PiCAiS | Passau International
Centre for Advanced
Interdisciplinary Studies

UNIVERSITÄT PASSAU

Guidelines: Event Planning

PICAIS Event Funding & Events of Research-in-Residence Fellows
at the University of Passau, Germany

https://www.picais.uni-passau.de/en/   picais-office@uni-passau.de

The following information leaflet provides guidelines for PICAIS Fellows, hosting Professors and scholars applying for/receiving PICAIS Event Funding. It is aimed to support at various stages of planning either a PICAIS-funded scholarly event or events conducted by Research-in-Residence Fellows during their research stay.

1) Application Process (only applicable for Event Funding)

Applying for the Event
- **Collaboration is welcome**: Do not hesitate to involve other researchers, research groups or even faculties if possible.

Documentation
- **Provide detailed information**: Clearly outline the purpose, goals, and expected outcomes of your event.
- **Highlight benefits**: Explain why your event is valuable and relevant – PICAIS especially seeks to fund events that are related to one of the University's guiding themes, whereby proposals for interdisciplinary and international scholarly events are preferred.

Budgeting and Resources
- **Budget responsibility**: Ensure you have the necessary resources for a successful event. Please keep in mind that the PICAIS grant can only provide financial support and that additional sources of funding may need to be acquired.
- **Seek support**: Do not hesitate to reach out to your program coordinator or collaborator and to the PICAIS office for assistance.

2) Planning a Successful Event

Timing
- **Consider the academic calendar**: Plan events when most participants (university faculty, students etc.) are available.
- **Choose a suitable time of day**: Ensure it is convenient for your target audience.

Broaden Your Reach
- **Adapt the event title and content**: Make it appealing to a wider audience if your event is open to the public; avoid long, complex titles that may put off potential participants, and make the content of the event understandable to a wide audience.
- **Specify keywords**: Use relevant terms for inviting interested researchers.
- **Targeted Audience Engagement**: Focus on personalized engagement: Tailor content and interaction to meet the unique needs and interests, fostering a more meaningful experience. Consider to target and invite explicitly students, doctoral and post-doctoral researchers.
- **Seek support**: Do not hesitate to consult with the PICAIS office about the title and content of your event while planning.

Select the Right Venue

- **Accessibility matters**: Choose a room at the University of Passau that is easy to find and reach.
- **Size it right**: Pick a venue that is neither too large nor too small. Remember to tailor the venue and size of the event to your audience, in case of a closed event.
- **Plan ahead**: Whether you want to book the event venue yourself or if you want the PICAIS office to do it for you: plan well in advance, as the university's rooms can book up quickly.

3) Additional Considerations

Promotion and Invitations

- **Reference**: Applicants must acknowledge that their planned event must be advertised as a PICAIS event. The event will take place in cooperation with PICAIS – and jointly with the host at the University of Passau if the beneficiary is a fellowship grant recipient at the same time.
- **Please adhere to the University's Corporate Design Guidelines**: As the University has strict design guidelines, please contact the PICAIS office before designing invitations, banners, posters, etc. for your event. The PICAIS staff will assist you in making the right design choices.
- **Create a marketing plan**: Develop strategies to promote your event and discuss them with the PICAIS office. This way, sending out invitations can be distributed between you and the office.
- **Event invitations**: Send out your invitations to the event well ahead of time to allow participants to plan and attend. Make sure to use your own scientific network to advertise your event widely. You might consider sending a reminder a few days before the event.
- **Faculty involvement**: The event is to be promoted mainly through and at the beneficiary's own faculty at the University of Passau.

Logistics and Technical Support

- **Arrange technical requirements**: Ensure audio-visual equipment and internet access are working smoothly before the event starts. Do not hesitate to contact the university's ZIM (Centre for Information Technology and Media Management) and the PICAIS office for support.
- **Confirm seating and organize catering**: In case you want to organize catering for the participants of your event, let the PICAIS office know in timely matter as the catering has to be planned a few weeks ahead of time.
- **Catering**: Plan your budget according to the University's representation policy. Please note the following rates:
    - **Coffee break**: up to 12 € per active external/internal participant (please also refer to your PICAIS grant approval letter for actual rates)

Engage with Participants

- **Foster interaction**: Encourage questions, discussions, and networking during the event.

Documentation

- **Photos:** Document your event by taking representative pictures of the event which can be used for the report and the press release. Please do not forget to ask for the participants' consent.

4) Doing the aftermath

Report

- **Funding Requirement**: Beneficiaries of the PICAIS Event Funding are obliged to submit a brief (500-word) press release on their event within 14 days of conclusion of the event to picais-office@uni-passau.de.
- **Press release:** the PICAIS office can contact the University's department of communications to file a press release of the event.

Cost coverage (only applicable for Event Funding)

- **Invoice submission:** If you have been granted PICAIS Event Funding, please collect all relevant invoices and documents (provided with your grant decision) from the participants and submit them all together to the PICAIS office for reimbursement. Please note that the grants for events are awarded on an expenditure basis.

Contact Information

If you need assistance or have further questions, do not hesitate to contact us for guidance and support: picais-office@uni-passau.de