



Linac2022 De-Brief

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Local Organising Committee Chair



Science and
Technology
Facilities Council



Visual Identity

- Badge, posters, screen – all following the same approach.
- #LINAC2022 for social media
- Helps create a clear message from the event to our community and beyond.



Welcome Reception and Student Poster Session



Chair's Reception at Liverpool Cathedral



IOC meeting and dinner at The Liver Building



Excursion: Chester



Excursion: Magical Mystery Tour, Liverpool



Excursion: Quarry Bank Mill



Excursion: Moel Famau



WISE Evening Reception at ACC



Conference Banquet



Daresbury Laboratory Tour

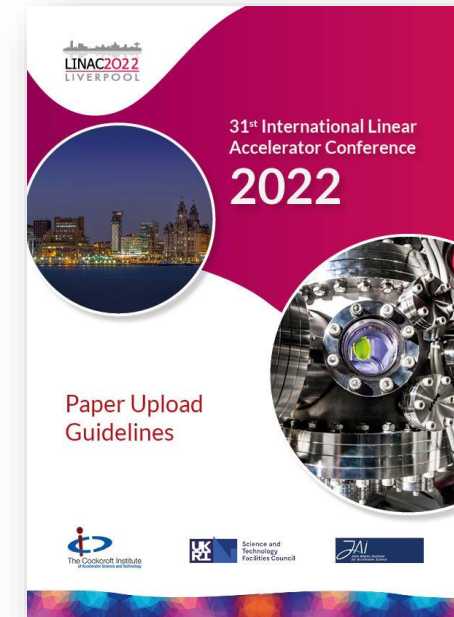
Give Aways

- Backpack
- Stress ball and pen
- Printed scientific program
- Industry signature sheet



Information

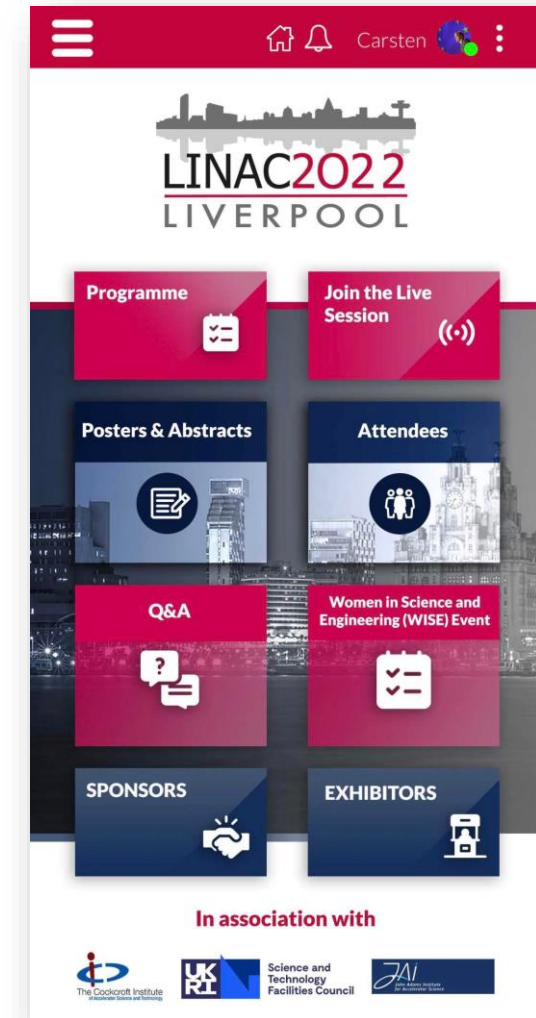
Developed comprehensive material – did our best to move away from paper.



Thanks to STFC media services!

LINAC2022 App

- Available for iOS and Android;
- Delegates can put together their personal program;
- Remote delegates can join live sessions;
- Opportunities to connect with other participants;
- Info about sponsors and exhibitors.
- Q&As handled via the app – paradigm change.

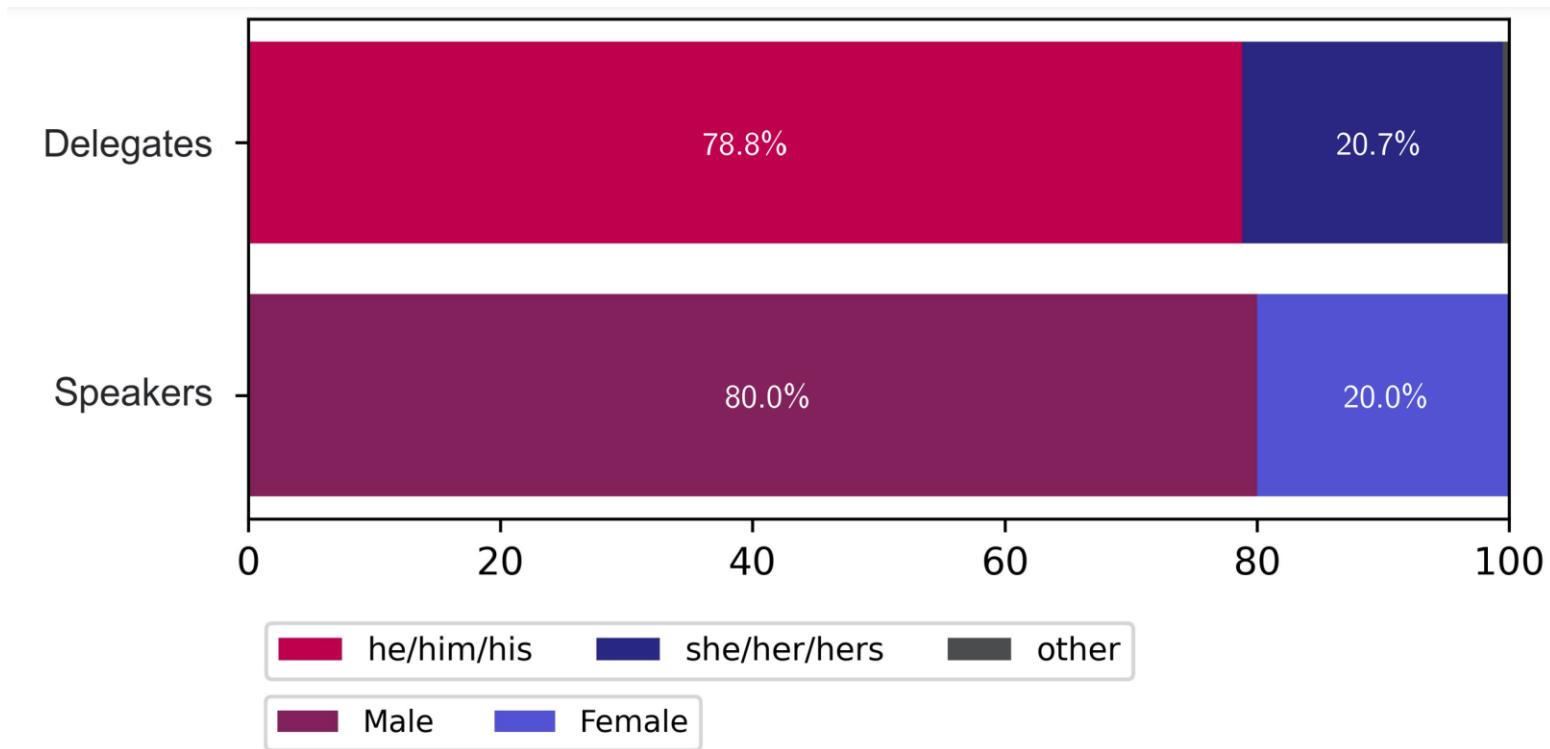


EDI @ LINAC2022

- First accelerator conference with free childcare provision;
- EDI considerations were integral to all aspects of LINAC2022;
- Parents' room was made available throughout the week – positive feedback from community.

LINAC2022 is proud of its inclusive approach and has clear conference conduct policies in place.

EDI Information



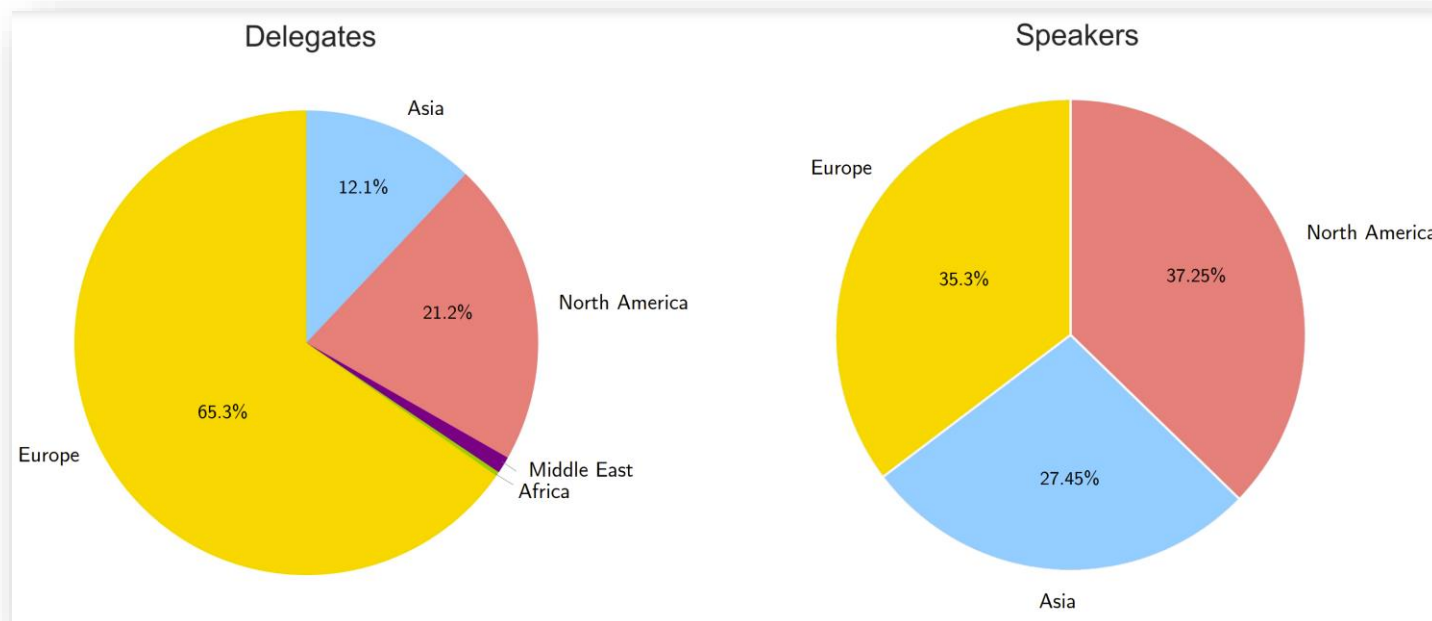
Thanks to Tessa Charles!

Student Travel Grants



Registrations

	Total
Delegates (Early)	151
Delegates (Late)	142
Students Total	47
Exhibitors	20
Jacow/IT/Admin	14
Total In-Person	359
Remote	19
Companions	11



JACOW - SPMS

- Editorial room was set up according to needs, despite usual teething problems on day 1, work has been problem-free
- Excellent interaction between Rob Apsimon and editors prior to and during conference was key for well-organised editorial process. **Fantastic team!**
- Registration process has largely run very smoothly.

Minor challenges:

- Standard working hours at ACC (security, access)
- Worldspan – SPMS interface.

Industry Exhibition / Sponsors

- Crucial to make conferences financially viable – major challenge for LINAC2022 to engage businesses;
- Businesses struggle after pandemic; still considerable travel restrictions in place around the world;
- Aim: best exposure possible, highlighting our sponsors, organised special events for exhibitors (cheese and wine meet'n greet), quiz challenge, etc. – received very positive feedback.

Social Events

- Secured iconic locations across Liverpool for events throughout the week:
 - **Reception** with open bar and no limit on drinks and tapas;
 - **Chairs' Reception** in Liverpool cathedral - excellent feedback;
 - **IOC Dinner** in Liver building – one of our three graces;
 - **Excursions** to prime spots – weather should be good :)
 - **Banquet** in St George's Hall, entertainment secured until 00:30
- Huge interest in **lab tour** on Friday.

Financial Summary

Preliminary – subject to change

Expenditure	Cost (£k)	VAT (£k)	Total Cost (£k)
ACC (Venue, IT services, decor, booths, posters, tables)	154.0	30.8	184.8
ACC Catering	45.2	9.1	54.3
Remote hosting	10.0	2.0	12.0
WorldSpan	19.7	2.8	22.5
Conference Bags(incl booklets and gifts)	7.5	1.5	9.0
Jacow team support	12.1	2.4	14.5
Student Grant Support (23 total at £1.3k/person + registration)	29.9	6.0	35.9
Student Awards	4.0	0.0	4.0
Reception (273)	7.9	1.6	9.5
Chair's Reception (75)	10.6	2.1	12.7
IOC Dinner (15)	1.7	0.3	2.0
Banquet (311)	37.2	7.4	44.7
WISE Event (incl catering) (222)	4.3	0.9	5.2
Daresbury Tour (incl Lunch)	4.9	1.0	5.9
Excursions (247)	15.5	2.1	17.6
Total Expenditure (£k)	364.5	70.0	434.5

Income	Cost (£k)	VAT (£k)	Total Cost (£k)
Delegate Registration Early (151)	71.3	17.8	89.1
Delegate Registration Late (142)	78.4	19.6	98.0
Student Registration (Reduced Fee) (24)	7.1	1.8	8.9
Student Registration (Free) (23)	0.0	0.0	0.0
Remote Registration (19)	3.3	0.8	4.2
Exhibitors (Gold) (6)	24.0	4.8	28.8
Exhibitors (Standard) (14)	49.0	9.8	58.8
Additional Sponsorship	15.5	3.1	18.6
Linac18 Transfer (\$100k)	76.3	0.0	76.3
Total Income (£k)	324.9	57.7	382.6
Differential (£k)	-39.6	-12.3	-51.9

Conclusion

- So far – extremely successful after challenging COVID period – great to see our community get back together and discuss again!!
- Whatsapp groups used as efficient tool for live communication
- Years in the planning – fantastic to finally have everyone here!
- Some challenges:
 - Visa problems (delegates, students, speakers)
 - Partnership with industry and attracting sponsors
 - Useful integration of remote delegates – community needs to embrace opportunities and cannot expect freebie
 - (too) frequent program changes
 - Lack of planning in satellite event (WISE)
 - (more) centralised communication for all aspects of the conference.



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Thank you!