

## Section II. Guidelines for Preparing the Conference Proposal

The following content should be included in the proposal:

### A. Conference Dates:

1. ISAZ conferences are typically held in late June or early July, although exceptions can be made.
2. Dates should be selected to maximize coordination and minimize direct competition with our sister organizations (e.g., IAHAIO, AVMA, Canine Science Foundation).
3. ISAZ would consider partnership with other like-minded organizations hosting conferences immediately before or after the conference.

### B. Host City Location and Specific Venue for Conference

### C. Conference Title/Theme

### D. Vision, Goals & Objectives:

1. Describe the overall vision, goals, and objective of the conference, as well as any special foci, and any unique features that you propose. These may include particular activities, session formats, or other components that make your proposed conference remarkable. Vision and goals are broad statements, while objectives are measurable through the conference evaluation forms and relate to what participants gain from the conference.
2. If you have a particular theme, above and beyond the general theme of human-animal interaction, please make it clear why that theme would be valuable and exciting to attendees.

### E. Target Audience:

1. Describe who will be the participants—ISAZ members, only, or ISAZ members plus other targeted groups.
2. If there are other targeted groups, describe who they would be (e.g. a co-located conference or subgroups of researchers who study specialized areas, such as equine-human relationships), and what additional value (e.g., financial, scientific, etc.) they would bring to ISAZ.

### F. Format:

1. Describe the overall plan for the conference, including how many days it will last, what types of sessions will be offered (e.g. themed, open, plenary, concurrent, poster, demonstrations), plans for entertainment and social activities, and any pre-or post-conference activities. Provide explanation for the dates and timing of the conference.
2. In order to accommodate our multidisciplinary society and growing conference attendance, recent conferences have successfully utilized concurrent (i.e., parallel) sessions for presentations. It is suggested that no more than two (2) presentation streams run concurrently. There should be no other events scheduled against plenary sessions, keynote speakers, and the ISAZ Annual General Meeting (AGM).

### G. Location & Facilities:

1. Describe the location and proposed facility. Include estimates of airfares to the host city from New York City, Chicago, Los Angeles, Toronto, London, Amsterdam, Paris, Sydney, and Tokyo.
2. Describe the assets of the proposed location that make it attractive for an ISAZ conference. This may include such things as accessibility, user-ease of transport, availability of excellent conference facilities, availability of accommodations with a range of prices, and proximity to shopping and restaurant amenities.

**H. Planning Committee(s):** Identify the members of your local and/or national planning committee(s) with their affiliations (corporate or university and ISAZ).

**I. Sponsorships:**

1. Identify your funding sources. For example if you are applying via a University, what support will it render, both financial and in-kind.
2. Also identify any corporate sponsors who are already committed, and those from which you will seek support. (see **Section III, Rules about Budget, Costs, & Sponsorships** for more information)

**J. Budget:**

1. Describe your conference management strategy. Identify whether or not you will hire a management firm, or if organizing will be handled by the local Organizing Committee or host University. Provide rationale for the management firm if you propose to hire one, including what management services will be provided by the firm. Please keep in mind that regardless of which strategy is selected, the ISAZ Programs Officer and Secretary for Development are expected to be included during conference planning and execution.
2. *Budget Calculation Assumptions:*
  - a. Delineate expected Income from the conference, including a proposed fee schedule for participant registration as well estimated Income from conference affiliates and corporate sponsors.
  - b. Provide a brief overview of expected Expenses, including costs for marketing, conference materials, food, entertainment, audio-visual equipment, transportation, and presenters (Note: ISAZ traditionally does not pay conference presenters, including keynote speakers; however, hosts may consider this option if they can afford payment or other accommodation or have found sponsorships to cover these costs).
  - c. Report the proposed Net Gain for ISAZ. **There must NOT be a Net Loss (See Section III. Rules about Budget, Costs, & Sponsorships)**

**K. Logistics:** Please describe how you will address the following. Please view **Section IV, Specific Policies for ISAZ Conference Management**, for guidelines on many of these issues:

1. Planning, Development, and Announcement of the Conference
2. Marketing & Promotion.
3. Abstract Management.
4. Registration Services.
5. Preparation of Conference Materials (e.g. program books).
6. Continuing Education Certificates & Continuing Education Credit (if appropriate).
7. Plans for making the posters available online following the conference.
8. Post-conference Evaluations.
9. Speaker Arrangements.
10. Exhibit Coordination.
11. Hotel/Lodging Arrangements.
12. Audio-Visual Management.
13. Food Services Arrangement.
14. Financial Management.
15. On-Site Staff.