but our recommendation is that they'd provided with a timeline for first-time conference organisers and maybe even remind about these different steps along the way. I was the only one in my team with previous experience of organising such events.*