

APS Specialty Conferences | Organizer Success Measures

Overview

The following document outlines how the program will be measured by the APS. The pre-conference planning guidelines will be used to determine if it is financially responsible to continue with an in-person meeting if the benchmarks have not been met. The post-conference evaluation will be used to determine if a program should be repeated in the future.

Measurable Benchmarks – Pre-Conference

Registration Revenue

Specialty conference themes and venue locations will be selected to ensure a range of 125-150 attendees, including speakers/presenters, with at least seventy-five percent of this audience paying the full conference rate (i.e., no comped or discounted speakers, trainees, etc.). If registration does not exceed sixty percent of the total minimum goals by the **early bird registration deadline**, the conference may be canceled. APS staff will advise conference organizers of the “break-even” minimum number of paid attendees to move forward.

Abstract Participation

Specialty conference themes must produce a range of 35-50 paid abstracts (not including the abstracts of speakers/presenters). If this benchmark is not achieved by the **early bird registration deadline**, the conference may be canceled.

Non-Registration Revenue Generation

In partnership with the APS Development Office, organizers must raise a minimum of \$25,000 (\$15,000 of which is unrestricted) to support logistical costs and the attendance of trainees and/or scientists from underrepresented backgrounds. **If within 120 days of the conference** a minimum of \$25,000 has not been secured, the conference may be canceled.

Corporate Sponsorships

Organizers and APS staff will solicit sponsorship from the life sciences industry to support conference activities. Organizers must reserve 90 minutes of the conference agenda for three (3) industry technology workshops/research presentations (30 minutes each).

APS Financial Support

APS will provide up to \$20,000 in seed funding to defray costs of speaker travel and registration, food and beverages, and social activities. Excess registration and non-restricted sponsorship or grant revenue will be allocated to reimburse APS seed funding.



Measurable Benchmarks – Post-Conference

Social Media Engagement

Demonstration that social media has been engaged in advertising of the conference as demonstrated by either followers of the APS specialty conference and/or hits on specialty conference website.

Citations in Journals

Demonstration that conference speakers have been approached by editors of related APS journals to submit abbreviated manuscripts associated with their presentation at the specialty conference.

New Member Generation

Determine if any attendees of the conference become new members of the APS.

Post-Conference Attendee Survey

Generation of a post-conference attendee conference survey associated with strengths and weaknesses of the conference structure and programming.

Overall Budget Management

Demonstration that overall budget mandates are met. Demonstration of whether the conference registration was justified and reasonable.

Post-Conference Engagement

Demonstration that specialty conference attendees proceed to participate in other APS activities (peer-reviewer, conference organizer, webinar attendee, etc.).