

So you are going to have an ICPS conference?

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## 1. Introduction

This manual is a basic introduction to holding a big CP-event. It is built around the experience of having organized 2 European Exhibition and Exchange events, an ICPS conference and several smaller events.

It is not meant to be a blueprint or a definitive “this is how you do it”.

It’s simply an attempt to give you an idea what to expect when you get tricked into setting something like this up and to help you stay clear of some mistakes by telling about the ones others have made before you.

In this manual you will also find some ideas that did work in the past. While results achieved in the past are no guaranties for the future they may prove helpful.

Please don’t feel pressed to do all the things listed. If you’re not having a conference but want to have a big show, fine, you can use the relevant parts. Just remember one thing. If you want to have a conference then a show will get more people to come and a potential host, for example, a botanical garden will be inclined to give you a place for this conference if you get people to come and visit them with a good show.

One big goal of this manual is to help you in the hope you will help others. So, if you survive your event, please tell us about it and help make this manual better for the next ICPS conference.

Now, get something to drink, relax and let me scare the you-know-what out of you 😊

## 2. Getting started

Getting started is always difficult. There are a million things to do and where do you begin?

The sad fact is that things interlock. There is not one place to begin. You need a team to decide what you are going to do and the size of the team you need depends on what you want to do!

So this section of the manual will start with a basic team. In the next chapters several options for an event will be discussed and the necessary number of people per event will be given there.

### **2.1 The basic team.**

This team will be your command group, the people that will take charge of all the volunteers and do the main preparations. They will also do the main problem solving during the event and therefore this will also be the people most likely to drop where they stand after the last visitor has left. Use healthy specimens, preferably unmarried or with an extremely tolerant spouse.

So how many do you need to get started? Well, about 6 to 8 people should do. More and there won't be any decisions made any time soon, less and you risk a nervous break down of some of the team members before the event because there really is a lot to do and people will get sick or decide to go on holiday at the most inconvenient times.

Who do you need? That depends of course on what you want to do and who is available, but a good place to start are the following people:

- The president of your local society, he/she is likely to have the clout and experience to make things happen and kick some behinds if necessary.
- The treasurer, as there will be a lot of money involved.
- Veterans of your society with experience in organizing events and/or shows if you have them.
- Someone from the place you want to hold the event if you can get him/her as this will drastically improve speed of communication, getting agreements and it helps avoiding things that are sensitive to the host.

In general, you want to have a good group and include a list of them and their credentials in proposals, when you approach potential sponsors and all that. They are supposed to build confidence and make the point that you can pull this off.

### **2.2 The location(s).**

You want a location that can handle the conference. And you have to have a location participants want to visit.

That is to say, you want a location that can handle participants and, if you choose to have an exhibition and/or sales, also the additional visitors. It should be accessible with cars (and parking space to match) and public transport on a regular schedule.

Hotel options or other lodging (perhaps rooms on a campus?) should be in the area, preferably within walking distance.

Include a map of the area to show where each part of the event is to be held.

For the lectures, a good space means a room large enough for the number of participants, facilities for laptop and PowerPoint usage, decent acoustics, perhaps a sound system and those sorts of things.

Have a room that can be locked by your staff unless you want to go to the trouble of setting up laptops and beamers at the end of every break.

Tip: Use a laptop of your own and have the speakers bring their presentation on a USB memory stick. You don't have to switch computers, change wiring and whatever else and when you upload it to the laptop you'll have their PowerPoint for your DVD should you want to produce one. Just make sure you have a good laptop that can take presentations of over half a gigabyte as has happened.

### **3. Conference**

The basic conference consists of two or (mostly) three days of lectures, some time to talk to each other and an optional dinner.

#### **3.1 Selecting a theme**

It might help you to structure your event if you choose a theme. In 2010, the theme was Ex-situ conservation, focusing on conservation of species in cultivation. Speakers themed their lecture around this theme and there was a discussion on regulations and laws dealing with trade and transportation of plants and the difficulties those presented sometimes.

A theme is not mandatory, but will provide a connective point. You might just otherwise wind up with a very broad range of lectures with no relation to each other what so ever. This can work also, but it can also give an uneasy mixture and lots of people that only want to attend part of the show. The larger the group that doesn't want to attend all or most lectures is, the more trouble you will have if you have to make changes in the program. Whether you like it or not, you will have to make changes in the program during the conference. Speakers will have troubles with presentations, speakers will miss flights or boats, people get sick or fall in the shower, you name it and your beloved predecessors have had to deal with it.

A few handy hints:

- Provide a program, but state clearly that it is subject to change.
- Have a central point (like a white- or blackboard) where changes are announced and urge people to check it if they are skipping lectures.

### 3.2 Speakers and program

First thing: appoint a host to introduce and thank speakers, look after time and keep everyone on subject. Someone who knows most speakers and is not afraid to tell anyone that time is up or that a question is too detailed and can be better asked outside of the presentation.

This person has a lot to do and has to face all complaints about people being late, projection devices that don't work and lots more. Please don't select someone just because of his or her position if they can't handle these problems. You really need someone who will do a good job (and survives to tell about it). This person needs at least 1 assistant and preferably two to handle things like lights, running errands, keeping late arrivals from disturbing the speakers and lots more.

When selecting speakers you want a balanced program. As said before, not too much on the same subject as this will limit the people attending as not everyone likes all carnivorous plants equally. Also it is important to make a program that is balanced in time. Take 1.5 hours per speaker as a guideline. That will give the speaker 15 minutes to prepare (and people time to take a toilet break and a cup of coffee), a lecture of 1 hour and 15 minutes for questions. People tend to fall asleep if a lecture is longer than 1 hour, and 15 minutes of questions (Warning: don't allow people to delve in too deep Mr./Ms. host!) is more than enough to sit through! Just plan for some time after the lectures so people can seek out the speaker for the really detailed questions.

Also you want to have time in the program for things like going to the sales, look at the exhibition and have a decent bite to eat.

You can save time for staff and speakers by arranging a lunch for them and you might even give participants the option to lunch with the speakers (charge reasonable fees to them).

How to invite a speaker and how many of them?

Good question! The number of speakers will be determined by the timetable mentioned before, the things you want to organize around the lectures, and whether you have chosen a two or a three day event (since people come from all over the world, I really recommend 3 days but it's not mandatory).

For speakers you want a mixture of local talent (as they are easy to get) and big names that draw a crowd. Basic requirements are knowledge about the given subject, new information (you don't want a lecture that is the same as was given on last year's event of society X as this information is already out there) and being a "good" speaker. That last is

difficult to narrow down, but you want someone who has a pleasant voice, a technically good slideshow/PowerPoint and can keep the attention of the audience.

There are no rules about whether or not you pay speakers, as far as I know most speakers don't get paid, most would like to come to tell the latest news to everyone. Compensation is usually in the form of meals, free excursions/fieldtrips if you have them and a place to stay. On this last subject, you can offer a hotel room during the conference at a hotel near the location of the event but many speakers actually like staying with people at their place if you have people living nearby.

What do you "need" from each speaker?

Strange question perhaps? What I mean is that you want a topic for your general program, a short (1/2 to 1 page) abstract of the lecture for the program booklet and the permission of the speaker to publish the lecture (see 3.3).

### **3.3 Minutes and tape.**

As it is a conference, you want to record what is said. Don't be alarmed! I'm not talking about exact minutes of every lecture. You can choose to limit yourself to the abstracts provided by the speakers and a short synopsis of a discussion if you have one. You can also ask for a more extensive text about the lecture and make that in to a book.

The best way (in my opinion anyway) is to tape the conference. What we did in Leiden was asking the speakers for a copy of their PowerPoint presentation and taped the conference on video. We taped sound separately as during presentations it is usually dark in the room and that makes for lousy footage and the most basic thing you can do is use a program like AdobePro to put the sound and the slides in a "movie" and burn that to DVD. If you want to you can add video of the questions and the exhibition, sales and fieldtrips and you can also put documents and pictures on it. The price of producing and sending the DVD (actually probably at least 2) to the home addresses of participants by snail mail should be included in the participating fees, just be sure to register all addresses!

Just as with papers, have the speakers agree that you video and audio tape and photograph them and tell them you will use it as a conference registration benefit, meaning that you can distribute it (also give a copy to your staff that has to watch the exhibition or for some other reason can't attend to all lectures ☺), use it to promote your society and of course your beloved ICPS would like to be able to show the footage or parts of it at some time as it is meant to be the official registration of the conference. (We also deeply appreciate an article for the newsletter☺). Making it known that it's a conference benefit at registration

also deals with people in the audience that might show up on the tape. They knew about it when they signed on to participate in the conference.

### **3.4 Goody bag**

A goody bag? Yes! It is a good idea to give people something to remember the conference by. As you have to give them a badge saying who is who and a program booklet (see speakers) anyway, you might as well print a linen bag with a logo saying the Xth ICPS at Y and add some other things. A memento like a key tag with the logo, a calendar or whatever is a nice souvenir and you can also add other things like leaflets of the local tourist office, a print of a map of the area marked with the important locations, etc.

A record (booklet or DVD) of the conference (to be sent when ready) is technically also part of this bag.

### **3.5 Registration**

You want people to register for the conference and pay in advance. Not only will this provide some money to organize things, but also having names and addresses (+ e-mail) gives you the opportunity to provide information in advance and to send things (like a DVD-registration) to the home address afterwards. It also gives you numbers to prepare for.

Have a closing date that is early enough for you. Remember that you have to print programs and order other things like catering (see later in this chapter).

People will always be late, claim that they didn't know they had to register, etc. Be harsh! If you publish on the large fora and send an information announcement to the societies anyone who doesn't know didn't want to know! Don't give yourself problems because other people are lazy. For really pressing cases you can have a small margin, but you have to use a fair standard as to what is pressing and you will probably have some drop outs too ranging from someone with sick kids to a speaker that falls on the stairs (so also have a local back up speaker).

At registration have a clear form for the visitor to use in addition to the name & address part, also include the following options to fill out:

- Conference attendance
- Meals, always separate options and prices for every meal and don't forget to give space to state allergies and vegetarianism.
- Excursions, also price and options per excursion

- Do they have a partner that wants to attend excursions and/or dinner but not the conference?
- Important choice: do you allow people (not counting partners or staff) to attend excursions and/or meals without taking part in the conference? We chose not to because we had a lot of work and we wanted that to be for the benefit of those who really wanted to join the conference and not just buy plants, look at the show and have fun on excursions without taking part in the debate or even appreciating the wonderful speakers who came from all over the world.

### **3.6 Conference catering during lectures.**

Catering is important. Apart from the traditional Conference dinner (see 3.7), here are a few points to take in to account.

Make sure there is enough to drink. For the speakers there should be fresh drinking water and glasses at the start of their lecture. You just don't want a speaker losing his voice.

For everyone there should be at least coffee and tea, though especially if it's hot fruit juice is also very welcome. Included it in the price of the conference and add some cookies.

Important tips:

- Don't serve in the same room as the lectures! Having everyone leave the room helps a lot with setting up the next presentation.
- Serve at a close location to the lectures, preferably the room next door. You don't want people having to walk half their break to have a sip and a bite.
- If you have enough staff, have other people than the ones helping at the lectures do this catering. They can have things ready at the time you should be roughly ready with each speaker.

### **Lunch**

Allow for enough time for people to get lunch. Don't plan for them having a three course sitting but have enough catering (either by you or lunchrooms, deli's or whatever close by) that can deal with 100+ people going to lunch at the same time.

If you set up lunch yourself, you're in for a lot of trouble if you don't have enough staff, so I would say the best thing is to pick a location with several lunchrooms close by and tell the owners what to expect and when your breaks are going to be (approximately).

Speakers and the staff helping them won't have time to stand in line. They are the last to leave the room as they have to clear the presentation set up and lock the room. They are also the first back to set up the next lecture. So, have lunch (just rolls and juice will do) for the speakers, their partners if they have them with them and your accompanying staff. Best is a buffet in a separate room (gives them also a break from conference visitors asking and keeping asking.....) or lunchboxes (write their names on it, so you know if everyone is fed).

Drinks afterwards

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Some conferences did and some don't.

Basically, at least as important as the lectures is the chance to talk to everybody, so if you can have a place for drinks and small talk after the lectures and before dinner (and even after dinner) that is usually very welcome. You might pick a local bar and mention it in the program. Who knows, they might just make you a deal.

### **3.7 Conference dinner**

The one thing you can't afford not to have on the conference is a conference dinner. As I said before, having a chance to talk to each other is at least as important as the lectures themselves. Nearly every visitor to the conference will want to attend, as will the staff of the plant sellers if you have them. It's also a good way to say thanks to people who have helped you. I don't mean that you should pay for your staff (but feel free to do so if you can afford it), I mean people like your host (director of the garden, university, or wherever you are hosting the event), the doorman/janitor and all those other people you might want to say thank you.

To give you an idea on how important people think eating together is, in Leiden we decided to have a buffet on every day of the conference and at the end of the excursions and it was a full house every day. Our reasons were that we had to feed the speakers anyway, that the staff couldn't go home either, and that after a full day of excursions those who went along would be in need of a bite. We just had the idea that, if visitors wanted to attend and not go looking for a place to eat themselves they could do so for a reasonable price (don't make too much profit on food). It worked out better than expected; we had just about 100% attendance at the official dinner and after the excursions and roughly 60% on the other two days.

Just make sure that the official dinner remains something special, by menu, by having an award, special speaker, or whatever.

A big choice is what to feed everyone and how to do it. In Leiden, food was high quality and we managed to cope with vegetarians and 3 different allergies (nuts, gluten & lactose) in a series of buffets set up with the restaurant that is housed in the botanical garden. However a few people thought there was not enough food. There was, but in order to at least try to prevent this, a few tips if you use a buffet:

- Order for at least 10% more people. The restaurant prepared more than enough but a lot was not eaten as some people overstuff their plates and afterwards a lot of food was binned.
- The complaining parties arrived well after the start of the buffet. Two options for you. Ignore their complaints as they should be on time (Tell everyone that they are expected on time!) or fill the buffet in portions.
- Alternatively you could go for a dinner with set courses, more expensive as it needs more staff but you have more control.
- A last option is to go for an all-you-can-eat option at your local Asian restaurant, but that might give some problems with allergies.

## 4. Show

I said it before, a good show draws people and that helps to get a deal on the space from a potential host and also more visitors mean more income and thus more options to keep prices low or give an extra souvenir.

If you choose to have a show, there are a few things to think about.

### 4.1 What do you want to show?

Let's face it, you can't show everything so make a choice. Do you want to highlight a family of plants, a part of the world, a specific habitat or some representatives of all families and ways the plants catch prey?

A single family will draw less people as a sample of everything, but you might want to aim for a special audience. My advice is to have at least 3 families present. Also remember that a habitat can also occur on more places in the world, so when you choose a rainforest have plants from Asian, Australian, and American rainforests...

### 4.2 Setting up a display

Setting up a display is an art! Still there are tips to making a good display.

- First work out how many displays you are going to have and divide them over the available space. Leave enough room for people to walk, even when it's crowded and

be mindful of emergency exits, fire extinguishers and that sort of things. You don't want to be closed down by the fire department.

- When you know where the displays are going to be you also know how to set it up. If people are going to walk around it, you want a high centre (either by building a raised area or by taller plants) and lower edges all around. If the display is up to a wall you want a high area against the wall and lower plants in front.
- Choose if you want a species display or a habitat display. A species display will show as many plants as possible and needs to be cramped with plants that all look as perfect as possible (and that includes staking *Sarracenia* pitchers so they don't droop!). A habitat needs to feel natural, so have a *Nepenthes* hanging from a larger plant, place an *Utricularia* in a *Bromelia* and have also non carnivorous plants in the display to shape the space.
- Make a drawing of the display and work out how many plants you need and where they are going to go. When you start building you won't have the time. Also, have enough back up. Don't source 12 plants of a species if you need 12 plants! Odds are that when you need them, plants have died, are damaged or otherwise not useable.
- Don't ask me why, but it's a fact that odd numbers look better. Don't plant 4 plants of a species but 3 or 5. Single plants need to be really impressive by color and/or size, otherwise don't bother to use them.
- Building a good display takes time! A show with about 12 displays of about 1,5 m<sup>2</sup> each will take 12 people a whole day to build. That is including labels but all display tables were already brought in their place and filled with soil mix the day before! Also all plants were already in the display area from whatever place they had to come from. That took 8 people a whole day by the way.
- You want to know who supplied which plant, so "order" the plants all labeled with the full name of the plant and a code for the owner on a plastic tag. When you build the display you push the tag below the soil and on dismantling you put it back in the container.
- You want visitors to be able to read the name of the plant. Reading a name of a plastic tag is not easy. Using a normal plant label would mean that people have to turn their head to read. Also handwritten labels are a disaster as are several different kinds of labels. You want to look professional? You make a standard label! Best system I know is to print the name of the plant and any other information you want to display (Don't write too much!!! Name in Latin and English and country of origin will do) on paper and seal that in plastic. A split bamboo cane or even better some stainless steel wires curled to clasp the tag are easy ways to do displays.
- Make the labels in advance. You don't have the time to do it when you are building. Check the status of the ordered plants a week before the show and print the labels after that. You will only have to print a couple of labels on the day itself if something happens and you have to go to back up species. All other labels can go straight in.

- For really small plants like Pygmy sundews it's difficult to make labels as any readable label will be bigger than the plants. You could go for a drawing with names and numbers (make a schematic drawing of the display and give every plant a number and then print a list) and place that next to the display. As this takes time, you might want to grow the display at home in the container in which you are going to display them.
- You have to water your display if it stands for more than a day or two (or sooner, depending on how hot it gets where you are). Tray watering will hamper your display options so odds are that you are going for a hose. Make sure your display can take the downpour and run off.
- Don't crowd the display with informative texts. Place information panels near the displays.

### 4.3 Information panels

The best way to convey information about the plants is with information panels. There are dozens of ways of constructing them so it is really not possible to give a guide to making these panels. What **is** possible is to give tips about what to put **on** the displays, so here we go.

- Make your text so that someone can read it from about 2 meters distance. If they have to come closer they probably will not do it and if they do you've got a rugby scrum near the panel so in the end nobody gets to read the text in a relaxed way.
- Have the subject in an even larger lettering. That gives people the option of choosing between displays. Very few people will want to read everything!
- Text below hip level and above about 20 cm above eye level doesn't get read. Reading that low or high is very uncomfortable. It is bad for the neck too.
- A massive block of text scares people away! Use pictures to break up the text.
- KISS! Keep It Simple Stupid. If you want to interest people for the plants, give a basic text in language that an average 12 year old can understand. Most people will not be interested in a technical discourse and odds are that those who are already know what you are going to say because they are CP freaks like yourself ☺.
- You are going to water your displays and your displays might even be in a greenhouse with foggers. Make sure your panel and text are waterproof (at least for the duration of the show).

### 4.4 Guided tour

A guided tour is always a welcome gift to your public. You probably have enough people quite capable of give a nice talk on basic CP information; now have them do that while they walk along the displays with a group of people.

The number of walks that you do in a day depends on how many tour guides you can provide and the number of customers. Forget about giving a tour with more than 20 people at a time. Also forget about a tour over 1 hour, people will just quit the tour if it takes too long to hold their interest.

You may choose to ask money for the tour, but if you want to promote the hobby its better not to charge anything so as many as possible people will attend. At the end of the trip they can voluntarily give you a tip, a nice gesture and a tip increaser is to have a tip box for a CP related charity at the point where the tour ends.

Final tip, if you are going to sell some plants as a society, make sure that the tour ends near the sales area.

#### **4.5 Feeding time and other activities for the kiddies.**

Aside from people attending the conference your most valued “customers” for an event/show are going to be the 6 to 12 year olds who can be identified as small, loud and hyperactive people dragging considerably larger and less enthusiastic people from display to display.

It helps to appease these valued interested ones by providing them with some special attention.

Here are some suggestions that have proven to work.

- Have a large tub of VFT’s and mount a big clock above it stating “feeding time”. At the specified time have someone produce a can of some kind of bugs (freshly caught or from the pet store) and a pair of tweezers and start feeding. You might even allow some kids to do some feeding. Make sure to have a large amount of plants as you will grow through a surprising number of traps, including manhandling when the duty staff is not watching. For a multi day event it is advisable to be able to change plants in this display.
- Have a tour specially for the kids
- Print a folder with a kids route. Have them fill in some questions for which the answers can be found on the information panels and offer them a small reward for a complete form.
- If you have creative people, a cartoon CP of plywood where kids can put their heads through and have their picture taken or something like that works like a charm.
- If you work together with a botanical garden or zoo their educational staff might be able to help you (not only with tips, if they expect to make enough of the extra visitors they might even do it for you and pay for (part of) it).

## 5. Excursions

What to say about excursions? Most people will agree that there should be excursions in some form. The form however is up to you. In the past most people have chosen for two days of excursions after a three day conference.

Some options:

- You can organize a trip to one or more CP location
- You can visit a nursery
- If you don't have CP sites nearby: how about famous attractions like the largest flower auction in the world (2010), a herbarium or even something people want to see but that has nothing to do with plants (say the Smithsonian, the Sydney opera house or Mount Vesuvius).
- Other options: organize a multiday fieldtrip to a part of your country that has CP sites like in 2008 when the Australians set up a weeklong tour of West Australia. People could choose their own flight or car trip from Sydney to Perth (not included) but once in Perth they were collected at the airport and a program started for a whole week of fun with rented MPV's and small hotels as part of the excursion. This is of course not cheap, but a great way to extend the CP fun, especially if you have top guides like Allen Lowrie and Phil Mann.

## 6. Sales

Sales are a way to pay for all of the costs or at least reduce the conference fee to normal proportions. It's also a good way to promote the hobby if you sell relatively inexpensive plants to the general public and it's a massive crowd puller if you can have some specialist sales at the event.

Most societies will sell plants from their members at a conference. This is also a way to have your members involved.

Some tips:

- Have people supply plants with two labels. One with name of the plant and price and a smaller one with price and name of the grower. You can then have two people sell the plants from a society sales stand and when a plant is sold the label with the price and the grower is kept. The buyer has the name of the plant and you can give the grower his price when you have counted all the labels you have kept.

- It is perfectly acceptable to charge something for selling the plants for your members. A good practice is this: Charge 10% (that calculates easy) of the price on the label for selling and as a way of recruiting staff don't charge this to anyone who works as staff for more than half a day.
- You may set rules for your selling members like pricing in amounts of say 50 cents. Something like € 6,99 (ghee, that's not even € 7 😊) work great in shops but are a pain in the rear area when you are selling plants with limited amounts of change.
- Bulk sales work great. A plant for € 4, and 4 for € 12 sells more plants.
- Have enough packaging ready (re-use plastic bags, trays, etc.).
- If you have a show for the general public and you can make a deal with a nursery, buy some general plants like VFT and Drosera capensis cheap for sales. It's a way of getting some positive cash flow.

Commercial sales are attractive to the general and specialist public alike and most nurseries will love to come. Some rules:

- Have the sales separate from the conference area.
- An area that you can seal off is best; you want people to be present at the opening speech and not fighting over who gets first to seller A.
- Also sellers would be grateful for a room in a building that can be locked so they can leave their stands and not have to go to the building in a cleaning up phase every day.
- Be clear on topics like on which days sales are allowed and about the time. Also tell people when they can start building their stands.
- Charge them for stand space by the meter and you might want to limit the amount of meters per seller or save spaces for smaller sellers. Otherwise you might wind up with two large companies hogging all the space.
- Be clear that you will be selling plants as a society and that the prices can be lower than the commercial value of the plant. Your member that is selling the plants sets the price, remember? Also if you make a deal with a nursery for common plants for the general public, your objective is sell as many plants to as many different people. You are selling a hobby (and reducing costs), not selling for a living.

For all sellers: Have them sign a paper with the following statement or a variation of it.  
***“The undersigned declares that the plants he/she is selling are free of diseases and pests and are grown or imported in accordance with national and international law”.***

This is just to prevent you as organizing party from getting the blame by costumers or authorities if someone is doing something wrong. Doing something wrong can be things like bringing a disease or plague into the country or the permanent collection of the hosting garden/zoo or illegal imports (CITES and other regulations).

Final tip: As many people will be coming from abroad, a relative large supply of seeds and/or tissue culture tubes for sale might be welcome as these are sometimes easier to take home (legally!) than plants.

A good idea is a disclaimer in the sales area *“Please be aware that shipping plants or seeds across borders is subject to laws and regulations that will vary from country to country”*. As Europe is one CITES area that is less of a problem for Europeans, but everywhere and everyone else has to be mindful of this.

## 7. Finance

How to finance you conference and how much money do you need?

That is a difficult question.

Start by making two columns for income and costs.

Possible income:

- Conference fees (about \$100 is about the maximum charged so far for the basic conference). Less is better as more people will come.
- Excursions, for starters put the at costing price
- Same for dinner and other food
- Stands for selling plants. Sellers will buy selling space from you. Don't charge much but costing price + the costs of your own stand and perhaps some charity stands is a reasonable starting point.
- If you have your event in a botanical garden or zoo you will get more people to visit the place if you have a show. Make a deal! You can go for a fixed amount of sponsoring, a percentage of tickets sold or for services like providing rooms, sound systems, etc. The more you offer, they more they will give. And don't forget to get free access to the garden/zoo for the people attending the conference and your staff.
- Other sponsors. You can think about large nurseries, grants from charities and many more.
- Plant sales to the general public by yourself.
- All the things you can think of yourself ☺

Expected costs:

- Housing and food for speakers (can be reduced by having them stay at the homes of members).
- Dinner and other meals

- Coffee & tea at the lectures, cookies.
- Goody bag and whatever you want to put in it.
- Excursions, transport, entry fees, the works.
- Entree fees to garden/zoo or other place you are holding the event (try to get it sponsored, see above).
- Panels, labels, displays, plants you have to buy, sealing equipment, paper and that sort of thing.
- Whatever you are going to give your staff and speakers (food, excursions, souvenir).

## 8. Staff

How many people you need is, as I said before, depended on what you want to do, the number of days your event will take and the number of days that people are willing to put in it.

Here is a small summary of the number of people needed to make things reasonably manageable.

- Organizing committee for preparations: about 6
- Building a display: 1 person per m<sup>2</sup> for a whole day if materials are already in place.
- Making an information panel. Depending on construction. Mounting the display and attaching prepared text and pictures (make in advance, print in advance and seal in plastic) about an hour per panel of 2 m<sup>2</sup>.
- Making labels (typing, printing, sealing, mounting), about 20 in an hour.
- Staff for lectures: 1 chairman, 1 runner, 1 or 2 people for the videotape/sound recorder if you use them.
- Registration: 2 people to hand out prepared badges and goody bags for about 2 hours.
- Sales for the society: at least 2 people on any given time, have relief standing by so people can eat and use the bathroom.
- Commercial sales event: at least 1 person at any time to answer questions and deal with problems that may arise.
- Excursions: have at least 1 staff member accompany each group of maximum 20 guests.
- Guided tour of the show: have at least 2 guides available for each tour.
- People to protect the displays and answer questions: 2 at any given time.
- You might want to check your local rules about events and requirements about first aid qualified people.