

THE ERGONOMICS SOCIETY

NINTH CONGRESS OF THE INTERNATIONAL
ERGONOMICS ASSOCIATION

2-6 September 1985, Bournemouth, England

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20 January 1989

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Our Ref: 2/ERG/S

Dear Alain

I am sorry it has taken me so long to write but here as promised is our report from the 1985 IEA Congress. I hope you and your colleagues find it useful. On reading it again I would say that a lot of experience and a fair amount of knowledge is condensed into its pages, but that is obvious more from a retrospective point of view. If you would like clarification of any of the contents please do not hesitate to ask, especially regarding section 10 (financial report) which was my own contribution.

I would also like to reiterate my offer of help in making 'Ergonomics in Developing Countries' more prominent in the 11th IEA Congress than it was in the 10th IEA Congress. We are now initiating more ergonomics activities in our Overseas Division programme here and I hope that at least two major projects will be established by 1991. Notwithstanding that, I feel that with the 11th Congress being held in a European country we must make our international colleagues more aware of the needs of industrially developing countries. I would hope with contributions which should be forthcoming from France, UK, Germany, Sweden, Switzerland and The Netherlands, i.d.c. problems should form a significant proportion of the programme. However, we should perhaps consider how representatives from i.d.c.'s might be encouraged or assisted to attend.

I look forward to hearing from you and wish you all the best for 1989.

Yours sincerely



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CONGRESS ORGANISATION

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9th CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION
REPORT OF THE ORGANISING COMMITTEE

1. INTRODUCTION

This report contains a summary of the issues which may be particularly important for future meetings together with the financial report of the 9th IEA Congress. Further details are contained in the reports of the Committee Chairman, and the professional congress organisers, which will be available separately.

2. SELECTION OF VENUE

Factors which were considered in the selection were as follows.

- (i) Ease of travel from outside as well as inside the United Kingdom.
- (ii) A range of accommodation from first class hotels to cheaper rooms with rates within student budgets.
- (iii) Rooms for scientific sessions and one to hold 600 for the plenary session, and at least 6 others with capacities varying from 30 to 50 people.
- (iv) Good leisure facilities for accompanying persons and delegates' relaxation.
- (v) The desirability of having a central location as a social focus.
- (vi) The need to keep costs low.

The 3 places short-listed after a preliminary selection were Bournemouth, Manchester University (UMIST) and Imperial College London. None of them was immediately obvious as the best choice. Because of the pressure from the IEA for a financial surplus, Bournemouth had the edge on the others in that it had a new conference centre which would be provided without charge because the IEA Congress would be the first international conference organisation to book it.

3. EVALUATION OF THE VENUE

3.1 Before the conference

The main problems we experienced with Bournemouth were due to negotiating with the Council before the International Centre (BIC) was built (we did have a contingency plan for using the Pavillion should the Centre not be completed in time). We were given to understand that we would have exclusive use of the upper floors to the BIC during the day but, in the event the authorities, responding to local political pressures, were not prepared to deny members of the public access to the restaurant, cafe and surrounding areas.

3.2 During the conference

The policy of the BIC did cause minor conflict between our delegates and members of the public who, being more leisurely, in a hurry, tended to be moving at a much slower pace.

There were also problems with security and we were unable to have a very good central social focus where delegates stood a good chance of meeting particular colleagues. This problem was accentuated by having two separate locations for the scientific sessions but this could not have been avoided at Bournemouth. We tried to buy out the restaurant and cafe facilities for delegates but were only able to get one bar for exclusive use. We did not receive any complaints regarding travel problems to Bournemouth, even though a two hour journey by coach or train from London or Heathrow Airport was not ideal.

We did have problems with hotels because we had chosen a holiday town, which had not yet realised that conference delegates have different requirements from tourists. Our delegates wanted single rooms, needed freedom to decide at the last minute when and where to eat, and whether they wanted to leave the conference before the end.

The organising committee underestimated the requirement for rooms capable of seating 80-100 people. When it became clear that we would be requiring rooms of this size it was not possible to obtain them in Bournemouth.

4. CHOICE OF DATE

It is extremely difficult to choose a date which is acceptable to all the likely participating countries. All Federated Societies were asked for their views on a number of possible dates. It was, however, important to fix one which was acceptable to possible UK delegates as they would be the highest proportion attending.

In addition to the date chosen, one was also considered in July. This was, however, unacceptable to Bournemouth as it was well inside the traditional holiday season. Even so the date chosen did exacerbate the problems with Bournemouth in that there were still large numbers of holidaymakers present.

Although the date chosen did not suit US academics as their term was just starting, we did get 85 people from the States attending.

5. FINANCE

Severe pressure was put on the Organising Committee by the IEA to produce a financial return because previous IEA Congresses had not met their financial expectations. This pressure took the form of a change in the rules for running the triennial congresses. After the ES invitation for the 1986 Congress had been accepted a demand for a per capita fee of 50 Swiss Francs was introduced. Although the actual return to the IEA under the old rule of halving the surplus between the IEA and the ES was in fact greater than 50 Swiss Francs per delegate, a per capita fee was not acceptable because of the effect it would have had on the setting of the overall budget. There was also the possibility under the per capita rule that, if receipts were lower than expected, the ES might have ended up making a loss by paying the IEA. That was not an acceptable possibility in view of the amount of work that the ES and its representatives were having to put in to prepare for the Congress.

Budgetting is difficult for an IEA Congress when there is little relevant previous experience which can predict the attendance and when the set-up costs are so high. It is difficult to predict from one congress to the next how many people come both from the home country and from abroad. With some conferences, like that held in Japan in 1982, and that held in Germany in 1964, there were large numbers of people from the host country whereas in both the previous UK conference in 1967 and the US Conference in 1976, the number of home participants was much lower. It is believed that the lower attendance in the UK and USA were because of the much higher cost of the IEA Conference as compared with a normal national conference. There is also the risk that international political disturbances can influence the number of people willing and able to travel internationally and these can arise without warning.

It was decided, in agreement with the ES and IEA councils to have a low break-even point of 300. The Treasurer's Report shows the implication of the different levels of conference fee for surplus/loss according to number of actual attendees. Even though the basic fee of £160 appeared to be high to ES members, the possible financial consequences of even a marginally lower fee coupled with a low attendance, were too serious to make it a feasible proposition.

Having a low break-even number enabled the Committee to consider upgrading some activities if it became clear that a surplus was likely, e.g. hiring at short notice a minibus to move delegates between locations when the weather was bad.

The professional organisers were surprised at the number of people who turned up at the conference owing money, and it was necessary for them to have extra staff on duty than had been originally expected. The organisers, in fact, doubted that so many of the non-payers would arrive.

There is one problem to which the IEA Council should give special attention in future: whether delegates from the Third World, Eastern Europe and other countries with exchange control and/or cash problems should be allowed special low rates. It is very awkward to deal with people from these countries when they write in outlining their financial problems or when they arrive at the Congress pleading a lack of foreign currency. Unless the IEA has given special dispensation, the organisers are obliged to apply the same rules of registration to all applicants without discriminating between nationalities.

The Treasurer's Report details the cash flow during the period and run up to the Conference and other details.

6. PROFESSIONAL CONGRESS ORGANISERS

There is no doubt that the use of professional organisers was necessary. The ES, relying on voluntary staff, could not have dealt with all the problems of individuals both before and at the conference. Three different organisers were contacted. Meon, who were selected, were the most competitive and were already known to the ES, although not as conference organisers. Their previous experience was checked out with other organisations before the selection was confirmed. Because of the large amount of extra work at Bournemouth in collecting unpaid money, the Committee agreed an extra fee was justifiable in the circumstances. Meon had one or two representatives at every meeting of the Organising Committee and were extremely valuable in giving advice.

7. PRESS AND PUBLICITY

Great efforts were made on an international scale to contact ergonomists who might be interested in attending the Congress. Efforts were also made to try to attract non-ergonomists, principally from the UK.

The first of these activities was successful as can be seen from the international spread of the attendance. Even so, there were many times in the pre-congress period when we were uncertain of how well our publicity was getting to members of other Federated Societies. Future congress organisers should be aware of the difficulty in maintaining contact with other Societies, this is discussed further in the attached report.

We were not very successful in getting many non-ergonomists from the UK to attend, even though we put a lot of emphasis on practical application and contacted a large number of technical publishers for their help in publicity. We had envisaged a number of people coming for particular days when topics of interest to them were being presented, but this did not happen. We did not get much publicity either for the conference or for ergonomics as a subject in the technical or general media after the conference.

8. SPONSORSHIP AND EXHIBITION

These are difficult areas. Sponsors like to know full details of what they are sponsoring and these are not likely to be available until quite late in the organisation of the the congress. Even though the invited speakers were selected very early on, the overall shape of the programme depends very much on the contributed papers and these cannot be assembled into a programme early enough. Also sponsorship needs to be organised early on because of the effect on financial decisions. In our case, most of the sponsorship was obtained very late in the planning process and did not form a very large part of our income.

We considered a commercial exhibition, but this would have caused more financial problem than it would have solved in that our free hiring of the BIC would have been in doubt. Also, we had great doubts about attracting relevant people to an exhibition in Bournemouth and, based on our experience with the non-attendance of non-ergonomists, we were probably right.

9. SCIENTIFIC PROGRAMME

The aim of an international conference is to get people together from all over the world so that they can discuss and exchange views on their work. Whilst show-piece presentations are necessary to provide an outline programme, the main aim of a conference must be to have discussion.

To help achieve this we put special emphasis on poster sessions and gave them the same status as parallel session papers. With the high cost of international travel and meetings many people hope to go but fail to get finance at the last minute, and the organisation of parallel sessions at the meeting becomes very difficult with speakers missing and the chairmen uncertain-whether to close the meeting or have time gaps. By a process of continual communication, we minimised this problem and had a very good idea as to who would actually be turning up.

Fig 1 Ninth 15A Langhees - Historical record of Income and Expenditure



An international meeting of people from different countries with different languages causes problems of communication. Following discussions with the IEA, simultaneous translation was not provided because it was felt that, although it was desirable, its effectiveness at previous congresses did not make the cost worthwhile.

Ergonomics students with knowledge of various languages were used by the Scientific Secretariat and their assistance was found to be invaluable.

A lot of work was required by the Editors to produce a volume of the papers presented at Congress. As at all previous congresses the invited speakers' papers were put into a special issue of Ergonomics, together with an index to the contributed papers.

10. OTHER ACTIVITIES

A programme of social events, technical tours and study tours was envisaged.

Although there appeared to be some demand for pre- and post-congress study tours, the demands on the time of the organisers was too great and these were abandoned.

A number of social events was organised but, except for the two receptions included in the Congress fee, they could not be attended by very large numbers, because of space limitations of the venues selected for these social events. This meant an opportunity for interchange between all participants was lost. The dinner was well attended but being a sit-down meal again restricted the amount of interchange between members.

Organisers of future meetings might like to consider more opportunities for total participation so that people can easily meet others. The high cost of these, if included in the conference fee, might be a problem, but probably more on-the-spot buffet events are better than both dinners and events away from the Centre requiring some form of transport.

11. CONCLUSIONS

The triennial IEA Congress is the one main activity of the IEA which has been consistently carried out since 1961. It is the most visible manifestation of the Association.

From all the information I have this meeting was a success both scientifically and financially.

1. CONGRESS MARKETING AND PUBLICITY

1.1 Marketing

The Organising Committee recognised from the outset that the success of the Congress hinged upon attracting a delegate list at least comparable to those of recent previous congresses. Contributing factors in the success would be the venue, the scientific programme, the social programme and the publicity.

To support the publicity, a decision was taken to adopt a logo for the Congress. The logo was agreed in July 1983 with early September as the target date for letterheads and complimentary slips.

The cooperation of federated societies was also sought at a very early date to serve as vehicles for publicity to their members. This cooperation was readily given. The Japanese society translated the 'Call for Contributions' into their language and printed the translated version for circulation to their members and others in Japan. Through items in their newsletters and by the onward posting to their members of the 'Call for Contributions' and other publicity material, each member of the world wide fellowship of Ergonomics and Human Factors received timely information about the Congress.

The sales and marketing campaign resulted in 560 registrants and 77 accompanying persons attending the Congress. These results make the Ninth Congress the best attended since the Second Congress in 1964, exceeding the Congress Treasurer's original 'breakeven' target of 300 full fee-paying registrants, and even exceed the Organising Committee's goal of 500 registrants. The way in which these results were achieved is summarised below.

14000 'Calls for Contributions' were distributed in 1984 through national societies, at related conferences, and as inserts in *Ergonomics*, *The Ergonomist* and *Applied Ergonomics*.

1200 individuals, including 75 editors of UK magazines, were pre-registered (i.e. name and address details recorded) by March 1985. 160 individuals from the UK had responded to the 2400 magazine inserts and the additional 1800 reply coupons.

3000 copies of the 'Provisional Programme and Registration Information' were distributed in March 1985, including 700 copies to members of The Ergonomics Society who had not pre-registered at that time.

An additional 500 individuals were pre-registered after the provisional programme had been distributed. Apart from 140 UK company Personnel Managers who were mailed, these came from direct enquiries and from names advised by the Scientific Secretariat. They were made up as follows: UK 160, USA 34, Ireland 31, Netherlands 12, Australia 7. Increased response from other countries was less than 10 per cent.

2500 copies of the 'Provisional Scientific Programme' were distributed at the end of May 1985.

An estimated 60 per cent of registration forms were received during a 21-day period - the week prior to and the two weeks after Early Fee Deadline. Eastern European currency problems and French credit cards notwithstanding, a high proportion of registration forms arrived without registration fees and/or hotel deposits.

10 individuals registered and subsequently cancelled, 17 individuals registered and did not arrive at the Congress, 560 registrants participated in the Congress, of whom 39 registered 'on-site'.

Particular aspects of the campaign have been recorded in greater detail in the appendix.

1.2 Review

The first circular, the 'Call for Contributions', was intended to be a low-cost (origination/print/distribution cost) item for bulk distribution. The response to this 'grapeshot' approach should have enabled the target audience to be defined for selective distribution of the second circular, the 'Provisional Programme', a much more expensive item.

The effectiveness of the first circular distribution was dependent upon the right quantity of literature, reaching the right person in each Federated Society at the right time for onward distribution to each member of each national society. We are still not confident that this was achieved and the design of the 'Call for Contributions', as a poster with additional

tear-off reply coupons, would not have made up for any deficiencies in this area.

In order to help the Tenth Congress and future congress organisers, we would strongly recommend that the IEA require each national society to nominate at an agreed time, say each September, an officer responsible for the dissemination of IEA information. The names and addresses of these officers to be held on file by the IEA, together with current details of each society's methods and dates of distributing society information to all of their members. A further refinement would be for the IEA to earmark funds for societies who might find such additional costs of distribution an onerous imposition on their budgets. The Organising Committee attempted to set up such a distribution system but not very effectively because of the problem of identifying a Federated Society national representative.

50 per cent of the first Announcements and 80 per cent of the Congress Secretariat's time was employed in disseminating information at related conferences or through requests for free insertions in related magazines. It is not possible to assess accurately the effectiveness of this marketing technique, other than to say that 20 per cent of those attending the Congress did not claim to be members of federated societies and a high proportion of these individuals may have learned of the Congress from these sources. The major problem with this type of marketing is the time that it takes to do the job properly and assessing whether the results adequately reward the efforts. Magazine editors require succinct press releases aimed at their readership - a copy of the first announcement and a non-specific covering letter is not as useful. Similarly the Congress has no control over the effectiveness of the presentation of its literature at related conferences unless a committee member attends and supervises the display. The coding of reply coupons in order to monitor response takes time and serves little practical purpose - the results are of historical importance only. The response to our efforts was probably as good as could have been expected.

The approach adopted by the Scientific Programme Subcommittee of permitting the contributions to define the Scientific Programme, resulted in the publication of the 'Registration Information' in one brochure, with an abbreviated scientific programme, followed by the later publication of the 'Provisional Scientific Programme'. This doubled the printing and distribution costs and probably had a negligible impact on the conversion of pre-

registrants into registrants. Quite probably, the single most important factor, on the conversion of 50 per cent of registrants, was the extensive correspondence which the Chairman and members of the Scientific Programme Subcommittee undertook with the 300 or more contributors who took part.

The results, overall, were satisfactory. Could they have been achieved more cost-effectively? The answer must be - yes. But, as always, with the benefit of hindsight.

1.3 Publicity

Information about the IEA and the 9th Congress was sent to the scientific attaches of nearly thirty 'Third World Countries', to international bodies like the ILO and ISO and to one hundred large companies in the UK not known to employ ergonomists but whose activities could benefit from the application of ergonomics. Every person who responded to the 'Call for Contributions' reply slip to indicate an interest in attending the Congress, received a copy of the provisional programme and booking form.

One month before the start of the Congress, every national newspaper, the local papers in the Bournemouth area, the radio stations and television stations, both BBC and Independent, were sent a package of information. This package comprised a letter, the provisional programme and information sheets summarising the sessions.

At the conference, the media were not much in evidence. The technical editor of one influential journal, *The Engineers Digest* with a circulation of 27,000, attended as did one technical journalist from Brazil and journalists from the local Bournemouth press.

2. THE SCIENTIFIC PROGRAMME

2.1 Subcommittee composition

Most Subcommittee members offered their services following a call for volunteers, published in *The Ergonomist*. It is worth highlighting the value of having on the Committee a mix of academics and practitioners, as well as having individuals working in most of the major fields within the subject of ergonomics. This range of expertise and experience represented among

the membership was invaluable in producing an interesting, topical and balanced scientific programme and also in providing the knowledge and skills needed to referee the 'short papers' submitted for publication in the Congress Proceedings.

2.2 Development of the scientific programme

Three dilemmas confront anyone attempting to construct a successful conference programme.

1. The 'Call for Contributions' has to have an inviting and clearly perceptible structure, so as to attract a broad range of interesting and relevant papers, but the final programme can obviously be constructed only around the papers actually submitted. Matching fulfilment and promise is often difficult.
2. Criteria for acceptance of submitted papers have to reflect a compromise between the need for high-quality scientific presentations and the need for a commercially viable numbers of delegates. Having to base acceptance on brief abstracts adds to the difficulty.
3. Deadlines for submission of presentations have to reflect a compromise between the need for reports on new or recent work and the need for sufficient lead time to construct and publicise a preliminary scientific programme.

The following comments may help in assessing whether those dilemmas were resolved satisfactorily by the Committee. In addition, information is provided on the main decisions taken by the Committee.

2.2.1 Themes. During its first meeting, 19 major themes were identified within ergonomics which were considered to span the subject and allow potential speakers to assess whether their specific contributions would be acceptable. The themes chosen largely reflected areas of application (e.g. home, office, manufacturing industry), rather than broad theoretical issues within ergonomics (e.g. signal detection, learning, circadian rhythms). This was considered to represent the right balance between the need to attract presentations from academics and practitioners and the desire to sell ergonomics to potential users of its knowledge, practices and services.

As expected, the popularity of the 19 main themes varied widely. Sessions on 'Manufacturing Industry' and 'High Technology' had to be scheduled on all 4 meetings days, whereas 'The School', 'Aids for the Handicapped' and 'Video Games' produced a disappointing response. However, all themes produced offers of papers and the satisfyingly high attendance figures may serve to suggest that it was correct to relate the theme titles to ergonomics areas of application.

At its first meeting the Subcommittee considered that it would be a novel attraction to structure the main themes along the lines of Shakespeare's "Seven Ages of Man", to highlight the differing ergonomics needs of the different age-groups. This idea was publicised in the 'Call for Contributions' and, to a large extent, the 19 main themes were a product of "Seven Ages of Man" concept. However, this promise was not fulfilled by the final programme largely because of the difficulty of scheduling the main themes so as to avoid major clashes of interest, but also because submitted contributions did not explicitly take up the age-difference concept. Therefore, themes reflecting areas of application could be followed throughout the programme by identifying the appropriate session titles, but no attempt was made in the programme structure to satisfy delegates with specific interest in age-differences. However, this shortfall was not highlighted in any of the feedback received from delegates in writing, suggesting that they experienced little difficulty in pursuing their interests, or that they fully appreciated the problems inherent in structuring a two-dimensional programme.

In fact, the Committee initially planned a three-dimensional programme: 'area of application' themes x 'seven ages of man' x methodological issues appropriate to the different age groups. Clearly, the age-related methodological structure was abandoned with the dropping out of the 'seven ages of man' concept, but a link between 'area of application' themes and appropriate methodology was retained to a limited extent within the final programme.

2.2.2 Plenary addresses. IEA Congresses traditionally commence each day with a plenary session addressed by invited speakers on topics of current interest. The Committee took an early decision that Plenary Addresses should not simply be invited from the 'Grand Old Men' of the profession, but from individuals actively engaged in research and practice at important growth points within ergonomics. In order to identify

the topics and speakers likely to be of most interest to potential delegates, they were provided with space within which to state their theme preferences on the 'Call for Contributions' reply card. The returns from this exercise were rank-ordered by popularity in order to identify the 11 themes which delegates most wished to pursue and which were needed to fit the programme (3 per Plenary Session on each of the 4 days, except for the first which included the Opening Ceremony). Since Plenary Addresses were intended to introduce a theme which would be developed by a variety of subsequent presentations, they were scheduled throughout the week in order of decreasing popularity of the theme in question. Possible speakers on the popular themes were identified by the Committee and invitations distributed in July/August 1984. Only in one case was the invitation declined (because of pressure of work) and an alternative speaker approached.

Time constraints within the programme, and experience of poor-quality discussion following some earlier invited presentations to IEA Congresses, persuaded the Committee to allow 30 minutes for each Plenary Address but prohibit questions. Publicity material sent to delegates justified this decision by highlighting the Committee's aim of diffusing information and discussion arising from Plenary Addresses throughout the subsequent sessions on related themes. To enhance this process, all invited speakers were asked to chair the next session on their theme which followed their Plenary Address. All accepted this second invitation.

The success of this attempt to upgrade and diffuse discussion of Plenary Addresses throughout the Congress programme is unknown. However, no adverse written comments were received on the lack of discussion during plenary sessions.

Success in choosing good and appropriate speakers to present the Plenary Addresses must remain a matter of opinion. The quality of presentations varied widely, although attendance remained reasonably high throughout the 4 days. Any adverse feedback from delegates concentrated more on the quality of certain visual aids, rather than on the content or style of the speakers' presentations. Clearly there was success in identifying important and popular themes for the Plenary Addresses, since this choice was made effectively by the delegates themselves.

2.2.3 Convened seminars. In order to take advantage of local knowledge within federated societies, spread the network of invita-

tions within and outside professional ergonomists, and unburden the Programme Subcommittee to some extent, the Organising Committee took an early decision to invite people to convene seminars on any ergonomics topic within the programme. Several thousand invitation cards were printed and distributed, and respondents were encouraged to proceed autonomously with the inviting of their seminar contributors; simply keeping the Subcommittee informed of developments. In some cases, seminar convenors were put in touch with contributors of papers on relevant themes, but most seminars developed around national groups of professional colleagues.

Was this exercise worthwhile? It produced sufficient material to fill 25 of the 72 parallel sessions, which was very satisfactory; but this result could probably have been achieved by a substantially smaller distribution of more specifically directed invitations. On the negative side, autonomously convened seminars tended to produce uncertainty about whether they would take place. They resulted in voluminous and often unnecessary correspondence with the Committee Chairman and (usually in error) with Meon. These effects delayed the production of both the preliminary and final programmes to some extent.

On balance, the exercise can probably be considered worthwhile. It certainly produced topics and speakers who would otherwise not have been represented in the programme, but repetitions of this method should probably include tighter control of the invitations and the seminars' development.

2.2.4 Parallel sessions. The initial 'Call for Contributions' delegates were asked to indicate their interest in contributing a review paper, a research report, a poster, or a case study, and state the theme(s) to which it related. A provisional title was requested. Respondents were sent an 'abstract request form' in May 1984, asking for a single-page informative description of the work to be reported and setting a submission deadline of 1st September 1984. All submissions were acknowledged and information provided on the schedule of future actions by the Subcommittee.

Between July and September 1984 the Subcommittee assessed abstracts for acceptability, assigned them provisionally to paper or poster sessions, and grouped them by topic area. By the end of October 1984 (220 abstracts received) the Chairman had allotted these grouped papers to parallel ses-

sions, given each session a brief title which identified its relation to a theme, and drafted the provisional programme. The outline programme, giving full details of the Plenary Addresses but only session titles for the parallel paper and poster sessions, formed the basis of the 'second announcement': 'Provisional Programme and Registration Information', distributed in February/March 1985.

In November 1984, 'authors kits' began to go out to delegates whose contributions had been accepted. (Only around 5 submissions were rejected at this stage.) In addition to a formal acceptance of their submission and information on future procedures, the kit contained a 'Presentation Requirements' form for indicating visual and auditory aids, plus typing grids and instructions for the preparation of camera-ready material to be included in the Congress proceedings. The deadline for return of this material was set at 28th February 1985.

In order to maximise the probability of extracting a written version of their contributions from delegates, they were not told at this stage whether their presentation had been allotted to a paper or a poster session. In the opinion of the Organising Committee, paper and poster presentations were of equal standing but this did not seem to be fully appreciated by the authors.

From February 1985, letters acknowledging receipt of author's camera-ready papers began to go out. These told authors whether their presentation was scheduled for a paper or poster session, specified its duration and timing in the programme, and provided further information on future actions. Where appropriate, guidance notes were provided on the preparation and presentation of posters.

During April/May a Detailed Provisional Scientific Programme was prepared, at the request of the Organising Committee, to enhance publicity and aid commercial sponsorship. This version, which included the titles of contributions and their authors' names and country of origin, was completed in May and distributed in June 1985.

The 'Final Programme' closely followed the content and format of this 'Detailed Provisional Scientific Programme', but included a few changes found necessary after receipt of authors' camera-ready material and after the deadline for Registration. All speakers affected by these changes were

informed of them personally, in writing. With one or two exceptions, speakers accommodated the changes without difficulty. The Final Programme was distributed at the Congress. It provided for 6 parallel sessions in each of the 3 x 1½ hour periods following each morning's plenary session. Each paper session contained a maximum of 4 speakers, each of whom was allowed a total of 22 minutes to cover both presentation and discussion.

2.2.5 Session chairmen. In June 1985 the Subcommittee identified suitable chairmen for the Plenary Sessions and all parallel paper sessions. (The Seminar Convenors either chaired their own session or provided an alternative.) Most chairmen were identified from the list of registered delegates, but the opportunity was taken to invite a few selected non-registered individuals. All but 4 or 5 invitees accepted their chairman's role and they were then sent all available written information on the presentations in their sessions (abstracts or 'short papers'), plus a copy of their speakers' Presentation Requirement Forms. In the few cases where chairmen did not actually show up during the Congress, their places were taken by members of the Committee or other appropriate delegates.

2.2.6 Acknowledgement of help. Following the Congress, thank you letters were sent to all invited speakers, seminar convenors, and session chairmen.

2.3 Comments on Subcommittee decisions and procedures

1. The decision to delay informing contributors whether they had been included in a paper or a poster session may have contributed to the satisfying result that over 90 per cent of accepted submissions appeared in the published proceedings as 'short papers' (98 per cent of the papers listed in the provisional programme; 81 per cent of the listed posters; and 85 per cent of the listed seminar contributions). Intuitively, it seems unlikely that 81 per cent of poster authors would have produced a camera-ready short paper had they been forewarned of the additional requirements for a poster presentation of their work. However, this policy also produced a few cases of confusion and annoyance, when authors realised that they had been included in a poster session. Confusion usually derived from foreign speakers' mis-interpretation of our request for a short paper as acceptance of their work for oral presentation. Annoyance usually derived from authors' difficulty in obtaining financial support from their employers, 'simply' to present a poster. This was particularly true for members of a

group, whose employers felt that any group member could speak to a poster.

The Subcommittee kept firmly to the policy that posters and papers had equal status in the programme, and resisted initial attempts by authors to be rescheduled. Letters explaining this policy were sent to any author who expressed discontent. To enhance further the status of posters they were listed first on each day of the provisional and final programmes, before the parallel paper sessions were shown. These measures appear to have operated satisfactorily in that only three or four authors are suspected to have withdrawn their poster or failed to obtain support for their attendance. A very small number of posters were, in fact, rescheduled as papers just prior to the Congress, when it became necessary to fill specific gaps in the parallel sessions. However, our experience has appeared to justify the initial firm decision not to assign second-class status to posters.

2. The decision to set a relatively lax criterion for initial acceptance of contributions also seems to have been justified by the complimentary remarks received on the Proceedings and by the high attendance figures. Abstracts were largely rejected only on the dual criterion of:

- (a) being written in incomprehensible English, and
- (b) describing work which was really outside the field of ergonomics.

A few very late entries were rejected because there was no suitable space for them in the programme. Otherwise, contributions were considered for presentation right up to the time of the Congress and submission deadlines were simply regarded as devices for producing most of the required material on schedule. This placed a burden on the Subcommittee, in that the programme had to be continually updated and correspondence with contributors, by means of circular letters, could not be phased neatly to avoid overlapping commitments. However, the end product of a full and interesting programme was favourably received and there was no serious adverse criticism of the fact that some clashes of interest among the 6 parallel sessions undoubtedly occurred.

3. The decision to keep contributors fully informed of future actions when corresponding with them by circular letter was a two-edged sword. It certainly kept delegates up to date on our plans, but it may have

produced annoyance or uncertainty when actions slipped behind schedule. This possibly occurred when delays were experienced in publications of the outline and provisional programmes, although no serious criticism was received on this issue. On balance, it seems preferable to publicise future plans and live with the consequences of any departure from them.

4. Setting the Registration deadline at 1st June 1985 produced considerable stress on certain members of the Subcommittee in connection with the allocation of rooms to sessions and preparation of the final programme. Given the delayed publication of the Detailed Provisional Scientific Programme, an earlier Registration deadline was clearly out of the question. However, it would have been advantageous for the Committee to have set the deadline at, say 1st April. This would perhaps have been acceptable if the Second Announcement had been published in January 1985, containing full information on speakers and the titles of their papers. In the event, the Chairman's absence abroad during November/December 1984 prevented this happening. Perhaps one advantage of producing both an outline and a detailed provisional programme was that it maintained a steady flow of publicity about the Congress.

3. PUBLICATION OF THE CONGRESS PROCEEDINGS

Following established Society policy, considerable effort was given to the publication of as complete a version of the proceedings as possible in advance of the Congress. After long discussion it was decided to request from authors a three-page, camera-ready, 'short paper' on their contribution, whether it be a paper or a poster. This was considered to be the best compromise between the length of paper authors were likely to write and the length of paper which would adequately describe the work reported. The action plan, agreed with the publishers by contract, which was closely adhered to, was as follows:

2/10/84	- Authors kits distributed
28/ 2/85	- Deadline for receipt of 'short papers'
31/ 5/85	- Edited copy to Taylor and Francis
28/ 8/85	- Bound proceedings to Meon
2/ 9/85	- Distribution to delegates

Following their receipt by the Chairman, copies of the camera-ready papers were distributed for refereeing and editing by relevant members of the Committee, who also added 3 or 4 appropriate keywords, to identify the paper in the Proceedings Subject Index. Papers which did not comply with the strict constraints on length and format were returned immediately to their authors for correction. It is recommended that future congresses request two copies of the abstract which should include the keywords. Early receipt of these helps in the structuring of the programme.

Between 30 and 40 per cent of the camera-ready papers required some form of correction. This ranged from minor changes in spelling and wording to major transcriptions into acceptable English, followed by retyping of the complete text. The Organising Committee allocated £300.00 to this exercise, but in the event Taylor and Francis covered the total cost of editing and retyping.

A reasonably acceptable compromise seems to have been achieved between the publication of a high-quality volume with a useful life of at least five years, and the expenditure of totally unacceptable amounts of time, effort and money on perfecting the manuscripts. All oral and written feedback on the Proceedings has so far been complimentary.

The title of the Proceedings, "Ergonomics International 85", was coined by the Subcommittee and adopted following consultation with the Editor of *Ergonomics International*, the IEA Newsletter.

Following tradition, the Plenary Addresses (with one exception), were published in a special issue of *Ergonomics* (Vol. 28, no. 8, 1985), which was distributed at the Congress. This also contained indexes of all authors, subjects and institutions represented in the Congress Proceedings, thus providing a comprehensive summary of who is doing what, where, in ergonomics in the 1980s. The indexes of authors and subjects were also included in "Ergonomics International 85".

3.1 Summary statistics* on the programme and proceedings

Contributions offered	405
Contributions accepted:	390
as papers	196
as posters	96
in convened seminars	98

Papers presented/withdrawn	174/22
Posters presented/withdrawn	88/8
Seminar contributions presented/withdrawn	89/9
Camera-ready manuscripts published:	353
of papers	192
of posters	78
of seminar contributions	83

[* Figures are approximate in some cases, since contributions were being offered, accepted, or withdrawn through to the final day of the Congress.]

3.2 Conference Proceedings

"Ergonomics International 85" produced favourable comment from delegates and other readers. In addition to each delegate purchasing a copy, 141 have been sold during the 9 months after the Congress. The camera-ready copy was delivered to Taylor and Francis on schedule. However, these achievements were not accomplished without seriously disrupting the normal work of certain of the editors, in addition to occupying much of their spare time between March and May 1985. Problems encountered derived largely from foreign authors whose command of English was really inadequate for the preparation of scientific text in that language. The Subcommittee decided that a high-quality publication would be possible only if the edited copy which was unacceptable and which would obviously not be improved by returning it to the author was retyped. This resulted in the editors rewriting and having retyped between about 30 and 40 per cent of the so-called camera-ready copy.

If future organisers of IEA Congresses attempt to follow the Society's example of publishing proceedings, they should realise that an acceptable product will result only from the expenditure of considerable amount of time, effort and money. Publishing camera-ready copy as received from authors will never result in useful Proceedings from IEA Congresses.

It is essential that authors provide telex, fax, home and workplace telephone numbers in order that communication delays be minimised, especially when authors are overseas.

4. SCIENTIFIC SECRETARIAT

4.1 Introduction

In this section a number of items are covered which relate to the running of the scientific programme as a whole. Many of the points are specific to the use of the Bournemouth International Centre (BIC), although the procedures adopted could be applied to other large conferences held elsewhere.

4.2 Scientific Secretariat

The members of the Scientific Secretariat were all students at UK universities studying approved ergonomics courses. They were recruited by contact with the university departments or in response to an advertisement placed in *The Ergonomist*. Preference was given to students who were financing their own studies and to those who were on postgraduate courses, although mature undergraduates were considered. A requirement was that they offered a second language to at least a good conversational standard.

Eight postgraduate and one undergraduate students made up the Secretariat, who between them spoke French, Dutch, German, Portuguese, Spanish and Swedish. French was the most widely used language during the congress. There was an additional need for Polish and a delegate offered his services in response to an advertisement in *The Ergonomist*. The need for translation facilities cannot be over-emphasised. Because of the complexity of the programme, many of the overseas participants needed extra explanation, often in their native language.

There was a need for delegates to be able to identify readily members of the Secretariat so whilst on duty all members wore red T-shirts with the congress logo on. The two coordinators who were members of the Organising Committee, also wore red. This was very successful, though the coordinators through being so very readily identifiable were never off duty.

4.3 Duties of the Scientific Secretariat

Previous experience of running scientific programmes led to a core of duties being specified. Extra duties were necessary because of the complexity of the programme, the needs of overseas delegates and the problems associated with the congress venue.

The main duties identified were:

- setting up scientific programme facilities
- erecting sign posting
- organising rehearsal times for speakers and chairmen
- attending rehearsal periods, loading slides and dealing with requests for AV aids
- attending each session to operate a-v aids, acting as steward and chairman's runner
- collecting posters from delegates and mounting them prior to session, removing and returning to delegates after session
- manning sales point for T-shirts etc
- providing interpretation facilities
- dealing with enquiries about scientific programme and those of a more general nature.

Having specified the duties to be performed the size of the Secretariat could be determined. This was based upon the need to have one member in each session, giving the requirement for 6 members. One extra person was needed to perform other duties or be resting. In addition there were 2 coordinators. Owing to the last minute increase in the number of delegates and the easing of financial constraints, the size of the Secretariat was increased to 11 (9 students and 2 coordinators). With hindsight this should have been increased to 17.

4.4 Detailed comments on duties

4.4.1 Setting up scientific programme facilities. Setting up commenced on Saturday afternoon prior to congress opening on Monday. During this period the Secretariat received training on the use of audio-visual equipment, established procedures for a number of items, worked out duty rosters, collated outstanding items for chairmen and undertook a variety of tasks in support of other members of the Secretariat. Sign posting was erected during this period (see 4.4.2). One of the most important functions of this pre-congress period was to allow the Secretariat to develop into a team capable of self-leadership and motivation.

4.4.2 Erecting signposting. All the required signposts had been identified on prior visits to the BIC and had been prepared in advance. A small number of additional signs were made up on site. The time

allocated for signposting was adequate but even so it can place a considerable workload on the Secretariat. The signposting referred to here was that designed to direct delegates around the conference centre and to the main hotels. Signs were erected by motoring organisations to direct delegates from the edge of town to the conference centre.

The major problem with the site signposting was the difficulty in gaining access to the correct rooms at the required time - thus making a difficult and time consuming task more so.

4.4.3 Organising rehearsal times for chairmen and speakers. Pre-congress it was agreed that the rehearsal period for each session would take place two sessions in advance. One rehearsal room per site was allocated (one in BIC, one in Highcliffe) and rehearsals were held at the same site as the relevant session. This period was intended for chairmen to meet speakers, for slides to be correctly loaded into 35mm trays and for other AV equipment to be rehearsed.

On registration each speaker and chairman was identified by the Secretariat and referred to the Secretariat desk. A prepared sheet was distributed with the time and location of the rehearsal period shown.

The system worked well though failed to cater for those speakers who attended for one day, and hence could have missed their rehearsal period. A certain amount of flexibility was required to deal with this and to ensure that all speakers had met their chairman prior to the session. Ideally all speakers and chairmen should have been notified before arrival at the congress of the times allocated for their rehearsal period.

Each rehearsal period was attended by one member of the Secretariat. All 35mm slides were loaded into the projection trays and using preprinted labels the session number, speaker's name and room were entered. Each loaded tray was checked in projection. Following each session all loaded slide trays were returned to the rehearsal room for collection by the speakers.

4.4.4 Attending each session as AV operator, steward and chairman's runner. Before each session the slide trays were collected from the rehearsal room and taken to the session room, they were returned at the end of each session. The member of the Secretariat present in each

session acted as AV operator, loading the projectors and ensuring that each speaker knew how to use the equipment, and dealt with any problems that arose during the session. Any major technical problems were dealt with by the AV company staff who were present throughout the week. Special AV such as 16mm film or videos were also dealt with by the professionals.

In several cases the role of steward resulting in barring people from the session once the room capacity was reached. Normally, however, the stewarding role was merely to ensure that all attendees were seated with spare seats left adjacent to the doors for latecomers. The role of chairman's runner covered numerous small tasks from obtaining more water, to seeking out lost speakers.

When the work rota was established, strenuous attempts were made to allocate members of the Secretariat to sessions of greatest interest to them, bearing in mind the need for translation facilities during the discussion periods which had to take precedence over personal interest.

4.4.5 Mounting and removing posters each evening; collecting and returning posters. Each poster presenter on registration made contact with the Secretariat. Details of when and where to hand in their poster were given out. Each presenter was to hand their poster in by 1700 hours on the day prior to presentation, and collect it by the end of the congress. Inevitably some posters arrived late, i.e. the one day delegate.

The putting up and removal of posters took more time than was expected. Despite instructions to the authors many posters were presented in numerous small sheets, thus requiring considerable consultation with the authors regarding the correct layout. The point cannot be emphasised too much that poster presenters should either put up their own posters or provide them on a small number of large sheets with explicit instructions regarding the layout. It would have also been easier if a large 'dustbin' had been provided and the presenters had left their posters there and collected them from another 'dustbin' the next day.

The need for translation was greatest for the posters. In a number of cases the author arranged times when a member of the Secretariat would be available at the display to assist the author in answering questions.

4.4.6 Manning sales point for T-shirts etc. A number of items were offered for sale during the Congress. These included T-shirts and sweatshirts, stickers and proceedings (available only to a small number of delegates). In addition a photocopying service was offered to delegates.

4.4.7 Providing translation facilities. The number of languages provided by the Secretariat was adequate to deal with the majority of delegates. The essential languages were French and Polish. In retrospect there was a need for Japanese translation.

Translation facilities were used on registration and in assisting poster presenters with questions. In the main sessions there was little call, though a careful watch was kept on the nationality of speakers, and where potential problems could have occurred, the Secretariat member attending the session was selected for language ability.

4.4.8 Dealing with general enquiries on the scientific programme and of a more general nature. The Secretariat desk became a general enquiry point for all delegates. In addition to this enquiry desk Meon had two points of contact for delegates - the registration desk and an enquiry desk.

4.5 Audio-visual equipment

The AV equipment and two operators were provided by an outside contractor, and they dealt with all AV equipment other than 35mm projectors and OHPs.

All presenters had been asked prior to the congress to supply details of their AV requirements. This resulted in numerous problems, particularly with video equipment. Despite specifying the type and standard of equipment available several presenters arrived with tapes of different standards. This point cannot be emphasised enough, the number of different standards for videos is considerable, and even equipment of the same type does not operate on the same standard throughout the world.

The use of OHPs also caused problems, but in this case for the audience. The quality of OHPs was as usual poor, and consideration should be given to banning OHPs.

4.6 Room allocation

Rooms were allocated to sessions by the organisers who used a combination of experience and a small sample of delegates stated preferences. As the number of delegates increased considerably over that expected there were difficulties with the size of the session rooms. There was a lack of rooms seating 80-100. This was a problem peculiar to the BIC and should not apply elsewhere.

4.7 Communications

For the first time CB radios were used by the Secretariat. For a twin site operation this was essential and proved to be invaluable. All organisers and prime locations should be linked by some form of communication, and CB type radios have numerous advantages.

4.8 Other comments

Supplements were printed at the last possible time for both the delegates list and the scientific programme. Changes to the programme during the congress were minimal.

5. SPONSORSHIP AND EXHIBITION

5.1 Sponsorship

This area of responsibility was seen as a very important one for the committee and a subcommittee was formed to promote sponsorship.

From the early stages of organising the Congress, the many imponderables, especially those relating to the likely number of delegates and conference fees, encouraged the view that confidence in a financially successful congress would be reinforced through a sizeable level of sponsorship. Hence a great deal of thought and effort was devoted to this end.

One of the major factors identified as being important in attracting sponsorship was making the correct approach to potential sponsors. This would include the benefits which the Congress could offer in exchange. Another major factor was the timing of this approach, prior to funds for public relations and marketing being fully allocated.

In August 1983, the Chairman of the Subcommittee contacted the Marketing Managers or Public Relations Managers of a number of large companies known to promote the research and application of ergonomics in order to ascertain how they would receive an approach for sponsorship and for advice on the best strategy and terms to use in that approach.

At an early date it was understood that a large area, the Hampshire Suite, at the Wessex Hotel would be available for an exhibition. One inducement to sponsors would therefore be free exhibition space. The space was estimated to accommodate twenty exhibitors. The subcommittee then prepared a package of information to be distributed to a selected list of potential sponsors, all known to have some connection with ergonomics. Before the package was finalised whilst awaiting the printing of the headed note-paper, the Organising Committee was informed that under new management the terms and conditions for the use of the Wessex Hotel had been fundamentally altered. Amongst the changes was the unavailability of the proposed exhibition area.

With the loss of this facility, the subcommittee had to delay the launch of the appeal for sponsorship until an alternative exhibition area could be identified and agreed. Regrettably, the securing of the exhibition area within the Tregonwell Hall was not achieved until late November 1984. The provisional allocation of space allowed for 14 places each of 3x3 m, hence the maximum number of offers of spaces to potential sponsors was limited to 14. This space restriction forced a severe limitation on the number of potential sponsors who could be approached at any one time, since free exhibition space was retained as one of the attractions to potential sponsors. In retrospect this may have been counter-productive because a good response from sponsors would have enabled alternative exhibition space to have been hired.

In mid-December 1984, the active sponsorship appeal was launched. In the first round twenty companies were contacted, first by phone to speak directly with the appropriate publicity and marketing executive, then to post the sponsorship appeal package to them. After a period, if no reply was received, the executives were contacted again by phone. When a negative response was received, another company on the list was chosen to be approached. A total of thirty-two firms was approached. In the vast majority of instances the reason given for rejection of our appeal was that their budget had already been committed for 1985, often as early as April/May 1984.

The results of the sponsorship appeal are given in the financial summary.

5.2 Exhibition

The original ideas regarding the exhibition ranged from an ambitious semi-commercial 'open' exhibition of products and services to a 'closed' exhibition for attendance by Congress members.

The key factors which would decide the option taken would be the exhibition area obtained and the lead time for soliciting exhibitors. Unfortunately, exhibition details were not confirmed until November 1984 as stated above. The management of the Congress venue stipulated that no charge could be made by the Congress to an exhibitor for a site. The cost of providing electric power points and extra lighting would be charged to the Congress and these charges could, however, be passed on.

5.3 General observation

Organisations approached for sponsorship at an early date, that is, in 1983, wished to know how they would benefit through linkage of the scientific programme to their business activities. Similarly, the media expressed an interest only when they could read titles of papers and identify topics attractive to their public.

IBM mounted a new and very good exhibition which had been devised in the USA and especially flown to the UK for the Congress. This was one of the highlights of the exhibition.

Despite notification from six federated societies that they would mount an exhibition, only one appeared, that of the Ergonomics Society of Australia and New Zealand with publicity for the 10th Congress of the IEA.

The exhibitors are listed as follows:

British Telecom

Butterworth

Concern Complex Design

HUSAT

IBM

Institute for Consumer Ergonomics
Maltron
Organising Committee for the 10th IEA Congress
STR
Taylor and Francis
The Robens Institute
Wiseprise Books Exhibitions

Although the exhibition was small, it was considered successful.

6. TECHNICAL VISITS

Organising these proved much more difficult than originally envisaged. Not many ergonomics establishments are within a maximum of one and half hours coach drive from Bournemouth. Most in the 'catchment area' were contacted, but all those connected with the defence industries (both government establishments and private firms) regretfully declined to offer a visit for security reasons. In some firms, due to commercial pressures and changes in staff, early tentative offers that had been made were withdrawn.

However, through the contributions of various members of the Organising Committee, five industrial visits were offered. Only one had to be cancelled due to lack of interest.

130 places were available on the programme of Technical Visits. Ergonomics and Materials Handling Research Unit (EMHRU) and Plessey Electronics proved to be the most popular, while the visit to the Institute of Sound and Vibration had to be cancelled due to lack of interest. As with the social programme activities, a number of individuals wished to cancel or book Technical Visits on-site in Bournemouth. The cancellation policy as advised in the Provisional Programme was adhered to for the first 2 days and thereafter the Congress Secretariat operated as a ticket exchange agency rather than a selling agency.

It is arguable that the Congress should have lasted a full 5 days, with a mid-week break on Wednesday 4 September. This would have allowed participants to relax on either a touristic excursion or a technical visit, or a combination of the two, for a half or full day mid-week. Had the Techni-

cal Visit hosts been able to cope with more than 20 participants per visit, this would undoubtedly have increased interest in this part of the programme. The requirements of most participants for at least one extra night's accommodation would have improved the negotiating position with hoteliers. The decision to place the Technical Visits at the end was taken to allow UK delegates to return to work on the Friday.

7. STUDY TOURS

It was believed that those travelling from afar to the UK for the Congress, might welcome the opportunity to increase their knowledge of some of the centres of ergonomics the UK and Europe by visiting them. As a service and to enhance the attractiveness of attending the Congress, the Organising Committee agreed to assess the demand for study tours.

The first Announcement and Call for Papers included a set of questions requiring respondents to indicate a preference for a pre or post Congress study tour and to estimate the probability of booking on a study tour should one be available. The response to this market survey was very encouraging. The analysis of pre-registrations compiled on 19 October 1984 showed that 51 and 113 people were interested in pre- and post-Congress study tours respectively.

<u>Interest in study tours</u>	
Pre-Congress	51
Post-Congress	113

In view of this, the subcommittee spent a considerable time corresponding with colleagues at potential venues in the UK, Belgium, France, Germany and Holland, and many enthusiastic offers to collaborate were received. In consequence, the subcommittee drew up plans for study tours in the UK and on the Continent. However, as some of the responses from potential hosts were received very late, details of the tours, including costs and dates, could not be finalised early enough to circulate with Congress publicity. At the December 1984 meeting of the Organising Committee it was decided to abandon study tours to venues in Holland and Germany. Only one post-Congress study tour, of UK venues, would be offered. The detailed organisation of the UK study tour was passed to Meon. However, even this tour was so poorly subscribed that it was cancelled.

This suggests that without a financial commitment, paper promises are not to be trusted and cannot justify time consuming and expensive Committee effort. Nevertheless one must take initiatives to make achievements and anticipate the occasional failure and not rule out the possibility that it might be appropriate to arrange study tours in conjunction with other Congresses.

Meon's analysis of the response to the First Announcement and subsequently of the Study Tour Questionnaire indicated that very few individuals would actually take part on the Study Tour. Nevertheless, a Study Tour with a capacity of 25 participants and a breakeven of 16 participants was organised and published in the Provisional Programme. The Study Tour was cancelled during the first week in July since only 4 people had booked to join by that date.

8. SOCIAL PROGRAMME

In planning the Social Programme, it was assumed that some 400 participants and 100 accompanying persons would be likely to attend the Congress. Normally about 10 per cent of participants are accompanied but, given the fact that Bournemouth is a seaside resort, it was hoped that 25 per cent of participants would be accompanied. In the event the figure was only 14 per cent, 77 accompanying persons.

The programme was divided into 3 separate sections. There was an excursion for accompanying persons every day - a half day on Monday and 3 full days, with a capacity of 200. As a rule of thumb, calculations are based on the assumption that each accompanying person is likely to buy one excursion although, of course, the reality is that a number of individuals purchase up to 3 excursions while others purchase none at all. Fortunately, the fixed costs were broken even on 20 people to each coach and with a total of 91 reservations, a small operating surplus was made. Despite the fact that on most days the weather was really very poor, nearly everyone who booked actually participated. The programme was apparently well received.

A total of 183 individuals booked to join the 'free' guided walks, yet only 33 individuals actually participated. Since the guides are local volunteers who receive no remuneration, the low turn-out was extremely disap-

pointing. Although this can be partially explained by the bad weather putting people off, it is equally likely that the majority of people booked for a walk leaving at 2.30 on Sunday afternoon and in the event failed to arrive in Bournemouth until after that time. Individuals are much more likely to attend, having already booked, if they have had to pay even a nominal sum for such an activity.

With the exception of the 2 receptions on Sunday and Monday evenings, both of which were attended by 550 participants and accompanying persons, a barbecue, a dinner and a 'pub crawl', with a total capacity of 516 places were planned. The barbecue had to be restricted to 120 places, being the number who could be accommodated in the event of rain, and this was completely sold out. The first pub crawl was so popular that a second pub crawl was operated following the reverse route, and both were almost completely sold out. 50 per cent of the participants at the Congress attended the Congress Dinner. Traditionally, this is the evening activity which participants make a point of attending. In practice this type of group catering is often rather disappointing because the chosen menu is usually rather bland, the service often takes a long time and prices seldom reflect substantial quantity discounts.

In the view of the Conference Secretariat the problem with offering such activities to a mixed home and overseas audience is that the UK element will always perceive the event as being expensive, since they would be able to organise similar activities - in their own view - less expensively, because they will always discount the cost of their own time in making the arrangements and will fail to add in any of the costs other than the obvious catering cost. Overseas participants, on the other hand, invariably find that the events represent good value because they would have no other opportunity for engaging in such an activity (the same actually applies for the home participants as well). The result is that the price represents a compromise - it covers the catering, the venue costs, the transport, the escorts' and drivers' time and out of pocket expenses, and makes some contribution towards the cost of inspection visits, reservations, invoicing and ticketing. An important cost, the cost of entertainment (in the case of the barbecue, Master Gordon the minstrel), is only allowed for once a certain level of sales had already been achieved. This approach presupposes that participants will be able to entertain themselves, given the food, the transport and the surroundings. This is by no means necessarily the case. Meon's experience, and the experience of overseas conference organi-

sers, strongly suggests that one should ignore the wishes of the home participants in planning a social programme and one should cater primarily for those from overseas in order to produce a high cost, high quality programme incorporating professional entertainers. Ultimately the participants wish to be entertained, and good professional entertainment is never cheap.

One thing that is important is not to build up participants' expectations that they will receive a high level of entertainment when this in fact is not the case.

9. HOTEL ACCOMMODATION

An analysis of the response to the 'Call for Contributions' indicated that 60 per cent of participants would require single room accommodation, and that the requirement based on price/quality would be approximately 20 per cent in First Class hotels, 50 per cent in Tourist Class with the balance of 30 per cent in Budget Class hotels. It was also seen as probable that the average length of stay would be no more than 5 or 6 nights.

The first week in September is still the 'high' season in Bournemouth, where only 10 per cent of hotel rooms are single rooms. At this time of year, the majority of hoteliers (apart from the management of the 4 and 5 star properties) anticipate that their 'average' booking will generate revenue on the basis of 2 persons in each bedroom on a bed, breakfast and dinner basis for a 7 night period - Saturday-Friday night inclusive.

It was considered essential that all the hotels used were within a short walk of the Bournemouth International Centre and of each other. Negotiating within these constraints, Meon were able to contract on a bed and breakfast only basis in excess of 300 bedrooms - 25 per cent of which were single rooms or sole occupancy twins - on the basis of a review/release date of 15 June to give hoteliers a reasonable opportunity to sell any unsold allocations. The allocation between grades of hotel was based on the First Circular response. Budget hotels (guest houses) sell 'direct', without leaving a retailer's margin, thus an average booking fee of £2.00 per night was added to these prices.

An internal matter for Meon is whether the booking fee revenue compensated for the additional administrative work involved in providing hotel

accommodation in the budget category. In total, 71 different room descriptions and prices were input into Meon's computer reservations system. Since two hotels, the Highcliff Hotel and the Wessex Hotel, accounted for over 150 rooms, this represented an average allocation of 2.52 rooms for each different room description/price.

Despite the explanation of the hotel room availability in the Provisional Programme, only 10 participants agreed to share twin-bedded accommodation; less than 50 per cent of the requests for accommodation were received by the release date (15 June).

Ultimately, 70 per cent of the demand was for single rooms and the average length of stay was only 4.77 nights. This meant that the business being offered by the Congress was most unattractive to Bournemouth hoteliers - one hotel even rejected reservations which we had confirmed to participants - and we were obliged to refuse to reserve accommodation for some individuals who asked for less than a 4-night stay:

Two factors allowed supply to be matched to demand as closely as Meon achieved.

- (a) The willingness of the Wessex Hotel, from the time when we started to get into trouble, to allow the Congress use 76 per cent of their rooms as single or sole occupancy rooms - this represented a commitment by the hotel's management to the Ergonomics Congress in particular and the concept of conference business in general, this has not been adequately recognised.
- (b) The poor British summer which depressed competing demand from British holidaymakers allowed Meon to convert some of the twin-room allocations into twins for sole occupancy and to pick up new 'sole occupancy' allocations in the vicinity of the Pavillion.

Naturally the sole occupancy rooms cost more than the single rooms which were available.

Although full payment was required from participants by 15 July, Meon was 'at risk' for £20,000 of unpaid hotel accommodation on Registration Day - 1 September. All these debts, with two exceptions, were collected and other on-site operational problems were kept to a minimum. East

Europeans and others arriving without hotel reservations (total 38) took advantage of the special on-site hotel booking service which Meon set up. Three individuals complained that the price they paid for their budget class room was more expensive than that advertised by the hotel, four individuals complained that their sole occupancy twin-room cost more than the price of a single room - all appeared satisfied with Meon's explanations.

Sixty participants (20 per cent of all bookings) altered their hotel reservations while in Bournemouth - the majority leaving a day early. Once this pattern was perceived, individual hotels adopted the following policies - First Class hotels full refund, Wessex Hotel 50 per cent refund, Tourist and Budget Hotels no refunds. Meon refunded, as appropriate, all these participants before they left Bournemouth.

In total some 610 participants and accompanying persons were likely to have required accommodation in Bournemouth., The Congress Secretariat reserved accommodation in advance for 400 individuals (being 65 per cent of the total) including 95 per cent of all accompanying persons, and made on-site reservations for an additional 50 who arrived without pre-reserving accommodation. A small proportion of the remaining 27 per cent were accommodated by overseas travel agents, in particular West German and Japanese groups, with the balance - predominantly British - making their own arrangements.

10. FINANCIAL REPORT

10.1 Introduction

The Congress was satisfactory financially, providing a surplus of just under £20,000, approximately 20 per cent of the turnover.

The scope of this report is limited to those financial aspects of the Congress concerning the ES and the IEA, namely the costs of the organisation, publicity, registration and staging of the Scientific Programme.

In the sections that follow details of income, expenditure, budgeting and cash flow are summarised and the use of professional conference organisers and administration of a joint bank account are discussed.

It is intended that this report should supplement the Congress accounts and thereby give background to the financial statements. It is provided primarily for the benefit of future organisers of international ergonomics meetings and the Honorary General Treasurer of the ES.

10.2 Financial statements

The financial statements prepared by Meon, dated 8 November 1985, include virtually all the Congress transactions. These statements are included in the appendix and have been approved by an accountant (see Appendix 2). They may therefore be accepted as the true record of the Congress accounts. Items of income and expenditure after 8 November 1985 arise from interest earned in the bank deposit account, committee expenses and insurance. Details of these will be reported by the Honorary Congress Treasurer to the ES when appropriate.

The financial statements (Appendix 2) show that an income of £92846.19 and an expenditure of £73166.16 provided a surplus of £19680.03. Thus the surplus represents 21.2 per cent of the Congress income, excluding that from accommodation, social events, etc, which were the responsibility of Meon. A detailed analysis of income and expenditure is available on request from the Congress Treasurer.

10.2.1 Income. Three sources of income are defined. Registration fees accounted for £85,945.00, donations (sponsorship) accounted for £4,850.00 and the sale of Congress goods, Proceedings and interest receivable from the bank accounted for £2,051.19.

The income from sponsorship is disappointingly low, although it is, in effect, greater than the sum of £4850 shown. There were two other sponsors, Taylor and Francis Ltd and British Airways plc, who did not make cash contributions. Taylor and Francis provided assistance with the production of the Congress Proceedings (£706) and paid for the shoulder bags used as Congress document cases (£1717). British Airways provided travel with extra baggage allowance to R.Sell and C.Andrews to the value of approximately £750. Set against sponsorship is the sum of £111 which was the cost borne by the Congress on behalf of the Standard Telephone and Radio AG display. Thus the net value of sponsorship was roughly £7912.

The bank account will not be closed until after the final committee meeting and all expenses have been paid. Until that time, some income will be earned by the capital held in the deposit account.

10.2.2 Expenditure. The five largest items of expenditure, all exceeding £5000, accounted for more than 75 per cent of the total expenditure.

10.2.2.1 Payments to Meon totalled £20,920.08, not an unreasonable sum for the services provided by Meon but at £35.60 per registrant it is somewhat in excess of the £25 suggested by Meon as a very rough estimate in mid-1982.

A large payment, which had not been budgeted, of £3528 was made to Meon after the Congress to cover the cost of staffing the Registration desk.

10.2.2.2 Congress Proceedings cost £12,721.72, i.e. 508 books at £20.84 and 427 journals at £5.00.

10.2.2.3 Printing and stationery for the Congress cost £8839.73. This included First and Second Announcements, Provisional and Final Programmes, Lists of Delegates, letterheads, slips, etc.

10.2.2.4 Committee meetings and associated expenses cost £6882.73. The first meeting was held in January 1982 and this sum includes provision for the final meeting yet to be held. The activities of three committees - the Organising Committee, the Scientific Programme Committee and the Publicity and Sponsorship Committee, are covered.

10.2.2.5 Committee expenses at Bournemouth amounted to £6849.91. These expenses include the cost of accommodating the Officers of the IEA (4 star), the Organising Committee and Proceedings editors (3 star), accommodation and travel expenses of the Scientific Secretariat etc. In retrospect, it would have been impossible to run the Congress without the contribution of all those committee members who attended.

10.2.3 Surplus. A healthy surplus of £19,680.03, or just less than £34 per registrant, was achieved. This can be attributed mainly to the financial break-even point being 300 registrants and more than 500

finally attending. However, less than 350 of the registrants were members of societies federated to the IEA. It was a matter for concern that by the early fee deadline (1 June 1985) only about 180 registrations with payment had been received.

It was only in the two weeks prior to the Congress that an attendance of 500 or so and hence such a substantial surplus might have been predicted. However, even during that period a high attendance and income were not guaranteed because many potential registrants had made no payment. The amount of money that had to be collected at registration contributed significantly to the staffing costs referred to in Section 2.2.1.

10.3 Budget

A draft budget was prepared by Meon in February 1983. The Organising Committee decided that the proposed expenditure must be reduced and this was achieved largely by abandoning simultaneous translation and thereby saving more than £10,000. A revised budget was approved in June 1983 and turned out to be reasonably accurate. Table 1 shows, for the items where comparison is possible, the actual expenditure and that budgeted for the particular item in June 1983. Fixed and variable expenditure have been combined where appropriate.

Table 1: Actual expenditure and budget (in 1982) comparison for certain items (to nearest £10).

<u>Item</u>	<u>Expenditure (£)</u>	<u>Budget (£)</u>
Printing & stationery	8840	9105
Distribution	2830	4990
Venue & signposting	3830	3650
AV equipment	2860	1540
Interpreters	520	1000
Hospitality	4820	6300
Proceedings	12720	11750
Committee meetings	6880	7620
Committee Congress expenses	6850	7000
Fees to Meon	20920	13600
Insurance	930	2000
Audit	380	2300
<u>Total</u>	<u>72380</u>	<u>70855</u>

Almost all the total expenditure appears in Table 1 and the close agreement between expenditure and budget is attributed to Meon's expertise in drawing up the budget and to the Congress Treasurer's monitoring of the expenditure. This was facilitated by the Congress Treasurer monitoring expenditure, producing financial summaries and tabling them at Organising Committee meetings. An example of a financial summary is given in Appendix 3. By monitoring actual income and expenditure closely the financial balance at the end of the Congress could be predicted with some confidence and control of, or adjustments to, expenditure could be made as appropriate. For example, the Congress Welcoming Reception could be made more or less lavish, or committee expenditure restricted, or on-site expenditure such as hiring a minibus when it rained, could be sanctioned.

10.4 Cash flow

A graph showing the approximate Congress income, expenditure and balance is given in Figure 1 in the Summary Section. The values plotted are for the ends of the months shown. Note that there are changes of scale on the axes and values are not available for every month.

The graph illustrates the importance of cash flow and the element of 'risk' which organisers of international meetings can run. Approximately £15000 had been expended in the 3½ years prior to the Early Fee deadline of 1 June 1985. Against this outflow £15000 was received during the 3 months prior to 1 June 1985. Thus the long period of negative cash flow was not reversed until shortly before the Early Fee deadline.

Thereafter, cash flow became positive and the concern was focussed on the element of risk attaching to the Congress organisers. It was anticipated that a further tranche of £60000 would become payable in the month prior to and the month after the Congress. The majority of this expenditure was fixed (in the run up to the Congress, firm quantities had to be advised to suppliers, turning 'variable' expenditure into 'fixed' expenditure).

It was essential to generate sufficient income to cover this expenditure, and it was not until the week prior to the start of the Congress that total income received equalled total actual and forecast expenditure. In consequence, the risk continued to be high until the last moment, and was aggravated by the fact that there was no provision in the expenditure budget to allow for any unforeseen contingencies.

Despite 'chase' letters being sent to debtors, £16000 was still outstanding at the start of Registration Day. This represented amounts due from registrants who had registered and paid only a proportion of the Registration Fee. It could not, prudently, be assumed that all these balances would be collected. Everyone who arrived at the Congress was obliged to clear their outstanding balances, before receiving their documentation - a number of individuals claimed that their companies had recently forwarded monies on their behalf. They were asked to settle the debt personally, and the Congress Secretariat subsequently reimbursed those registrants whose payments arrived after the Congress.

In total there were 17 'no shows' (15 of whom were from East European soft currency countries) and thus £3000 had to be written off. Against this, £7000 was received from 39 'on site' registrants. Although a number of on site registrants were likely, this represented income which could not prudently have been anticipated.

In total £20000 was collected on site and this is equivalent to the total surplus generated by the Congress.

Cash flow, and the early collection of debts, was substantially aided by the use of the Congress Secretariat's credit card arrangements. Once authorisation had been given to debit a registrant's credit card for any monies due, these sums could be collected swiftly and the registrant advised once the sterling amount was lodged in the Congress bank account. Registrants utilising this facility were enabled to pay their debts promptly and were not inconvenienced by having to purchase sterling bank drafts.

10.5 Selecting break-even attendance and setting fees

This is a complex procedure involving studying previous attendance figures, deciding how applicable they would be at a different place and time, and then estimating how to make the attendance and fee product (these variables are not totally independent) best match the predicted expenditure. We therefore had to predict either an attendance and calculate the fees accordingly, or to set a fee which we believed to be attractive and ensure that we secured sufficient registrants to meet the budget. We chose the first option and predicted an attendance of 300. The fees were set as late as possible compatible with producing the publicity material and registration forms on schedule because as time progresses, confidence in a bud-

get (i.e. predicted expenditure) increases. The fee structure was agreed by the Organising Committee in September 1984 and then submitted to the Council of ES for approval.

The relationship between attendance, fees and Congress cost and surplus for May 1985 is shown in the table at the end of the Summary Section. A study of this table would indicate the complexity of selecting a fee to minimise surplus and yet be certain of avoiding a deficit.

10.6 Professional conference organisers

It is not necessary to justify hiring professional conference organisers because the ES could not have held the Congress, on behalf of the IEA, using just the efforts of volunteers from within the Society. One must therefore consider the disadvantages and problems of using professionals and minimise them as far as possible. The first and major disadvantage is cost - this must be negotiated and the agreed terms written into a contract. This involves compromise since a very explicit contract, which would clarify responsibilities and not be open to ambiguous interpretation, would be expensive to produce. At the outset the simplest contract would seem most appropriate but would not specify how to deal with unforeseen events. At this Congress, Meon's attitudes to refunds on social events, the cost of booking hotel rooms, and the impression created by some written material (e.g. banquet menu stated '2 glasses' of wine) may have appeared overtly commercial to some registrants. Hotel booking was a large problem of which the average registrant would have been unaware. Although Meon did not refund on unwanted social event tickets at first, they did after the matter was discussed with members of the Organising Committee. This leads on to the problems that can arise using professional organisers - they are mostly related to communication. The greater the number of people involved in organising the more time (valuable time) must be spent circulating information. Even with a high degree of delegation of responsibility others must still be informed of actions and decisions. Hence a good communications structure is essential. In the case of this Congress, it is felt that communication was good. At least one member of Meon staff attended Organising Committee meetings held every 6-8 weeks. The Organising Committee were welcome to visit Meon's premises whenever necessary and Meon's Congress Manager (H.Cornwell) was very accessible over the telephone. When he was unavailable, in the vast majority of cases either his secretary or other Meon staff passed on messages quickly and accurately, or were well enough informed to answer queries themselves.

10.7 Congress bank account

A bank account 'The Ninth IEA Congress' was opened in February 1985 at the Petersfield branch of Lloyds Bank plc using a cheque from the ES. This account is a joint account between the ES and Meon, very few transactions were made since 8 November 1985 (See Section 2), the date which may effectively be regarded as the end of Congress trading, and the closure of the account several weeks later. The account was not opened until 1985 at the request of the Honorary General Treasurer of the ES, although the Congress had been spending since 1981 (see Section 4). Until the account was opened all expenditure was disbursed through the ES General Office, following receipt of invoices, expenses, claims, etc, sent via the Honorary Congress Treasurer after approval. This enabled the Congress Treasurer to monitor expenditure and relieved the ES Treasurer of having to approve payments.

There were 7 signatories for the Ninth IEA Congress account, three from the ES (Congress Chairman, Congress Treasurer and ES Treasurer) and four members of Meon staff. All cheque books were held by Meon and any two signatures were required on a cheque. Hence cheques did not require signing by a member of the ES but control of expenditure was very effectively exercised by the Congress Treasurer who, as previously, had to approve every payment before a cheque was written to settle it. This did not apply for accommodation and social events, etc, which were Meon's responsibility only.

The interest accrued was apportioned according to the income attributable to Registration (ES)- and the income attributable to accommodation and social events (Meon) - see Appendix 1.

In the early stages of the Congress organisation there was some concern that a joint bank account could cause problems or could be abused. In retrospect this concern was unfounded. Limiting the operation of the account to be within one of the ES's financial years may have helped and it certainly avoided the problem of estimating the ES assets and liabilities in the joint account had it spanned two financial years.

10.8 Miscellaneous

10.8.1 Value Added Tax. Registration at the Congress was not subject to VAT and the ES could not reclaim the VAT paid out.

After considerable correspondence, the relevant Customs and Excise Officers (Derby - ES, Chichester - Meon) seemed satisfied that the Congress need not register for VAT. Although the ES would have liked this decision written, the Customs and Excise seemed prepared to give decisions (opinions) only orally. The reasons why the Customs and Excise were persuaded to exempt the Congress were:

- (a) the Congress was educational,
- (b) there was no declared intention to make a commercial profit.

10.8.2 Petty cash. Some months before opening the Ninth IEA Congress account an imprest petty cash float (£100 from ES) was set up to enable Meon to spend Congress money directly. This was particularly useful when a large amount of mailing was being done as it saved having to pay VAT as would have been the case if Meon had financed it and then invoiced the ES for services provided.

10.8.3 Pattern of registration. Meon were surprised at how late many of the applications arrived and how few of these late applications were accompanied by payment. They doubted that most of the non-payers would attend and so were surprised when most of the non-payers did arrive at the Congress and paid at registration. They collected nearly £20,000 in registration fees during the Congress, an unprecedented proportion of the income, in their experience, and this led to the high cost of running the Registration Desk (see Section 2.2.1 and Appendix 2). Meon were also surprised at, in their opinion, the high number of registrants from Eastern Europe.

10.8.4 Honorary Congress Treasurer's duties at the Congress. Most of the Congress Treasurer's time at the Congress was spent on three activities: dealing with queries about registration fees, buying and selling copies of the Proceedings, and taking care of the petty cash relating to the Proceedings transactions, sales of Congress shirts, sweater and publicity stickers, etc. Dealing with registration queries was the most important, as Meon staff at the Registration Desk had been instructed not to register anyone not paying the stated fee. Any deviation from this had to be authorised by the Congress Treasurer or the Chairman. This had to be dealt with on the spot and so the Congress Treasurer had to be almost permanently on call while the desk was open, especially during the first three days of the Congress. Roughly 30 queries of this nature arose, some easier

to deal with than others and many involving foreign registrants. A total of 27 Proceedings books and journals were sold to appropriate registrants; 69 journals were bought back from members of the Ergonomics Society who would have already received one copy as part of their Society subscription. The remainder of the time was spent monitoring income and expenditure and attending a few scientific sessions.

Appendix

Sponsorship and exhibition

A telephone market research was undertaken to obtain advice from the Marketing Managers or Public Relations Managers of a number of firms known to be applying ergonomics, so that the most effective strategy and appeal publicity document could be devised.

Firms selected were contributors to the 'Only Human' exhibition. The names of a contact in each firm were listed in documents available during the exhibition. The firms were

Bostrom Europe UOP Ltd (David Hale)

Ford of Europe Incorporated (Rex Greenslade, Dennis Chillingworth)

IBM United Kingdom Ltd (Peter Smith)

Lancer Boss Ltd (John Trotman)

Another firm contacted was

Northern Telecom (Dan Mothershill)

All persons contacted were very friendly and ready to give advice.

The exercise produced the following conclusions.

- (a) Compile a list of the firms, organisations to be approached, especially with regard to sponsorship and telephone to make initial contact with the person named as the most appropriate to whom to direct correspondence. Only commence phone contact when material is ready for distribution.
- (b) The material seeking sponsorship/exhibition must include the following:
 - (i) information on the IEA and federated society, especially relating to its prestige, influence on government agencies, industry, etc, achievements,
 - (ii) influence of ergonomics/human factors,

- (iii) international membership and standing of members
 - (iv) firms employing ergonomists (nationally or internationally known),
and
 - (v) names of firms etc, which have sponsored other IEA associated conferences.
- (c) The letter to attract sponsors must not mention any specific sums of money nor present a shopping list. Direct letter to win provisional agreement to sponsor.
- (d) Arrive at level and specifics of sponsorship in personal meetings after provisional agreement has been obtained.

The Secretariat was approached by Wisepress Ltd of the UK and The Report Store of the USA, organisers of book exhibitions for exhibition space. Wisepress Ltd and The Report Store were put in contact. The result of their discussions was an agreement by The Report Store that Wisepress represent them at the Congress. Wisepress agreed to make a contribution of £250 towards the Congress expenses for the opportunity to exhibit. They required three of the designated spaces. IBM mounted a new and very good exhibition which had been devised in the USA and specially flown to the UK for the Congress. This, clearly the highlight of the exhibits, demonstrated the depth of IBM's dedication to ergonomics in research, application and education. The size of the IBM exhibit necessitated that it be sited in an area to the left side of the Tregonwell Hall, the main lecture area. This gave it the prominence it deserved.

The original exhibition sites were reduced to 132 when it was found necessary to locate the projection equipment in one of the sites.

ACCOUNTANT'S REPORT

Gentlemen

Ninth Congress of the International Ergonomics
Association held at Bournemouth, England
2nd - 6th September 1985

In accordance with the instructions received from Mr. D. O'Neill, Hon. Congress Treasurer, I have examined the records maintained by Meon Conference Services in connection with their management of the above conference based on the contract signed on 13th March 1984.

I report that the annexed accounts are in accordance with these records and, together with the accompanying schedules, in my opinion, give a true and fair view of the financial results of the conference.

It should be noted that the accounts relate to the period ended 8th November 1985 and the Balance Sheet is stated at that date. Since this date a further small credit may accrue by way of bank interest and certain final payments of creditors and receipts from debtors will occur.

The only contentious item that arose during the auditing was in connection with the staffing of the registration desk at the conference. It appears that there was a misunderstanding as to whose financial responsibility it would be to provide this service. The contract was not explicit on this matter and the cost was not included in the agreed budget. However, due to the success of the congress, the efficient handling of the registrants and the relatively modest charge, I understand that the organising committee have agreed not to pursue this area of ambiguity and have agreed to meet these charges.

Reg Sell, Esq.,
Chairman, Organising Committee,
Department of Employment,
Work Research Unit,
St. Vincent House,
30 Orange Street,
London. WC2H 7HH.

15th December 1985

NINTH CONGRESS OF THE
INTERNATIONAL ERGONOMICS ASSOCIATION

BOURNEMOUTH - 02 - 06 SEPTEMBER 1985

FINANCIAL STATEMENTS

08 November 1985

Prepared by the Conference Services Division of Meon Group Travel Limited
on behalf of The Ergonomics Society and the International Ergonomics
Association.

INCOME AND EXPENDITURE ACCOUNT
FOR THE PERIOD ENDING 08 NOVEMBER 1985

<u>Income</u>	SCH	£	£
Registration Fees	1		85945.00
Donations	2		4850.00
Sundry Income	3		2051.19
			<u>92846.19</u>
 <u>Expenditure</u>			
Printing and Stationery		8839.73	
Distribution		2833.91	
Congress Venue and Signposting		3829.61	
On-Site Equipment		206.40	
Audio Visual Equipment		2863.50	
Interpreters		520.58	
Delegate Hospitality		4819.97	
Congress Proceedings		12721.72	
Committee Expenses - Meetings		6882.73	
Committee Expenses - On-Site		6849.91	
Meon Conference Services		20920.08	
Scientific Secretariat Expenses		594.65	
Insurance		500.00	
Audit Fee		379.50	
Miscellaneous Expenses		<u>403.87</u>	<u>73166.16</u>
Excess of Income over Expenditure			<u>£ 19680.03</u>

STATEMENT OF ASSETS
AS AT 08 NOVEMBER 1985

	SCH	£
<u>Current Assets</u>		
Debtors	4	2518.53
Balance at Bankers and in hand		<u>26289.80</u>
		28808.33
<u>Current Liabilities</u>		
Creditors	5	<u>3254.18</u>
		<u>£ 25554.15</u>

Represented by:

Loan - The Ergonomics Society		5874.12
Income and Expenditure Account - surplus		<u>19680.03</u>
		<u>£ 25554.15</u>

.....)
) Organising Committee Members
) appointed by The Ergonomics
) Society and the 9th I.E.A.

SCHEDULE 1 - ANALYSIS OF REGISTRATION FEE INCOME

REGISTRANT	FEE TYPE	NO.	FEE £	TOTAL £
Members of Federated Societies	Early Fee	227	160	36320
	- cancelled	2	50	100
	- cancelled	3	160	480
	Late Fee	115	180	20700
	- no show	4	-	-
	- 4 surcharges	-	20	80
Other Participants	Early Fee	39	180	7020
	- cancelled	1	180	180
	- no show	4	-	-
	Late Fee	73	200	14600
	- no show	7	-	-
One Day Attendance	Early Fee	11	80	880
	Late Fee	15	90	1350
	- cancelled	1	90	90
Retired Members	Early Fee	6	40	240
	- cancelled	2	40	80
	- no show	1	-	-
	Late Fee	2	50	100
Students	Early Fee	8	40	320
	- no show	1	-	-
	Late Fee	15	50	750
British Council Sponsored	Concessionary Fee	2	70	140
Organising Committee/I.E.A. Council (excludes Mrs. Wolff)	Nil Fee	15	-	-
	Committee - Early Fee	1	80	80
	Committee - Late/Cancelled	1	90	90
Scientific Programme Helpers (excludes Meon staff)	Nil Fee	9	-	-
Plenary Speakers	Early Fee	6	80	480
	Late Fee	1	90	90
	One Day Attendance	3	45	135
Congress Guests (excludes Mayor and Mayoress)	Nil Fee	10	-	-
Journalists	Nil Fee	1	-	-
Exhibitors	Early Fee	1	40	40
Sub-Total		587		84345
Accompanying Persons	Early Fee	44	20	880
	- cancelled	1	20	20
	- no show	1	-	-
	Late Fee	27	25	675
	- cancelled	1	25	25
	Under 16 years old	7	-	-
Total		668		£ 85945

SCHEDULE 2 - DONATIONS

	£	£
British Telecom Plc		2500.00
IBM UK Trust		1000.00
Wisepress Limited		250.00
.....d*		600.00
Standard Telephone and Radio AG		500.00
		<u>£ 4850.00</u>

SCHEDULE 3 - SUNDRY INCOME

Sales of Teeshirts, Sweatshirts and Stickers		710.98
Sale of Publications		391.00
Interest receivable (net)		949.21
		<u>£ 2051.19</u>

Interest Receivable

Interest on Bank Deposit Account		2146.06
LESS		
Bank Charges - Access	138.75	
- Barclaycard	245.05	
- Current Account	<u>79.26</u>	<u>463.06</u>
		<u>£ 1683.00</u>

Apportionment:

Ninth I.E.A. Congress		949.21
Meon Conference Services		<u>733.79</u>
		<u>£ 1683.00</u>

The apportionment has been made on the following basis:

Income attributable to the Congress		
Registration Fees	85945.00	56.40%
Income attributable to Meon Conference Services		
Social Programme and Hotels	<u>66432.15</u>	<u>43.60%</u>
	<u>£ 152377.15</u>	<u>100.00%</u>

* Confidential; refer to as "Anonymous"

SCHEDULE 4 - DEBTORS

	£
Interest Receivable	2009.13
I.E.A. Committee Meeting, Bournemouth	<u>509.40</u>
	£ <u><u>2518.53</u></u>

SCHEDULE 5 - CREDITORS

Audit Fee	379.50
Bank and Credit Card Charges	11.49
Committee Meetings	400.00
Meon Conference Services	2457.44
Congress Bags	<u>5.75</u>
	£ <u><u>3254.18</u></u>

IEA CONGRESS 1985 - FINANCIAL SUMMARY

MAY 1985

TYPICAL FINANCIAL SUMMARY PREPARED

BY THE HON. CONGRESS TREASURER

1. EXPENDITURE TO DATE

1.1 To 31/12/84 10408

1.2 From 1/1/85 to 13/5/85

a) Committee expenses	696
b) Stationery	56
c) Distrib. (petty cash)	177
d) 2nd. Announcement (inc postage)	2796
e) Author's kits	572

4297

14705

2. ANTICIPATED EXPENDITURE

2.1 Fixed costs

a) Committee meetings	586
b) Accommodation at Congress	3550
c) Signposting & decoration	2130
d) A-V equipment	2400
f) Translation	700
g) Stationery	114
h) Distribution	1560
i) Fees to Meon	2250
k) Audit	1150
l) Press & publicity	524
m) Transportation	400
n) Advertising	515
o) Poster boards	1600
q) Copy detailed Prov. Prog.	2200
r) Distrib. detailed Prov. Prog.	1000
s) Meon personnel 10 days @ '64	640
(new) t) Final Scientific Programme	2000

23319

2.2.2 Variable costs (on 500 dels)

a) Printing & distrib. @ 4.00	2000
b) Reception @ 8.00	4000
c) Teas & coffees @ 4.00	2000
d) Charges to Meon	4050
e) Miscellaneous @ 2.78	1390
f) Proceedings @ 18.50	9250

22690

46009

Add on expenditure to date 14705

60714

1. Anticipated expenditure includes VAT at 15%
2. No contingency or inflation allowance made
3. Item 2.2.2(a) reduced by £4; cost of Final Sci. Prog. now in Item 2.1.t.
4. Interpretation costs from previous budgets (Item 2.1.e) of £1000 now included in 2.1.b.
5. Cost of detailed Prov. Prog. (Item 2.1.q) changed from £500 to £2200 after last Meeting.
6. Total budget last summary (Mar 85) was £59036 (£1678 less).

D O'NEILL
IEA CONGRESS COMMITTEE TREASURER
13 May 1985

Distribution: RS HW IB CA TM HC JM NS

COST TABLES

Exp. to date:14705 Pred. fixed exp.:23314
 Pred. variable exp. excl. neon fees:37.28
 Sponsorship total included:3500

N:200	Total cost:43831	Total cost per delegate:220
N:225	Total cost:44300	Total cost per delegate:197
N:250	Total cost:44770	Total cost per delegate:180
N:275	Total cost:45689	Total cost per delegate:167
N:300	Total cost:46609	Total cost per delegate:156
N:325	Total cost:47991	Total cost per delegate:148
N:350	Total cost:49373	Total cost per delegate:142
N:375	Total cost:50680	Total cost per delegate:136
N:400	Total cost:51987	Total cost per delegate:130
N:425	Total cost:53294	Total cost per delegate:126
N:450	Total cost:54601	Total cost per delegate:122
N:475	Total cost:55908	Total cost per delegate:118
N:500	Total cost:57215	Total cost per delegate:115

	200	190	180	170	160	150	140	130	120	110	100
N=200	-4931	-6876	-8821	-10766	-12711	-14656	-16601	-18546	-20491	-22436	-24381
N=225	-400	-2595	-4790	-6985	-9180	-11375	-13570	-15765	-17960	-20155	-22350
N=250	4130	1685	-760	-3205	-5650	-8095	-10540	-12985	-15430	-17875	-20320
N=275	8211	5516	2821	126	-2569	-5264	-7959	-10654	-13349	-16044	-18739
N=300	12291	9346	6401	3456	511	-2434	-5379	-8324	-11269	-14214	-17159
N=325	15909	12714	9519	6324	3129	-66	-3261	-6456	-9651	-12846	-16041
N=350	19527	16082	12637	9192	5747	2302	-1143	-4588	-8033	-11478	-14923
N=375	23220	19525	15830	12135	8440	4745	1050	-2645	-6340	-10035	-13730
N=400	26913	22968	19023	15078	11133	7188	3243	-702	-4647	-8592	-12537
N=425	30606	26411	22216	18021	13826	9631	5436	1241	-2954	-7149	-11344
N=450	34299	29854	25409	20964	16519	12074	7629	3184	-1261	-5706	-10151
N=475	37992	33297	28602	23907	19212	14517	9822	5127	432	-4263	-8958
N=500	41685	36740	31795	26850	21905	16960	12015	7070	2125	-2820	-7765