

Standard procedures for EMS organized conferences and EMS extensions

- Carefully select members of international advisory board, scientific program committees, corporate advisory board to represent reasonably all member societies of EMS. Establish a good balance between the size of national societies and their scientific impact. A well-balanced representation of all member societies is of great importance for their visibility and justification with respect to their members.
- Make sure to provide enough budget accommodations for students.
- Keep prices as low as possible, avoid unnecessary glittery facades. This is especially important for students (registration fees etc) to be able to attract as many young researchers as possible – one of EMS's priority goals is to promote young researchers. Keep in mind that many persons paying a lower fee will more easily finance the congress than relatively few at high fees, who may not show up due to high prices.
- Think about in-time invitations for plenary speakers – 2 years ahead of the congress seems just right.
- Make sure to invite prominent plenary speakers which will attract delegates.
- Make sure to brief plenary speakers to give a talk which is also of benefit to the corresponding "other" communities, i.e. give 50% of the talk in a generally understandable form before going into deeper detail.
- Think about inviting representatives of other associated societies (IFSM, MSA, ...) to cultivate relationships.
- Inform associated societies (national members, EMS, IFSM) about the progress of the organizing procedure regularly (twice a year seems reasonable) to keep them up-to-date.
- Make sure to identify "hot topics" which will attract delegates.
- Ideally, all posters can remain on the poster sites all week long, not only the day when the authors have their presence time slot.
- Make sure the posters are not too densely packed. A good idea may be to assign the presence slot in a way that on one day only the posters with even numbers are populated, so the uneven poster numbers provide sideway area during the presentation (and vice versa).
- Provide sufficient coffee / soft drinks / water during breaks; fruit and pastry is often appreciated
- For the congress dinner / banquet: consider to have reasonable prizes and big locations to attract many students. The dinner should not be an intimate assembly of "big shots" only. If possible think of implementing the dinner into the congress budget, making it free for all participants. This attracts many young scientists who otherwise may do something else.
- Set up (training and other) workshops (ahead of and during the conference), plan touristic attractions for free time and accompanying persons.
- Consider to present "outreach activities", meaning activities with and around microscopy for the public, schools, etc.