

Lessons Learned Munich Conference 2012

Lessons to be learned from the congress partly depend on the expectations the organizers have.

For me, the paramount reason to get involved in this project was the expectation of a major public advertising effect in favour of the basic income idea, the Netzwerk Grundeinkommen and BIEN, at least in Germany. Therefore, I was disappointed by the bad performance of our PR efforts, which created next to no echo in the media.

Accordingly, this is one of the major things I'd try to improve for the next conference. So here are some things I think we should have done better:

- Have a good PR concept and good contacts to the media. The congress itself is not interesting enough for the general public. Use the Pre-Conference Day and similar events to stimulate interest and curiosity.
- Have a project manager. A single person instead of several (Ronald, Dorothee and me in our case) in charge for the project will save time, energy and hassle.
- Send the call for papers earlier.
- Double-check the number of submitted papers. In our case, some were lost in the process.
- Publish the programm earlier. This will motivate more people to register and pay earlier.
- Don't contract a fundraiser. We had bad experience with a paid fundraiser. We paid a lot and got nothing in return. In Germany, basic income is a controversial topic, so standard sources for funding are reluctant.
- Test the congress menu(s) in advance. We had meals at the venue before and they were good, but we did not have a test meal of the lunch offered on Saturday, and it was bad.
- Test the check-in procedure in advance. We had major problems with the registration lists.
- Provide a helpdesk. People in the congress office and at the check-in were not prepared to give general information.
- Offer poster sessions. The call for papers should also permit the submission of posters.
- Double-check contact information. Initially, we had published an incorrect e-mail address.

Our numbers roughly look like this:

Funding	25.000 €
Fees & donations	31.000 €
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Revenue	56.000 €
Venue	8.300 €

IT-Equipment	2.000 €
Web & Print	4.300 €
Congress Material	3.100 €
Translation	18.100 €
Personnel	3.200 €
Fundraising	4.000 €
Travel	9.200 €
Catering	10.100 €
Other	400 €
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Expenses	62.700 €
Balance	-6.700 €

Regards,
Reimund