

The popularity and efficacy of your Science Research Conference (SRC) for bioscience researchers relies on your ability to create a pioneering, thought-provoking program. At FASEB, we are your partners, and we support your programmatic vision through planning and logistics.

In creating your program, you have many factors to consider, ranging from how best to explore new bioscience to developing a mix of panels and workshops that attract early-career and senior scientists. Your program offers a unique opportunity to showcase the latest scientific research, share important feedback, and bring scientists together to network with colleagues and peers.



## ORGANIZER RESPONSIBILITIES

- **Program Development:** creating a well-balanced, high-quality scientific conference program
- **Scheduling:** using FASEB-provided templates to outline the agenda, speakers, workshops, and career development sessions.
- **Speakers:** selecting and inviting conference keynote speakers and presenters for talks, workshops, and panels
- **Review:** evaluating abstracts to verify qualifications

## FASEB RESPONSIBILITIES

- **Logistics:** overseeing all pre-, post-, and on-site conference program management and logistics
- **Registration:** managing all speaker and attendee registrations and updates
- **Marketing:** building and maintaining the SRC website and coordinating and executing conference marketing strategies and tactics
- **Administration:** facilitating speaker reimbursement and poster and travel award disbursement

# WHY YOUR CONFERENCE PROGRAM MATTERS



Your SRC program is comprised of various elements that determine the direction of your conference fundraising, marketing, logistics, and registration. How you design your program is the most important factor in the ultimate success of your SRC. Here's how:

**FUNDRAISING.** Your important fundraising efforts are eased by presenting a cutting-edge conference that attracts both attendees and funders. Your program and speaker selections guide your efforts to solicit grants and sponsorships.

**TIP:** Include keynote bios and program themes in your sponsorship solicitations. Reinforce the science in your travel and award grant applications.

**MARKETING.** Leveraging your program is essential to effective marketing. Your FASEB SRC website is your primary tool to inform and attract potential attendees and speakers. A stimulating program builds attendee interest and excitement. **TIP:** Highlight speakers and panels in social media and share details widely about your SRC with your email contacts.

**LOGISTICS.** From the beginning, your SRC application has provided the critical details that help shape the logistics of your conference. As you add to the program, you may need to make new decisions about logistics and planning.

**TIP:** Social activities beef up networking and add depth to your SRC.

**REGISTRATION.** With your program established and promoted, the process of drawing junior and senior researchers to register begins. **TIP:** Include keynote bios and panel talks on your SRC website and emphasize location and program features during early registration.

## READY, SET, GO!

As a FASEB SRC organizer you are responsible for generating the key elements of the conference: its descriptive title, compelling theme, engrossing session topics, and engaging speakers.

Your program becomes a road map for your SRC's fundraising, marketing, and logistics. Focus on lining up details early about speakers, poster sessions, and "Meet the Expert" sessions, always ensuring a diversity of panelists and topics.

By fleshing out the details of your program as early as possible, you will be able to ensure you have a successful conference that appeals broadly to bioscience investigators and scientists.

## INCREASING DIVERSITY IN YOUR PROGRAM

- Recruit new speakers who have not spoken during the past two meeting cycles
- Engage scientists from historically excluded groups, including gender-based, and international researchers
- Employ listservs, social media, newsletters, journal editors, the diversity outreach coordinator at your institution, and other forms of community building resources

To learn more about your responsibilities as a FASEB SRC organizer, please contact your conference manager or the SRC Office at +1 301.634.7010, or [SRC@FASEB.org](mailto:SRC@FASEB.org).