



## GETTING STARTED AS AN SRC ORGANIZER

Congratulations on being selected as an organizer for a Federation of American Societies for Experimental Biology (FASEB) Science Research Conference (SRC), one of the world's most prestigious science communities.

For more than 35 years, FASEB has hosted a conference series to encourage collaboration among experimental scientists. We have long been committed to convening scientists on emerging topics in the biological and biomedical sciences.

The **FASEB SRC Quick Start for Organizers** introduces you to the SRC lifecycle, and confirms your responsibilities and ours. The Quick Start provides an informal and efficient FASEB SRC overview, breaking out key elements of the process. A more detailed **FASEB SRC Organizer Handbook** will be shared with you later.

Our goal is to be your partner on this journey. Your experienced SRC Conference Manager will lead you through the process and manage key logistics of your SRC. Our FASEB Grants and Sponsorship Manager will assist you with fundraising, grant submission, and award reimbursement, and our Marketing & Communications team will help you promote your conference.

## OUR UNDERSTANDING

FASEB is pleased to partner with distinguished scientists like you to present your SRC. Our FASEB SRC Series draws esteemed scientists for networking, collaboration, and the sharing of cutting-edge research. As part of our agreement, we ask that you commit to the following:

- Raise at least \$25,000 USD in support from private companies, academic institutions, and government grants for your SRC. Organizers, on average, raised \$47,000 USD for their SRCs in recent years.
- Draw a minimum of 100 participants, including speakers and presenters, to your conference.
- Ensure all contracts, agreements, and sponsorship pledges are approved and signed by an official FASEB signatory.
- Assist our Grants and Sponsorship Manager in "closing the books" on your conference with the timely submission and collection of outstanding sponsor and government grants.



## ORGANIZER RESPONSIBILITIES

As a FASEB SRC organizer, you make our meetings possible, and your partnership is essential. Working with your FASEB SRC team, you will make key decisions regarding the conference schedule, program, fundraising, and marketing. Your responsibilities include:

- **Planning.** Determine the conference title, scheduling, and session topics.
- **Program Development.** Outline the agenda, speakers, workshops, poster sessions, and career development sessions.
- **Fundraising.** In collaboration with the Grants and Sponsorship Manager, obtain conference sponsorship to reimburse travel expenses for invited speakers/session chairs, cover additional awards for travel, short-talks, and posters, or provide coffee breaks or entertainment.
- **Speakers.** Contact, invite, and confirm all speakers, session chairs, and “Meet the Experts” and career workshop presenters.
- **Marketing.** With assistance from FASEB’s Marketing & Communications team, market your conference through a dedicated FASEB SRC website, emails, social media, personal phone calls, etc.
- **Speaker Reimbursements and Awards.** Allocate secured funds in a timely manner after your conference has ended.
- **Final Report.** Complete a Final Conference Report for presentation to the FASEB Science Research Conference Advisory Committee and any government agency or sponsor that requests it.



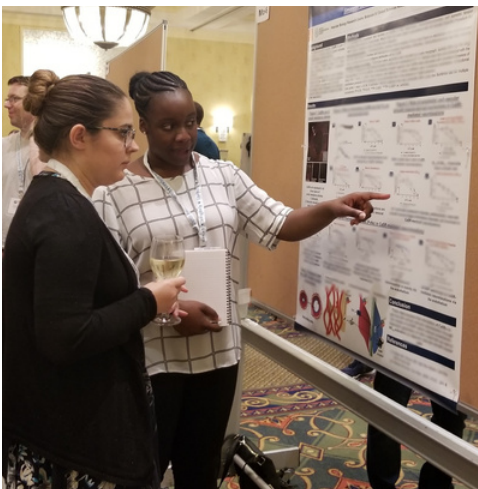
## FASEB RESPONSIBILITIES

Our expert staff—your SRC Conference Manager, the Grants and Sponsorship Manager, and the Marketing & Communications team—looks forward to assisting you in completing your FASEB SRC preparations.

Each conference will receive \$10,000 USD from FASEB in seed money to defray a portion of the costs related to student registration discounts, speaker travel and registration, miscellaneous food and beverage, or group activities.

Our responsibilities include but are not limited to:

- Site selection and contract negotiations
- Seed money (see above)
- Venue and vendor management
- Pre-, post-, and on-site conference management
- Meeting logistics
- Coordinate food and beverage for official conference events
- Secure poster boards and audiovisual equipment
- Attendee and speaker registration updates
- Build and maintain SRC websites
- SRC marketing (in tandem with organizers)
- Financial management and conference budgeting
- Assist with sponsorship, fundraising, and compliance
- Assist with commercial and government grant applications and notifications
- Fulfillment of sponsor benefits and registration
- Facilitation of poster and travel award disbursement and procedures





# FUNDAMENTALS OF THE FASEB SRC PROCESS

## FEDERAL GRANTS

Most FASEB SRCs are the fortunate beneficiaries of federal grants that help offset the costs of speaker travel and awards reimbursement for SRC short-talks and poster sessions. This welcome funding is awarded to organizers but managed and reimbursed by FASEB.

The federal government has formal mechanisms to support these popular science conference grants through the National Institutes of Health (NIH), the National Science Foundation, and the U.S. Department of Defense. These grants are designed to benefit meetings that support the goals of a particular federal institute or program.

For example, the NIH Research Conference Grant (R13) supports high-quality conferences that are relevant to the scientific mission of the NIH's participating institutes and centers. The R13 grant applications are due in August, and December of the year prior to your conference, and we work with you to ensure they are delivered on time.

## SPONSORSHIP

Next to federal grants and registrations, sponsors are going to be your principal source of conference revenue, which will enable you to deliver your conference vision and a memorable experience.

Sponsors generally look for ways to create a positive impression with your attendees. Private companies are often supportive of conferences if they are awarded visibility, such as having their logos on marketing collateral, sponsoring refreshments at the conference, or distributing materials at the event.

You and your fellow organizers have your own networks of publishers, editors, and lab suppliers; your home institutions or organizations; biotech/pharma companies that have shown interest in your field of research; and invited speakers' companies or organizations. These are ideal candidates to tap into for sponsorships.

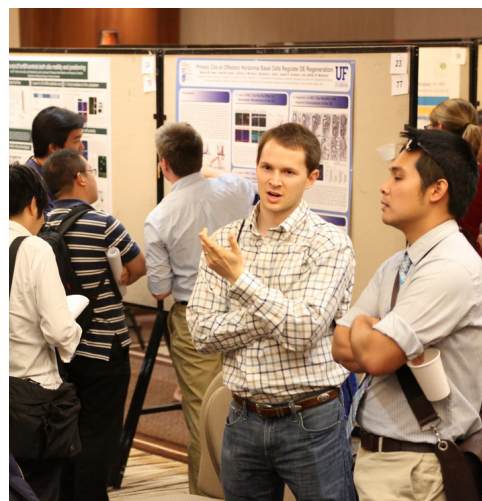
## PROGRAM

Good science and an engaging program define a great meeting. FASEB relies on your breadth of experience and knowledge to design an SRC that will advance research in your field and attract the interest of your colleagues.

As you plan your conference, we know you'll provide an important channel for researchers in your field to exchange information and to empower early career investigators with invaluable opportunities for networking and mentoring.

As part of your organizer responsibilities, you'll need to make decisions about the main components of the program, including making choices about scientific sessions, poster sessions, keynote speakers, and other workshops or events you would like to hold during the conference.

Your conference manager will provide you the tools to outline the agenda, speakers, "Meet the Expert" sessions, and career development workshops. With your leadership, we can develop a memorable and significant conference.



## LOGISTICS & BUDGET

Your Conference Manager is your partner in planning your FASEB SRC. Already, work has begun selecting a conference venue and choosing affordable accommodations. Going forward, we will work together to finalize logistics such as lodging, food and beverage, and other conference activities.

FASEB uses a business model to ensure our attendees are able to have the fullest and most integrated conference experience. We have done everything possible to keep costs reasonable given our outstanding locations and amenities. We also offer a \$150 advance registration discount to keep costs reasonable. Staying on budget, avoiding a loss, and charging the right amount for conference registrations are all very important elements of the SRC budget process. You'll find we are partners in keeping costs in check to ensure each FASEB SRC breaks even.

An experienced onsite Conference Manager will be assigned to your SRC to support you during your conference. This well-briefed SRC team member, working with your Conference Manager, will be knowledgeable about all the details of your conference to successfully manage all the logistics and conference activities onsite.

## MARKETING

So, you've put together a great program at a wonderful destination. Next, you need to tell your friends, colleagues, and the science industry about it. FASEB's Marketing & Communications staff will help you promote your conference. FASEB SRCs succeed when organizers take an active role in outreach efforts to prospective attendees, speakers, and leading experts. More than 75 percent of SRC attendees typically register in response to organizer invitations, colleague referrals, or after having attended a previous FASEB SRC.

Our staff offers you strategic and technical support with FASEB's SRC Organizer Promotional Kit, which includes SRC-branded marketing collateral such as flyers, emails, and social media content. We also develop a dedicated FASEB SRC website to highlight your program and speakers, and we launch a series of coordinated emails to our mailing lists to market your SRC and boost registrations.

## SRC LIFECYCLE

- Close out conference books
- Disperse travel awards and speaker reimbursements
- Submit final report on your conference to the SRC Advisory Committee

- Work with your on-site Conference Manager
- Post about your SRC on social media
- Hold a business meeting to plan for the next SRC

After the SRC

During SRC

6 to 1 months

- Final program due
- Lock in speaker/poster abstract details
- Use email and social media to boost registrations
- Finalize logistics

18 to 12 months

- Select SRCs for the next year
- Attend organizer orientation
- Begin fundraising activities
- Begin save-the-date marketing
- Finalize SRC dates and venues

12 to 6 months

- Finalize the program
- Work with your SRC Conference Manager on logistics
- Approach sponsors
- Submit grant applications
- Build conference website
- Open registration

To learn more about your responsibilities as a FASEB SRC organizer, please contact your Conference Manager or the SRC Office at +1 301.634.7010, or by emailing [src@FASEB.org](mailto:src@FASEB.org).



[FASEB.org/SRC](http://FASEB.org/SRC)