

Pre-/Postconference

Proposal Instructions & Organizers' Guide



**International
Communication
Association**

74th ANNUAL ICA CONFERENCE
Gold Coast (Queensland, Australia)
20-24 June 2024

2024 CONFERENCE THEME
Communication and Global Human Rights

2024 PROGRAM CHAIR
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Proposal Instructions

INTRODUCTION

Please fill out the [online form](#) to the best of your ability with the information you have now. Feel free to provide as much detail as needed for each section. Don't be concerned if every detail has not yet been finalized. Keep in mind that while ICA24 will be a hybrid conference with numerous hybrid capabilities in many rooms, those rooms will not yet be available on Thursday, as Thursday is the first day we have access to our space at the conference center (we don't get any space at the Star until Friday).

Note: In order for headquarters staff to provide a high-quality level of support, there will be a limit of 40 total accepted preconferences (both on-site and off-site combined), and ten total accepted postconferences. **Proposers will be asked to designate which category of pre-/postconference they wish to be considered for:**

- **10 on-sites:** ICA provides meeting space in the hotel (or conference venue), handles registration via our main conference registration site, and arranges catering & A/V paid for by organizers (ICA collects the registration fees and sponsorships, and pays expenses out of those fees + sponsorships). *If your proposal is not accepted as an on-site event, it might be accepted with the caveat that it must take place off site.*
- **10 supported off-sites:** ICA provides registration support & use of the ICA logo only, organizers handle their own logistics at a location outside the hotel/conference venue (but ICA can pay directly for space deposits/catering from the monies collected from registration/sponsorships if needed).
- **10 independent off-sites (new designation):** These are ICA-promoted independent off-site preconferences. ICA provides the ICA logo only, organizers handle their own registration & logistics, including payments.
- **10 postconferences:** These are all held off-site and follow the "independent" model.

| | Location | Registration & Attendee List handled by ICA | Catering & A/V Orders handled by ICA | Full Day Confs Required to Have 2 Breaks & 1 Lunch | Expenses Paid By | Logo Use Approved | Promoted by Headquarters | Logistics Support from Headquarters |
|----------------------------|------------------------|---|--------------------------------------|--|---|-------------------|--------------------------|-------------------------------------|
| ON-SITE | ICA's CONFERENCE VENUE | YES | YES | YES | ICA, paid from your reg fees/sponsors | YES | YES | YES |
| SUPPORTED OFF-SITE | OFF-SITE | optional | NO | NO | you or ICA, paid from reg fees/sponsors | YES | YES | NO |
| INDEPENDENT OFFSITE | OFF-SITE | NO | NO | NO | you, paid from your reg fees/sponsors | YES | YES | NO |

Deadline

Proposals are due Wednesday, 23 August @ 12:00pm (EDT).

Conference Staff

| | | |
|---|-----------------------------|--|
| Pre/postconferences, Div/IG budgets, receptions | Jennifer Le | jle@icahdq.org , conference@icahdq.org |
| Exhibit hall, awards, and backup to Jennifer | Katie Wolfe | kwolfe@icahdq.org , conference@icahdq.org |
| Special permissions/requests, scheduling concerns, keynotes, room assignments, hotel issues | Laura Sawyer | lsawyer@icahdq.org |
| Audiovisual (A/V) needs, catering needs, accessibility requests, regional hubs | Christopher Rochette | crochette@icahdq.org |

How to Fill Out the Proposal Form

FORMAT

Indicate whether your proposal is for a pre- or postconference and whether it is for two days, a full-day, or a half-day.

- Full-day events typically run from 8:00am-5:00pm and, if on-site, **require** two breaks and a lunch.
- Half-day events are no longer than five hours. On-site half day events are required to have only one break, with lunch optional, and only get one assigned room.
- Regardless of length, all preconferences must end in time for attendees to make it to the convention center for the 5:45pm opening plenary.

If you choose to have a **fully remote** pre- or postconference:

You will be required to use your own virtual provider/video conferencing system, such as Zoom. We recommend that you use a Webinar format and do not publish your link publicly to avoid the risk of Zoom-bombing (uninvited participants who disrupt the session). Because you won't have A/V or catering charges, charging a registration fee is optional. Whether or not you are charging a fee, you do have the option of having ICA collect your fees/registration list or collecting them yourself.

TITLE

The submission management system limits titles to 15 words, so please keep this in mind when creating your title. If your title is too long, you will risk it being truncated by the system. You can edit your title after acceptance if needed.

DATE & TIME

All preconferences should be held either on Wednesday, 19 June and/or Thursday, 20 June.

- Please schedule accordingly to have all the attendees back to the main conference venue by 5:00pm so that everyone may attend the opening plenary at 5:45pm Thursday, 20 June. Take travel time into consideration if you are offsite.
- Please note preconferences held on Wednesday can not be on-site as ICA does not have any contracted space on Wednesday (there is a conference before ours).

Postconferences can be held on Tuesday, 25 June and/or Wednesday, 26 June. These are not held on-site as we do not have space contracted at the venue after the conclusion of the conference on Monday afternoon. Postconferences can be at other venues in the Gold Coast or, with proper travel time factored in, can sometimes be held in various regions nearby (such as Brisbane or even New Zealand).

LOCATION/VENUE

We will need to know the number of rooms you require including breakouts. We are extremely limited on space, so please do not request more than you really need as it lessens your chance of being approved as an on-site event. Your session room counts as one room, so every proposal will ask for at least one room. If you just want more space to have your meals, please only put one, as we will ensure there is a space for your attendees to eat lunch.

ON-SITE PRECONFERENCES

Please do not attempt to contact the hotel/conference venues to reserve a room for a preconference, postconference, or any other event you are proposing. Participants and organizers are not permitted to reserve a meeting room directly with the hotel/convention center, and they will merely tell you to contact us. **ICA has all rooms at both venues contracted exclusively and under the control of ICA headquarters; if your preconference is accepted as an on-site event you will be assigned a room(s) by ICA.** If you are accepted as an on-site preconference, the room we assign you is **FREE OF CHARGE** so room rental does not have to be factored into your budget. The other requirements (catering, A/V) are included on the proposal form so there is no need to contact the hotel for anything. Catering and A/V have standard rates charged per room for each preconference and, for onsite events, will be arranged by ICA as part of your "package." NOTE: *Pre-/postconferences that are hosted annually by Divisions or Interest Groups will be given preference for on-site room assignments.*

POSTCONFERENCES

If you are proposing a postconference, it must be off site, as we do not have space onsite once the conference concludes on Monday afternoon. If your pre-/postconference will be off site, please let us know the exact location, including the room number, so that attendees can find your event. Of course, in the early stages, you may not know this yet and that is fine - we will need this eventually for the program.

If you would like to have your pre-/postconference off site but need assistance to find a location, we will connect you with the local host(s) and/or our destination management partner to assist you in procuring space.

*TRANSPORTATION (if off-site)

How do you plan for attendees to get to and from the conference hotels to the off-site location? (i.e. shuttle buses, public transportation, personal travel, walk, etc.) If you are providing transportation, be sure to include the cost in your budget below. Always remember to communicate this directly to your attendees.

DIVISION/INTEREST GROUP AFFILIATIONS, IF ANY

It is not necessary to be affiliated with a Division/Interest Group (DIG), but if you are, please let us know. Please list no more than TWO DIGs you'd like to affiliate your proposal with (this is typically based on your target audience). We highly recommend that you obtain permission from any DIG with which you wish to claim affiliation. . This affiliation can help promote or fund your pre-/postconference. Please note that chairs of DIGs have been cautioned to be judicious with approving affiliations and to only accept those they can realistically support with attendees. ICA headquarters will contact the one or two DIGs indicated for each proposal submission to have them rank the proposals that mentioned their group.

ORGANIZERS

Please include contact information and identify the primary contact for correspondence from ICA with an asterisk. Include the email address for the one primary contact first. Obligatory note based on past experience: Do not give us only the contact information for someone who will be on sabbatical and unreachable for several months while we are trying to finalize the conference; pick someone else.

ESTIMATED ATTENDANCE

Minimum

The number of paying attendees that you need to attend to still financially be able to run the preconference (and pay for the space, etc). Please refer to the break-even formula in the yellow box below.

Maximum

Some preconferences are workshops with hands-on work and have very low maximums, others can take as many as will fit in the room. If the proposal is accepted, we'll need to know this number for room assignments on site. If off-site, you can ask the facility the maximum number the room will hold. If onsite, we will try to assign you a space that conforms as closely as possible to your maximum; but there may be limits.

Break-Even Formula

When determining the number of attendees needed to break even, you can use:

Total fixed costs divided by (registration fee – variable costs)

When determining a registration fee based on the total # of attendees, you can use:

(Total fixed costs + variable costs per attendee) divided by # of attendees

PRO TIP: Be sure to include the speakers/faculty in your food & beverage totals, especially if you aren't requiring them to pay registration.

BUDGET/EXPENSES

Even if the conference takes place outside the US, all financial indications should use USD\$ as currency, as the ICA budget and registration fees are calculated US currency. The estimates for the budget are subject to change depending on location.

Off-site

Expenses will vary. Note that catering may be less costly outside of the hotel/convention center, but you will likely be paying for your meeting space (which is not required for on-site events).

On-site

- Full-day on-site preconferences are required to have two breaks (AM & PM). Each break is estimated to be ~USD\$30* per person, so for a full-day, breaks would cost ~USD\$60* per person. On-site full-day preconferences are also required to provide lunch for each attendee and speaker; lunch is ~USD\$60* per person. **If you don't want to provide and pay for lunch and two breaks for a full-day preconference, you cannot hold your preconference on-site.**
- For half-day on-site preconferences, only one break is required (~USD\$30* per person). Half-days are not required to provide lunch.
- A full A/V package will be provided in each room for ~USD\$750. This will include a projector and screen, cables to connect the speakers' laptops to the visual and audio equipment, and table mics for the speaker table. If you require more equipment than this standard set-up, discuss this with Jennifer Le once accepted.
- There will be a 10% processing fee on registrations handled by ICA to compensate for the cost of ICA administrative labor.

Please refer to the break-even formula and budget appropriately to make sure you can financially run your proposed preconference. The dietary needs of your attendees (allergies, gluten sensitivities, etc.) will be needed at a later date so you will want to plan to collect those from your attendees in early April. We always ask venues to label everything for allergens and dietary needs, but please keep in mind that our choices regarding choices for vegans, vegetarians, etc are limited by the menu provided by the venue.

* The budgetary price is subject to change depending on venue/location.

REGISTRATION FEE

The registration fee you collect from each attendee will make up most of the budget for the preconference; if you want to keep the registration price low then you might want to consider soliciting sponsorships (see above break-even formula). If you have enough sponsorships, or your preconference is entirely virtual, it is perfectly fine for you to choose not to collect a fee at all.

SPONSORS & THEIR CONTRIBUTION AMOUNTS, IF ANY (OPTIONAL)

If you plan on having a low registration price, then you will most likely require a sponsor. Any registration prices USD\$50 and lower, in the past, most certainly have required sponsors. Please refer to the break-even formula.

DESCRIPTION & OBJECTIVE

Any description you provide during the proposal process can be expanded later once accepted.

HOW TO PARTICIPATE

If your pre-/postconference will have a call for papers, please send that as soon as you have it ready. If your pre-/postconference has any other prerequisites (students only, invitation-only, etc.) that must be submitted prior to registration, please note that. If your pre-/postconference is invite-only, a code will be provided by ICA for you to give only to those who are invited, to input during online registration.

OTHER

Any other information you think would be helpful for the president-elect and headquarters to know when reviewing your proposal.

CANCELLATION

Preconference competition for an audience is fierce. If your pre-/postconference does not have enough registrations to break even financially (including sponsorships) by Friday, 29 March, ICA reserves the right to cancel the event. Anyone who has registered will be refunded. ICA will send out a reminder email a week prior to the deadline to give you a "last chance" to drum up registrants before this action is taken.

LINK TO SUBMIT

<https://www.icaheadq.org/page/2024-PREPOSTFORM>.

Notifications

WEDNESDAY, 13 SEPTEMBER: Acceptance/rejection letters go out for pre- and postconference proposals.

— END OF PROPOSAL FORM INSTRUCTIONS —

Please only continue to the next section, if your pre-/postconference has been accepted.

Guidelines for Organizing a Pre- or Postconference

Congratulations! If you are reading this, it is (likely) because your pre-/postconference has been accepted for presentation at the Annual ICA Conference (see your acceptance email for any caveats specific to your event). Please refer to the continued guide below and the instructions from the first section of this guide when you have any questions about organizing your pre-/postconference, PRIOR to contacting headquarters. We recommend saving this document on your computer as well, so that you can do a "Control F" to find the keyword pertaining to your question.

PAPER SUBMISSION WEBSITE

After receiving acceptance notification, enter your accepted pre-/postconference to the ScholarOne [submission management system](#).

1. Log into ICA's [submission management system](#). You can find the site by:
 - a. going to the [ICA website](#)
 - b. clicking "Conferences" tab
 - c. "74th Annual Conference," subtab
 - d. and then "Submission Management System"
2. Select the **Session Proposal** tab in the navigation menu
3. Click the **Create New Proposal** link under the text "View Panel Session Proposals" to the left corner
4. Fill in the details of your pre-/postconference appropriately.
5. For Step 1: Content
 - a. For Session Type, select **Pre/postconference**
 - b. For Category, select **Pre/postconference**
 - c. For the title, please append either PRECONFERENCE: [your title] or POSTCONFERENCE: [your title] to the beginning. .
6. For Step 3: Link Submissions, here you will enter any accepted abstracts/papers (optional). You will have to input these yourself as, unlike sessions within the main conference, they were not submitted via ScholarOne. It is not required that you include all individual papers or talks within your preconference, you may choose to only input the general event information.
7. The submission website closes 1 November, so please be sure to enter any necessary information regarding your pre-/postconference that would need to be included in the print program before then You can submit and re-edit your submission at any time before the deadline.

SPONSORSHIP

This section may not apply to you if you do not require a registration fee this year.

To keep attendee registration fees low, many organizers seek sponsorships to subsidize costs. Please refer to the break-even formula in the proposal form instructions above. To collect sponsorship money, please communicate with Bradley Brewer (bbrewer@icahdq.org) and we can create an invoice for you to send to your sponsor for payment. All sponsorship money should be confirmed and collected by the start of the conference. If any pre-/postconferences have leftover money after the conference and expenses have been paid, organizers can do what they wish with the surplus (many donate it to the division/interest group affiliated with the event).

Using Collected Fees

Please be aware that the primary objective of all ICA headquarters staff is to ensure the success of the main conference. For off-site events, ICA asks organizers to pay with their own (or university's) credit card for purchasing supplies, and submitting to ICA for reimbursement from the collected registration fees. For venue payments or catering, ICA will pay the vendor directly and deduct the amount from your collected fees. Please forward invoices to [Jennifer Le](#) for payment.

REGISTRATION/HOW TO PARTICIPATE

If your pre-/postconference will have a call for papers, please send that as soon as you have it ready to be promoted on the ICA website. We populate these on the site as they come in. If your pre-/postconference has any other prerequisites that must be submitted prior to registration, we will need to know this by 6 December. For example, is your event open to only students? Is it by invitation only, etc.? If your preconference is invitation-only, ICA will provide you the link so you can distribute it privately. Alternatively, organizers can create their own registration platforms.

Please note, you do not have to be an ICA member, nor do you need to register for the main conference, to attend a pre-/postconference.

Attendees will need to create an ICA profile to register. If you have designated a separate price for students who attend your preconference, the system will only recognize that discounted price for those who are current ICA Members under the student membership type.

ICA will close your pre-/postconference registration on 20 May 2024, unless you reach your maximum prior to that date. Please contact ICA if you'd like to have your pre-/postconference registration closed at an earlier time. We will send a monthly roster update of your registrants.

FREQUENTLY ASKED QUESTIONS

Can we livestream our pre-/postconference?

If you want to livestream your event out to a remote audience (and/or bring in remote presenters), that's up to you as the organizer, but the additional cost of the A/V equipment needed for this would be charged to your preconference, not covered by the ~US\$750* A/V package provided by ICA. For on-site preconferences in Gold Coast, this is likely to be unavailable regardless, as we don't get our meeting space until Thursday morning.

Do our pre-/postconference attendees have to register for the main conference to attend our pre-/postconference?

No, the main conference registration is a separate registration product from your individual pre-/postconference registration. If an attendee only wants to attend your event, they will only need to register for your event. But they will not have a main conference badge or access to the conference app.

Can ICA headquarters provide our attendees with visa letters?

No, invitation letters will only be issued to registered attendees or accepted presenters **for the main conference**. We are unable to process requests for letters for attendees of pre- and postconferences.

* The budgetary price is subject to change depending on venue/location.

Organizers are responsible for providing visa letters for their attendees. If you have any other questions, please direct them to Jennifer Le, conference@icaheadq.org.

Overall Timeline

Unless otherwise noted, all deadlines below are **noon** EDT/EST (aka ICAHT/ICA HEADQUARTERS TIME). We have found that it is much more helpful to have deadlines occur during the middle of ICA's workday, so that we can assist you if something goes wrong at the last minute.

- WEDNESDAY, 23 AUGUST:** Deadline for all pre-/postconference proposals should be submitted via the [online form](#). Proposals sent via email are not considered submitted and will not be eligible for approval.
- FRIDAY, 1 SEPTEMBER:** System opens for paper submissions and session proposals.
- WEDNESDAY, 11 SEPTEMBER:** Acceptance/rejection letters go out for pre- and post-conference proposals.
- FRIDAY, 13 OCTOBER:** Please send your call for papers to be publicized on the ICA website by this date
- WEDNESDAY, 1 NOVEMBER at 12:00 NOON EST (AKA ICAHT, ICA HEADQUARTERS TIME):** Deadline for entering your pre-/postconference details into ScholarOne submission management system.
- WEDNESDAY, 10 JANUARY:** Notification day for the main conference. Registrations open for both the main conference and pre-/postconferences.
- FRIDAY, 23 FEBRUARY:** Conference schedule is released to the public. Program with times is posted on the ICA website.
- WEDNESDAY, 13 MARCH:** Deadline for program edits.
- FRIDAY, 29 MARCH:** Pre-/postconferences with low registration numbers are cut if they have not met their break-even minimum (several warnings are sent to encourage self-marketing before this happens).
- WEDNESDAY, 3 APRIL:** Program goes to print. Any cancellations or changes that occur after this point will be made only online/in the conference app.
- MONDAY, 20 MAY:** Registration closes for preconferences.
- 20-24 JUNE: 74th ANNUAL ICA CONFERENCE**