

EUPRERA BYLAWS

ANNUAL CONGRESS

1. Aims

The annual congress serves as the main platform to become involved in the EUPRERA mission – to create and disseminate innovation – by presenting recent academic research, sharing experiences with PR professionals, stimulating innovations in PR education, projects and networks and hosting the main General Assembly (GA).

The congress should be attractive, easy to reach and affordable for as many members and academics/professionals as possible. Annual congresses are major international events in autumn with participants from all over Europe and elsewhere.

2. Guidelines to choose the venue

All EUPRERA institutional members are encouraged to organize an annual congress. When judging proposals for future congresses, the Board of Directors (BoD) ensures that:

- a) the congress organizer is an academic in public relations/communication, who:
 - is backed by the university or professional association that hosts the congress;
 - can obtain financial and organisational support from the university/association or from sponsors;
 - is able to organize a congress and to engage internationally renowned keynote speakers.
- b) the venue (congress building/site) should be:
 - easily accessible from the airport and/or main railway station and the hotels;
 - suitable to host a plenary session (up to 250 persons) plus parallel sessions (up to six), plus spaces for poster sessions, registration, buffet.

3. Selection of the venue

To be selected as a congress organiser, the EUPRERA institutional member applies in writing to the board at least 2 years in advance. The application form includes the motivation, timing, place and theme proposal.

Applications are discussed by the BoD and feedback is provided immediately after the meeting.

Ideally, for a period of 5 years, the congress should not take place in the same university or institute of the same city.

4. Process

The BoD selects and approves the hosting venue, approves the congress dates and approves the congress theme proposed by the local organizer; these details are presented to the members on the occasion of the first GA.

The congress organiser nominates a person responsible to keep in close communication with the BoD until the congress has been held. This procedure allows the congress organiser to closely follow the organisation of at least one preceding EUPRERA annual congress.

The BoD supports the local organizer during all phases, especially through:

- Constant contact with the DPRA (director of public relations and administration, available at dpra@euprera.org).
- Frequent board meetings during which proposals from the local organizer can be discussed.

On the other side, the local organiser is expected to:

- Fulfil the rules indicated in the bylaws, in the signed agreement and in the specific procedures.
- Align constantly with the BoD, through the direct contact with the DPRA. This refers especially to crucial activities (call for papers, website, fees, keynote speakers, programme) and also minor aspects that can secure a successful congress.
- For any scientific activity, cooperate and align with the head of the scientific committee designated by EUPRERA.

5. Description/heading

The congress is preferably announced as follows:

EUPRERA (YEAR) Congress

“THEME”

Date, hosting university, city

Logo of EUPRERA and congress organizer(s) must be equally present.

6. Language

The working language is English.

7. Theme

The theme is proposed by the congress organiser to the BoD, which provides feedbacks and finally approves the theme.

8. Call for papers

It is the responsibility of the congress organiser to disseminate a call for papers at least 1 year in advance, after the approval of the BoD on the content. Details are explained in a specific document.

9. Vetting procedure

The EUPRERA Head of the scientific committee is responsible for organising the vetting process for papers submitted for a presentation. The appointment of the head of the scientific committee and the members of the committee is described in the specific bylaws.

Authors submit their papers and panel proposals through the web-based system provided by EUPRERA, which ensures anonymity and allows access to reviewers. Every paper is vetted by a minimum of two reviewers (double blind review);

The Head of the scientific committee provides a final ranking and communicates the BoD the number of submissions, accepted papers/posters and rejections.

The congress organiser proposes the full programme schedule which has to be approved by the head of the scientific committee and the BoD.

10. Finances

10.1 Registration fee

The registration fee for EUPRERA members should be as low as possible and lower than the fees for other participant categories. Only those with a paid EUPRERA membership can benefit from the special registration fee for EUPRERA members.

When possible, participants joining EUPRERA during the congress (new individual membership + congress registration) are offered a special package fee.

Main categories of participants should consist of:

- EUPRERA members
- EUPRERA new individual membership + congress registration
- Academics
- Practitioners
- PhD students (congress only / seminar only / congress+seminar) – see art. 13
- Accompanying person
- Further categories agreed with the congress organiser

Fee includes attendance at the congress, coffee-breaks, lunch(es), congress materials and possibly the gala dinner.

The congress organizer must also offer a special price for early registrations preferably until feedback on full papers, except for specific cases where it cannot apply for reasons of force majeure (i.e. PhD seminar fees, due to a deadline overlapping).

Registrations and payments are managed by the congress organisers, using the web-based system provided by EUPRERA.

Special discount

- Board members
 - o Who take part in the BoD meeting only, do not pay any fee.
 - o Who take part in the BoD meeting and attend the congress pay the “accompanying person” fee.
 - o Who take part in the BoD meeting, attend the congress and present a paper pay the standard registration fee for EUPRERA members.
- Members who serve EUPRERA leading core activities (Head of Scientific Committee, coordinators of PhD seminar and awards) who are not presenting any paper can ask the BoD to have their registration fee paid by EUPRERA.
- Honorary members free participation.
- Keynote speakers: the congress organiser can decide to allow them to register for free.
- Winners of best thesis awards (see art. 10.2): free participation.

10.2 EUPRERA best thesis awards

The BoD decides yearly whether to issue one or more of the best thesis awards. The awarding ceremony takes place during the annual congress.

EUPRERA itself or a sponsor covers the winners' travel and accommodation costs (up to a limit defined in the call for applications). The winners benefit of a free registration for the congress full programme, covered by the congress organizer.

10.3 Sponsors

The congress organiser can make agreements with sponsors, also including their logo on the congress materials, making sure to respect the limits indicated in the specific EUPRERA bylaws for sponsorship and partnership. The board must be informed of any sponsorship in order to verify the alignment with EUPRERA's core values.

10.4 Participation in risk and profit

As regards the financial risk and profit, the cooperation between EUPRERA and the congress organiser is determined as follows: the congress organiser is fully responsible regarding financing, taxes and liability.

11. Timing

Some flexibility is allowed because of the European educational diversity (semester systems, start of academic year, exam periods, specific celebrations). Preferably, the annual congress takes place in week 39 or 40.

12. Programme

The several activities added to the programme in the years suggest to extend the congress duration. Ideally, the congress starts on Wednesday afternoon and lasts until Friday afternoon, followed by the social programme on Saturday. The congress organiser can refer to the previous year's programme structure and get more directions from the board.

The BoD recommends to foresee spare time for networking.

In the programme, not too many sessions could compete at the same time. Chairmen and keynote speakers should include EUPRERA members and should be from different countries and gender balanced.

For parallel sessions, 20 minutes per paper should be considered (10-12 min presentation + remaining time for switching between presenters, introduction and Q&A). As a consequence, sessions could be of either 60 min (3 papers), 75 min (4 papers), 90 min (5 papers, even if a bit tight). The BoD will inform the congress organiser on the number of submission per type to expect.

The BoD will also inform the congress organiser on the special sessions to be foreseen, i.e. the PhD seminar in-congress activities (panel session, meeting with BoD; the paper development workshop, "Meet the editors" as well as other similar activities; the corner for EUPRERA projects and thematic networks; the book corner, an area devoted to display the latest publications of members, partners and EUPRERA itself..

13. PhD Seminar

The PhD seminar is organised by the coordinator appointed by the BoD, who can ask for other members' support. It takes place preferably from Monday to Wednesday morning. A special panel session during the congress is organised to present the seminar outcomes.

The BoD and the PhD leader will fix a maximum of participants to optimize interaction and supervision. A special fee has to be offered to the PhD Seminar participants (congress + seminar).

The congress organiser gives practical support in the organisation of the seminar, finding a suitable venue and assisting with logistics and practicalities. Finances are typically managed by the congress organiser, exceptionally can be managed by EUPRERA.

14. Papers and publications

Full papers are made available on the congress web-based system for 4 weeks after the congress, accessible for all congress participants (a).

EUPRERA selects the papers to be published in the series of EUPRERA congress books and those to be entered a second selection for the publication on the affiliated journal (b).

The works competing for the best paper award should be available for consultation (a) and enter the publication process (b).

Details about the publications are described in the scientific committee bylaws and in the specific documents on the publication process.

15. Promotion and ICT

EUPRERA provides a page and periodical news on its website. Information and reminders are circulated among members and potential members. EUPRERA also provides the URL for the congress website (www.euprera.org/congressYEAR) as well as an e-mail box (congressYEAR@euprera.org).

The congress organiser makes a proposal to the BoD regarding the visual identity of the congress and takes care of the creation of the congress website. The local organiser also promotes the congress among local academics, students, practitioners, agencies and associations.

The DPRA of EUPRERA and the congress organiser continuously align on promotional initiatives.

16. Practical suggestions

Payments

- The BoD strongly suggests to allow participants to pay their fee by credit card directly on the congress website.

Accommodation

- The organiser is invited to negotiate hotel rates to offer different price levels and, if feasible, provide online hotel reservation.
- Suggested hotels should be displayed on a map and condensed in one single area, preferably including at least one at walking distance from the congress venue.
- The list of the hotels together with a map to locate them will have to be shared with the BoD before its publication on the congress website.

Info to participants

- At least one week before the congress, registered participants should be provided with key information on how to reach the venue, maps, a map to located the congress venue and the hotels.
- Participants should be encouraged to consider their environmental impact when travelling, opting for a less impacting means when possible and getting in touch with other participants i.e. for opportunities of taxi sharing.

The DPRA will provide all practical instructions to manage the single processes.