



ANNEX

Conditions and suggestions for organising the biannual conference

issues covered:

- Time
- Organisation
- Venue
- Accommodation
- Programme
- Keynote speakers
- Workshops
- Social programme
- Financial aspects

General

The bi-annual conference is an important event for ESHA to disseminate the ideas and goals of school leadership across Europe. The ESHA GB decides which of the applicants will organize the conference each time. Therefore, interested parties will be given the opportunity to make a presentation to the GB in the GB meeting immediately prior to the start of the preceding bi-annual conference ie in Copenhagen we have the opportunity/task of deciding the venue for the following conference in order to announce the next venue as part of the closing ceremony.

About time

The conference is expected to take place in even years (2000, 2002, 2004 ...), **not earlier than the last week of September or later than the first week of December**, each time in a different country. It would be advisable not to choose the same part of Europe in successive conferences.

About organisation

The organisation for the next conference will need to start immediately after the closing of the previous conference. Experience shows that the first year is often spent in confirming the location, sponsors, hotels and so on. At the end of this period, a draft programme must be prepared, containing: precise dates, theme, budget plan, fees, choice of hotels and possibly some background information and/or proposals for speakers. The second year is then spent in diffusing the programme, sending out invitations, defining the programme of activities (speakers, workshop animators, social events), providing services (catering, transportation, hostesses, folders, printed documents and presentation of the country,...).

An Internet site will need to be prepared, ideally with subscribing facilities on line. Advance notice will also be put on the SMC and ESHA sites, at the very least. A link to one of these should be provided on the home sites of each member organisation of ESHA (if available). It is also advisable to contact the Ministry of Education in order to have a high-profile Minister or vice-Minister opening the conference.

About venue

It is up to the host organisation to choose the city and the venue. But is advisable to choose a city neither too big – because of costs and traffic and logistic difficulties – nor too small (problems of hotels and congress houses...). In addition, to attract more people, it is better to locate the conference in a place with some natural or tourist appeal.

The host association has to provide a venue with a conference hall of at least 400 places, but preferably bigger. As the subscription takes place well in advance, it is possible to adjust the choice; but it is wiser to be prepared to cope with higher numbers up to 500-600 delegates.

About accommodation

It is advisable to provide hotels with a range of prices in order to help everyone to find their most affordable accommodation. In optioning rooms, a good tip is to reserve about 15-20% of upper level hotels, 50 - 60% of middlelevel and the remaining of budget accommodation. The hotels need to be located not too far from the venue, possibly to be reached on foot or with only one direct bus or public service. It would be advisable that the conference hall is located nearer the more expensive hotels or possibly even in one of them.

About program

The conference begins normally on Thursday, late in the morning or early in the afternoon. In the first case, the morning time is spent in an opening ceremony, music or other entertainment, presentation of the city and the country, welcome address from the major and other things like these. The real conference opens in the afternoon, with the speech of the ESHA president and other official speeches (for instance, the Minister of Education). Just after that, comes the first official keynote speaker that has to present and discuss the main theme of the conference.

According to the general timing, the first day may end at this point or continue with other speeches. Activities have to be concluded not later than 6-6.30 p.m. and the last point to be dealt with is providing some logistic information and summarizing the activities and the locations of the following day program.

On Friday, the activities usually begin with a keynote speaker, followed by workshop sessions. The same pattern is followed in the afternoon, with the same programme on the Saturday morning, at least up to 11.30 a.m. At this point, depending on the general programme, either it is the closing session or the continuation of workshops. In the second case, the closing session is then located at the very beginning of the afternoon. In choosing between the two possibilities, it is necessary to consider the proportion of people needing to return home on the same day. Remember, air fares are normally much cheaper if the stay includes Saturday night.

About keynote speakers

Normally they are four or five. They are invited by the organising association and/or by the Executive Board of ESHA. The first of them has the task to introduce and to deepen the main theme of the conference. The others have to deal with relevant issues in education and leadership in the schools and with general indications about the way these are faced throughout Europe. The duration of each speech has to be of approximately 45 minutes and not to exceed one hour. The speakers have to be invited to provide some visual materials (slides, presentations, and similar). To ensure that this becomes a positive additional element to the speech (and not a problem) the conference hall needs to be equipped with good video beam equipment.

The language for all speeches has to be English or a translation service into English will need to be provided.

About workshops

The number of workshop can vary and depends partly on the number of people attending the conference. Each workshop should have from 20 to 40 - 45 participants. It is advisable that the subjects are as various as possible, including some of regional or national interests.

Some workshops could be held in a language different from English in order to attract people that can understand English, but are not confident with speaking it.

Normally, each workshop is repeated twice, at different moments, to give the opportunity for more people to take part in. The themes of each workshop and the time scheduled have to be indicated in the program sent for outlining the conference and the collection of the subscription. In the case of numerous subscriptions for the same workshop, it can be considered to repeat it up to three times. In any case, in the subscription form, people have to be invited to indicate some alternative choices.

A whiteboard, or something similar, has to be present in each meeting room. At least some of the rooms will need to be equipped with overhead projector and/or video beam systems.

Social program

It is up to the organising staff to provide some social activities which will have to include at least the gala dinner, possibly on the Friday evening. It is advisable not to organise something very attractive on Thursday evening, as people may be tired after having had a long journey. Saturday night could be dedicated to a show or a concert or a folk event or something similar.

Some visits to the surroundings of the city or the city itself can be organized, as an optional programme at additional cost to conference attendees.

About financial matters

The conference costs have to be covered by the subscription fees and by as many sponsor contributions and public funding as it is possible to gather.

Conference fees have to be kept as low as possible to encourage wide participation, especially when the location is 'decentralised' from Central Europe (which raises travel costs).

Conference fees must not be charged to keynote speakers, workshop animators and to the members of the Executive Board of ESHA.

Furthermore, the Executive Board of ESHA is entitled to invite 5 special guests. This excludes 1 person of every organization with an ESHA Memorandum of Understanding (MOU). These special guests do not have to pay the conference fee, and their accommodation is paid by the conference organisers.

Keynote speakers are a charge to the organisation of the conference for all expenses (travel, accommodation, any remuneration if due...).

Workshop animators are on charge to the organisation of the conference only for accommodation; travel costs and remuneration if due are to be paid by the association that invited them.

In addition, an amount of 25 euros per participant needs to be included from within the subscription fees – this will need to be paid by the hosting organization to ESHA before the conference's Opening ceremony.