

# Guidelines for a conference website

This paper is designed to simplify and unify the process of conference planning.

As the conference website presents a window for its users, it already creates a preview of the conference. The design of the website should be reflected in the design of the printed booklet.

**Instructions are in bold**, *recommendations are in italics* and tips are in regular font. An upgrade with examples of good practice from past conferences is important.

## HOME

**On the homepage the following tabs are essential:**

Home   Delegates   Venue   Gallery   Programme   Sponsors& Exhibitors   FAQ   Contact
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*It is very practical to hire a conference programme package from one of several web conference providers for one year. Some of them also enable embedding of their service in your web design.*

Tips: [www.shdlr.com](http://www.shdlr.com) with embedded code generate

[www.shdlr.com](http://www.shdlr.com) offer these tabs:

Home   When   Where   Subscribe & Share (Sync to iCal, Outlook, Google)   Dates   Register Now   Download   Talks   Speakers   View-Grid   View-List   Legend   Sponsors and Exhibitors
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*For easy scheduling or making a free survey e.g. for string consultations you can use some freeware.*

Tips: <http://doodle.com/> for making consultations (Meeting Planner Embedded)

**The logo of the Conference should combine the ESTA logo, year and place of conference**

**Examples:**



## **Host**

**The organiser of the conference should be presented with a short history with an emphasis on why the conference is organised as it is.**

## **Theme**

**The theme of the conference should highlight the historical background, vision, goals and priorities.**

## **Shortcuts**

*The most common shortcuts are suggested. They can be hidden after completion.*

Tips: To ensure a quick search by using the “three-click” method, so the depth of tabs should not exceed three levels.

- Venue
- Financial support
- Accommodation
- Schedule
- Booking

## DELEGATES

### Call for Presentations

**Create a request for lecturers and ask for as much information about the lecturer as possible with uniform questions. Do not forget to include the following instructions:**

*Please submit your proposal for a presentation from your ESTA branch. Any topics will be considered, though you might like to bear in mind the theme of the conference.*

*You can submit a proposal by filling out the attached **Call for Presenters***

*The deadline for submission is 15. November 20XX and the programme committee will let you know if your proposal has been accepted by 15. December 20XX.*

**Create a questionnaire for aggregating all the necessary data.**

**Name, Name of ESTA branch to which you belong, Contact telephone (please include national code), Contact email address, Title of proposed presentation, Format of your presentation, Please indicate any dates when you are NOT available, What length time slot would you like? , Abstract, Biography, Photograph, Technical Requirements,**

Tips: Google survey can be embedded in a web conference design.

### Fees

**Tuition fees are approximate, the organizer decides about the status, form and height.**

EUR (€)	week				day			
	After 31.12.20XX		Early bird before 31.12.20XX		After 31.12.20XX		Early bird before 31.12.20XX	
	non ESTA member	ESTA member	non ESTA member	ESTA member	non ESTA member	ESTA member	Non ESTA member	ESTA member
Normal	360	300	220	200	90	80	60	55
Reduced*	150	130	120	100	90	80	60	55
Students	150	130	110	90	45	40	40	30

*\*For members from the following branches: Albania, Bosnia and Herzegovina, Croatia, Estonia, Greece, Hungary, Kosovo, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Volga Region, Slovakia, Slovenia, Tatarstan, Ukraine.*

## **Booking for Participants**

**Create a questionnaire for aggregating all the necessary data.**

**You can use this example of Booking for Participants:**

*Dear Guest,*

*The XXth ESTA International Conference for String Teachers will take place in XXX from the XX.-XX. April 20XX at the (place).*

*The deadline:*

*Please submit the attached application form. The final date for all subsequent applications is XX. XX. 20XX. Thereafter, web applications will no longer be possible.*

*Registration fee:*

*The exact amount of payment required will be shown at the end of the application form according to your entered details.*

*You can log in only to the entire conference. For daily tickets please see XX.*

*Please scroll down...*

**The questionnaire can calculate the fee for each participant itself according to the entered data. But you need to collect this data from participants:**

Name and surname, Date of birth, Home address, Contact telephone (please include national code), Contact email address, ESTA member or Presenter on ESTA Conference, Please, select your legal status, Name of ESTA branch to which you belong or enter student status or membership in ESTA Central Board.

Tips: Google survey can be embedded in a web conference design. Put the deadline for Booking i.e., Booking starts on 15. November 20XX.

## **Visa advice**

### **Schengen Agreement**

**With a Schengen visa, you may travel freely throughout the Schengen zone during the validity of your Schengen visa, for the indicated number of days.**

**The following countries are members of the Schengen Agreement:**

**Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, the Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden and Switzerland.**

Tips: general information about the Schengen system: [https://ec.europa.eu/home-affairs/what-we-do/policies/borders-and-visas/visa-policy\\_en](https://ec.europa.eu/home-affairs/what-we-do/policies/borders-and-visas/visa-policy_en)

## **Bursaries**

*Looking for financial support?*

### **The ESTA Solidarity Fund in Memoriam Elspeth Iliff**

Tips: <http://estastrings.org/docs/ESTA-Solidarity-Fund-in-Memoriam-Elspeth-Iliff.doc>

## **VENUE**

**Where and why. Keep in mind three key elements; accessibility, availability and suitability.**

*Put the built-in item from the google map with all the locations like embedded element.*

Tips: City maps embedded in web i.e. google map

## **Accommodation**

**The town offers numerous possibilities for cheap accommodation from hotels to hostels.**

Tips: Hyperlinks.

[hostelworld](#)

[Trivago](#),

[Booking](#)

## **Travel Advice**

**Travel advice can help make sure you have a trouble-free time while you're abroad. Read it alongside a good guide book and other resources like social media, online message forums and blog.**

Tips: History, city and country, climate, transport links, currency, specialties.

## **GALLERY**

**The gallery should offer the option of downloading images and time frames by day.**

*After the conference, the website should be active with the Gallery tab for at least one year, until the next conference.*

## **Official photographer**

**The Organiser should make a clear agreement with the Official photographer about the free download of images in a specific timeframe.**

Tips: Use of file transfer like <https://wetransfer.com/>

## **Tabs by Days**

*Sub tabs by Days are practical for a clear overview.*

## **PROGRAMME**

**All-important notices should be written first.** *For example, Available after 15. December 20XX*

### **Schedule (shdlr.com)**

Tips: <http://estaXXXXxx.shdlr.com/talks/schedule>

### **Talks**

Tips: <http://estaXXXXxx.shdlr.com/talks>

### **Speakers**

Tips: <http://estaXXXXxx.shdlr.com/speakers>

## **SPONSORS & EXHIBITORS**

**Create a precise price list for sponsors in exhibitors and show them what kind of exhibition areas and advertising they will get for this amount. Create a questionnaire for aggregating all the necessary data.**

**Name and surname, Name of the of company, Address of the company, Phone, e-mail, Type of business, Special presentation (Yes/No). Exhibitors, Abstract, Biography, Photograph & Logo, Technical Requirements, Web, Sponsorship (Golden, Silver, Bronze).**

Tips: Google survey can be embedded in a web conference design.

### **Make a Call for Exhibitors:**

*Dear Sir/Madam*

*The XXX International String Teachers' Conference will take place in XXX.*

*The Organising Committee would like to highlight all exhibitors equally. All exhibitors can participate also as sponsors. To enable you to make better contact with the participants of the conference, there will be an exhibition space in XXX. In the middle of the hall, the Catering for*

*frequent companionship of participants will be organised. Refreshments will be held during all breaks 15 minutes, and twice a day as Special Exhibitors Time: 45-60 minutes at 1 PM in the afternoon at 4.30 PM (30 minute) and minimum one hour before evening concerts.*

*We are offering you a rental place.*

*If you would like to participate as an exhibitor, please contact XXX and complete the questionnaire. All exhibitors can participate also as sponsors. Sponsors will be specially promoted on web, main catalogue and other promotional material.*

*The deadline for applications is XXX.*

## **Sponsors**

Tips: <http://estaXXXXxx.shdlr.com/sponsors>

**Principal Sponsor, like Thomastik-Infeld**

**Gold Sponsors, like Pirastro, D'Addario...**

**Silver Sponsor**

**Bronze Sponsor**

## **Exhibitors**

**Violin makers**

**Publishers**

## **FAQ**

When should I arrive and depart?

When can I register for the conference?

When can I book in ...?

Can I book accommodation for less than the whole conference?

Can I book accommodation for a friend/partner/spouse who is not attending the conference?

Where else is there to stay in the City?

Can I just go to the concerts?

Can I pay my conference fee now and book my accommodation nearer the time?

How far apart is the main venue and hotels?

Is there parking at the main venue?

Do I need to bring an instrument?

Will there be Chamber Music playing?

What else can I see during my stay in Town Centre?

[View a map of Town Centre](#)

## CONTACTS

ESTA-Office:

Address, mail, telephone, website

Editorial board

Contact Person, mail, telephone, website

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**Running banner with advertising manufacturers, dealers, publishers and others...**

## SCENARIO

A scenario is a description of a person's interaction with a system. Scenario help focus design efforts on the user's requirements, which are distinct from technical requirements.

### Time-line

A timeline is the presentation of a chronological sequence of events along a drawn line that enables a viewer to quickly understand temporal relationships.

-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	conference	+1
Buy a web domain	Web design	Launch web Welcome- Theme	Venue, Fees	Call for Presentations	Call for Exhibitors	Booking for Participants	Programme Speakers and talks	Schedule	Accommodation, Hotel discount	Deadline for all calls	Print of Booklet and Diplomas	Gallery, Tracking Scenario	Gallery, Statistics

### Protocol

A protocol is a set of rules and guidelines for communicating.

Create in Cloud a table of activities for individual staff members.

*Only a few persons have the administrative right to enter and configure the content.*

Tips: Spreadsheet/Excel On line in Google drive

### Not to forget

- Connect branch website to conference website.
- The appearance of the website should be as much as possible like the printed version of the booklet.
- Inform all branches about any changes on the website with circular notifications.
- Create regular back up of all information.
- Create free space in Cloud for some very large files, e.g. photographs.
- Annual rental of domain and space
- Domain name proposal: [www.esta20xx.xx](http://www.esta20xx.xx), e.g. [www.esta2018.mt](http://www.esta2018.mt)
- Web integration FB, Twitter ...
- Web version support /skin for smart phones, tablets...