

IEA Triennial Congress London 2027

Ambition statement

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Overview

CIEHF won the bidding process to host IEA2027 in London, at the 2021 IEA Council meeting. It is a triennial event with the most recent edition being held in Jeju, Korea from 25-29 August 2024. The bid document was put together by then CIEHF CEO Noorzaman Rashid and Barbara Calderwood of professional conference organizing company MCI Group. According to the bid document, the total cost of IEA2027 is likely to be around £800k-£1,000,000 with ticket sales and sponsorship used to offset costs. The stated outcome in the bid document was to achieve a profit of £100,000 (split 50-50 between IEA and CIEHF).

This document outlines the current ambition for the event and has been created to help event companies prepare bids to be our conference partner. It has also been shared with the IEA President for comment.

Event ambition and goals

Theme

The conference theme(s) are yet to be decided but will be closely aligned to the CIEHF strategy (see <https://ergonomics.org.uk/about-us/strategy.html>). CIEHF's purpose is to help human factors professionals make life better and safer for people and society; our ambition is to put people at the centre of economic, societal and technological change.

Our current thinking is that the following societal challenges will form the basis for the conference theme(s): AI, automation, sustainable development, health & wellbeing.

Target audiences

CIEHF is committed to growing the HF profession in line with its charitable purposes. To achieve this, we need to work with professionals who already work within HF, and engage with others outside who we know would benefit from awareness and input from HF professionals in order to thrive. To support that ambition, we seek to attract the following stakeholder groups to IEA2027:

- IEA: Executive Committee itself, federated societies around the world and their members (who are HFE professionals or supporters), and organisations with whom it has MOUs
- Other professionals working under the umbrella of HFE (private individuals who are not a member of CIEHF or an equivalent national body)
- Government: health & safety, labour relations/DWP, justice/legal departments
- Civil society: charities, trade unions and pressure groups with a people-focus working in target sectors
- Allied member bodies and their members: engineering, design, health & safety
- Academia: universities and 16+ education, both teachers and students
- Companies: sponsorship and senior leader participants

The sectors where we are strongest are: defence, healthcare, safety-critical industries (eg nuclear), aviation, rail, automotive, construction, workplace, logistics and manufacturing.

Participants

We anticipate welcoming 2,000 participants in person with a 'stretch ambition' of 3,000. We are expecting around 800 papers to be submitted. There were 1600 attendees at IEA 2024 (subject to final confirmation from the organising committee); the 2021 event was virtual only; previous events had between 800-1,600 with the 2000 event in San Diego having a record 3,000 attendees.

Equality, diversity and inclusion will be an essential aspect of planning and delivery of the event. Considerations will include and not be limited to ensuring diversity in selection of speakers, venue accessibility, sustainability considerations and protecting the safety and well-being of participants.

Expectation management for CIEHF members

CIEHF hosts an annual conference for circa 300 attendees which is usually held in April in the Midlands area in the UK (2023/24 Kenilworth, 2025 in Burton-upon-Trent and 2026 in Nottingham) – see <https://ergonomics.org.uk/events-calendar/ergonomics-human-factors-2025.html>. In 2027, we will not hold this conference but will encourage CIEHF members to attend IEA2027 in London instead.

Our expectation is that ticket and accommodation prices will be higher than our annual event due London location; however, we are able to offer an international event with networking opportunities with delegates from around the world. We are confident that we will have a good value proposition for CIEHF members but must provide a compelling experience.

CIEHF members are used to having a friendly and personal experience at the EHF conference. Members are greeted often by name and we are keen not to lose that element. Regular participants also expect a 'big ticket price' that's all-inclusive which for the conference, includes an evening event on the first night, formal dinner on the second night, accommodation x 2 nights, lunches and refreshments.

Dates and format of event

- Late June 2027 is the preferred date for the conference; exact dates to be proposed based on venue availability.
- The dates for the event needs to be approved by the IEA President.
- The event will be three or four days long
- The project team are considering having 1 day reserved for site visits which would require advance sign up by delegates

Online format / use of latest technology

Having a live stream element to the programme is a new initiative for us but is standard practice for most conferences. At IEA 2024 in Korea, a standard AV service was provided to broadcast the sessions and enable online participants to submit questions. (We await data on online attendee numbers and whether recorded sessions are being made available post-event.)

We want help on how to offer an engaging online offering at IEA2027 using the latest technologies and practices for both in-person and virtual participants, without affecting the experience for the attendees there in person. For example, we could use AI to help participants build their participation plan based on their profile and interests.

We understand the benefits of offering an online format are:

- **Global Reach:** It allows the event to be accessible to a global audience, regardless of geographical location.
- **Increased Engagement:** Viewers can interact in real-time through comments, likes, and live chats, enhancing the overall experience.
- **Cost-Effectiveness:** It reduces the capacity needed for physical venues and travel, making it a more affordable option. (However, this can also impact the number of people who decide to attend in person.)
- **Extended Content Lifespan:** sessions can be recorded and made available on-demand, allowing people to watch them later.

If there is a value proposition for streaming/recording sessions, we need to consider whether we record all sessions or a selection. We seek the advice of the appointed event organiser to propose novel ideas on how to manage in-person and virtual attendance in terms of value proposition, integration and attendee experience.

Planning and Management

Roles and responsibilities

- **Project team (Organising Committee):**
 - Chair: Tina Worthy (Conference Manager)
 - Members: Becky Charles (IEA2027 Programme Committee Chair); Ben Peachey (Project oversight and IEA liaison)
 - Role: deliver successful event; prudently manage the finances (make a profit); oversight of event company; accountability to key stakeholders (IEA Executive Committee; CIEHF Council); progress reports and post-event evaluation report
- **Programme Committee**
 - Chair: Becky Charles
 - Members: 4-6 people; Becky Charles to recruit from CIEHF membership
 - Role: to design and deliver the programme for the Congress; oversight of paper review and acceptance process; oversight of remit for and liaison with IEA technical committees; keynote selection
- **Advisory Panel:**
 - Chair: tbc by IEA2027 project team
 - Members: tbc; max 12 people; non-HFE
 - Role: to provide an external viewpoint on relevance of content plans to a non-HFE audience.
- **International Advisory Group:**
 - Chair: Ben Peachey
 - 6-8 people; regional representation; recruited from IEA Council
 - Role is to ensure that we get input/ownership of event from IEA members; get feedback on both event logistics (for participants) and event programming

IEA engagement

IEA's role in event oversight is described in the MOU between IEA and CIEHF (not yet signed). Ben Peachey will be responsible for this relationship; key stakeholders for IEA are Andrew Thatcher (President), Thomas Alexander (Treasurer) and Rosemary Seva (Science, Technology, and Practice Standing Committee Chair).

Ben will provide updates to the IEA Executive Committee at their regular meetings (usually twice a year). IEA will provide advice on finances, physical requirements, organization, themes, topics, scientific speakers and other matters. IEA will need to approve the event dates, budget and plenary speakers.

Project management

The CIEHF team will use a collaboration tool (Wrike) for internal project management; we will liaise with the select event organiser to agree on any project planning tools to be used with them. Our preference is that one of their team is added to Wrike, but we are open to using other collaboration tools.

CIEHF has a documented conference process with set tasks that we can use as a starting point for building the IEA2027 project plan.

Venue management

Venue

The IEA2027 bid included ExCel as the conference venue but we are not tied to hosting the conference there; however, the venue must be in London. The event organising company is asked to identify suitable venues for consideration.

Once the venue is selected, we need to ensure that the venue contract clearly explains delegate support responsibilities between the venue, event company and the project team. Similarly, there should be a dedicated venue team for our event who we can liaise with on all matters concerning the venue.

Safety and well-being

Safeguarding at conferences is essential to ensure the safety and well-being of all participants. We will take advice from the event company on any policies and procedures we should put in place to protect attendees, including procedures for reporting concerns. We expect to carry out risk assessments to identify potential risks and put measures in place to mitigate them. This includes assessing the venue, activities, and any special requirements of attendees. We also need to ensure that all staff (CIEHF, event company and venue) and volunteers are trained in safeguarding procedures and understand their responsibilities.

AV support

We understand that most large London hotel chains with venues for this number of delegates already have AV in place and/or have recommended companies who are familiar with the space. However, we do have a preferred supplier that has worked with CIEHF on our Ergonomics & Human Factors conference for a number of years. Once the venue is selected, we will agree a process for identifying and selecting an AV supplier (or suppliers) to meet our needs with our event company.

Side events

We will need to host a number of side meetings for IEA, providing meeting rooms either at or near the conference venue. The meetings include:

- IEA Executive Committee meeting – 1-day meeting 3 days prior to IEA2027 (i.e. Friday if the event starts the following Monday); c. 12 participants

- IEA Council meeting – 2-day meeting two days prior to IEA2027 (i.e. Saturday/Sunday if the event starts the following Monday); c. 50 participants
- ISO TC159 (the ergonomics standards technical committee) annual board meeting – Andrew Thatcher (IEA President) has offered this to them; waiting for confirmation
- INCOSE meetings – to be discussed with IEA and INCOSE.

Ben Peachey is responsible for agreeing requirements for these and any other side events/meetings with IEA.

Marketing & promotion

Event branding

Event branding is crucial for creating a memorable and impactful experience. We need support to develop:

- Brand Identity: a unique logo and colour scheme that reflect the event's theme and purpose.
- Messaging: clear and consistent messages that resonate with our target audiences. This includes taglines, slogans, and the overall tone of communication.
- Visual Elements: banners, flyers, social media graphics, and stage designs to create a unified look and feel.
- Digital Presence: an event website, app, and social media posts that are visually aligned and provide a seamless user experience.
- Attendee Experience: an engaging and immersive experience from the moment attendees register to the post-event follow-up.
- Promotional Materials: consistent promotional templates for materials, including email campaigns, advertisements, and merchandise. Promotional campaigns should include content that can be shared with communications teams (IEA members, partners, sponsors).
- Feedback and Adaptation: Collect feedback from attendees and use it to refine and improve future events.

Consideration needs to be given to the positioning of the CIEHF brand within the IEA event as we are not hosting our annual conference in 2027.

Sponsorship

Finding sponsors has been a challenge for our annual conference - it can be hard to demonstrate ROI to sponsors. However, we do have a sponsor and exhibitor list to work from, as well as members who work for a range of high-profile companies from Amazon to BAE Systems and Barclays Bank.

Using our own sponsors and exhibitors list along with canvassing those at IEA2024 should give us a good starting point. Creating opportunities for specific promoted events and elements of the programme to include sponsors, would be helpful for them to see value in association. Ideas include joining panel sessions, hosting networking events or social elements of the Congress, sponsoring a breakfast. Additionally, the live streaming of the sessions plus promoting 'sizzle reels', give sponsors and exhibitors further promotional opportunities. The packages can include access to these materials for their own marketing purposes.

More research needs to be carried out to determine interest, what are the must-haves for sponsors/exhibitors to sign up and what price they are prepared to pay for this type of international

audience in London. We also have some lessons learnt from a member of the Organising Committee at IEA2017 in Florence (reputed to be one of the more successful IEA Congresses):

- “It is necessary to define the portion of the organisational budget (including the IEA loan) covered by the sponsors and how much by the registration fees. Sponsors should represent profit
- The event company helps to find sponsors and give guidance but the Organising Committee need to do the work of asking sponsors to donate money.
- The members of the organizing committee must present themselves to the sponsors in their capacity as professionals from public and private institutions, motivating them to support the event. The agency will be delegated the part of the negotiation in relation to the benefits to be proposed to the sponsor.
- The large multinational Luxottica (Ray Ban) sponsored IEA2017 but not for its product (Visual ergonomics) but to demonstrate that they are attentive to the health of their workers. The company doctors proposed sponsorship to the company managers.”

We want to attract a main sponsor for the event and seek the assistance of the even organising company to achieve this goal. We should be ambitious in our sponsorship approach and also look for lead sponsors across sectors (e.g. Defence, Healthcare) and topics (e.g. sustainability, mental health and well-being).

Communications and marketing plan

CIEHF will develop a communications and marketing plan with support from the event company.

Event logistics

Pricing strategy

We need to set the right price ticket price for IEA2027 that balances costs, audience expectations, and market conditions. Our pricing strategy will be based on:

- understanding all event costs including venue, AV, speakers, submission system, programme and app, marketing, catering and expenses
- analysing competitor pricing by looking at similar conferences in the profession (internationally) and similar format conferences in the UK (see examples below) to understand the price range and what attendees are willing to pay.
 - April 2024: software developers’ 3-day conference in London £2,240. Included continental breakfast x 3 from 7.15am, lunch x 3, conference social event on day 1 (not dinner) and closing reception on day 3. Good idea to include breakfast so people can take a room-only accommodation rate.
 - July 2024: game developers’ 3-day conference pass in Brighton £1170 (£915 for early birds) includes lunch / one-day pass £610 (£490 for early birds)
<https://www.developconference.com/event-info/passes-pricing>
- providing different pricing levels with varying benefits – these could include early bird discounts, VIP packages, group rates and discounted rates for delegates from lower income countries.

Based on the target number of delegates, we propose a breakeven point based on 1200 delegates with a proportion of discounted tickets within that number).

Ticket price – what to include

We need to determine what is (and is not) included in the ticket price based on good practice for conference and our past practice:

- You can find ticket pricing packages for our next annual event here:
<https://ergonomics.org.uk/events-calendar/ergonomics-human-factors-2025.html>
- The IEA2024 ticket packages are available here:
- Lunch was not included in the ticket price in Korea; delegates were asked to buy lunch vouchers per day (with a free lunch provided on one of the days).
- Our preference is to include lunch and daytime refreshments in the ticket price. This should include light breakfast options for those who do not have breakfast included in their accommodation.
- The EHF conference offers discounts for students and retirees. IEA offer discounts for delegates from low-income and lower-middle income countries according to the list towards the bottom of this page: <https://datahelpdesk.worldbank.org/knowledgebase/articles/906519-world-bank-country-and-lending-groups>.

Online ticket pricing also needs to be determined (see online event section above).

Ticketing

CIEHF already has a delegate registration programme that is scalable for this event and integrates with our own membership database. Tickets are purchased in GBP.

Event app and engagement data

CIEHF does not currently have an event app. We need to identify an off-the-shelf event app that can include customisation. In terms of functionality, we should consider:

- digital badging options rather than printed badges
- include networking options such as LinkedIn and social media posting (with relevant hashtags) to encourage engagement.
- in-session Q&As and polls, feedback surveys and note-taking.
- Use of scanners to check delegates into and out of streams-spaces to provide useful data in terms of topics of interest.
- Use of scanners for exhibitors.

Dinners/networking receptions

There is a requirement to have a conference event/dinner incorporating an awards ceremony on one evening – this should be priced and ticketed separately. We should explore options for hosting this dinner at a prestigious venue close to the conference venue.

There is no requirement to host other dinners but we could consider adding topic/theme-based networking dinners as an option via the event app to aid delegate interaction. There should be an opening reception (included in the ticket price) and we could also consider other networking events funded by sponsors.

CIEHF usually presents its own awards during its annual conference; as we will be presenting IEA awards during IEA2027, we will need to consider if/how to incorporate the CIEHF awards.

Accommodation planning

Delegates will be responsible for finding, booking and paying for their own accommodation for the event. We should provide a range of accommodation options close to the conference venue with booking codes for delegates to use. We should include a range of prices with cheaper accommodation options (eg partner with universities and/or youth hostel association) for students and delegates from lower income countries.

Rooms will need to be booked at the most convenient hotel near to the conference venue for VIP attendees including:

- IEA2027 project team
- IEA President, Vice President and Treasurer
- CIEHF President
- Keynote speakers
- Lead sponsor representatives

Event content planning and management

Programme content

We need to decide on a format that works for delegates. We have a successful model that we use for the CIEHF annual conference with parallel content streams and plenary sessions that run separately to the streams. The IEA2027 bid document proposed up to 30 streams, but we are now committed to a “less is more” approach, partly based on some of the feedback we received regarding the IEA 2024 programme.

IEA 2024 was predominantly delivered through paper presentations followed by Q&A sessions. Our ambition is to deliver a programme that maximises participation and interaction across a variety of formats. We have had success with different formats at our annual conference including masterclasses, keynotes, lectures, paper presentations, poster sessions, workshops and panel discussions.

Paper submissions management

We have a software application called Oxford Abstracts that we currently use for our conferences and intend to use for IEA2027.

The review process will be similar to our annual process but we will need a bigger team as we expect the volume of submissions to be higher than our usual conference numbers. The IEA technical committees are an important source for driving submissions and we expect to work with them for submission reviews.

On-site volunteer team

We currently use a ‘secretariat’ to support each session comprising two per space plus a Head of Secretariat, drawn from our student membership. Given the size and international nature of the Congress, we should consider increasing the size of the support team (and recruiting volunteers from outside the UK) although this has an impact on the budget for accommodation, subsistence and ticket sales.

Risk management

This event features on the CIEHF risk register and we need to complete a risk assessment. We will seek support from the event company to manage risk and will consider taking out insurance against financial liabilities that pose a significant risk to CIEHF.

Post-event activities

Proceedings book

CIEHF self-publishes a proceedings book for its annual EHF conference for copyright and indexing reasons – each paper is published as open access. However, the IEA uses Springer to publish its proceedings book.

IEA2024 also says that “selected full papers may be considered for special issues in prestigious journals such as Applied Ergonomics, Human Factors, International Journal of Industrial Ergonomics, and WORK”. We will liaise with IEA to agree the approach for IEA2027.

Post-event evaluation

Post- and during-event evaluation by delegates has not been a part of recent IEA Congresses; however we do have delegate feedback from CIEHF’s annual conference. We are looking for help to deliver fresh ways to gather and evaluate participant feedback in line with good practice human factors techniques.

Report to IEA

CIEHF is expected to share an IEA2027 finance report with IEA within four weeks of the end of the Congress. This should include a statement of funds due to be paid to IEA in accordance with the event agreement.