ORGANISING AN INTERNATIONAL CONFERENCE ON THE HISTORY OF CARTOGRAPHY: GUIDELINES, WITH SOME REQUIREMENTS

15 March 2016, updated 31 October 2019; updated July 2022

About this Document

This document provides guidelines and **some requirements** for the organisers of a future International Conference on the History of Cartography. It may look complicated, but recent conference organisers have found it very helpful to have full and clear guidelines to follow, and to have prepared most of the standard correspondence and instructions for speakers, etc., in advance. An accompanying document, *Summary Timetable*, lists key actions in sequence.

It is fully understandable that organisers would wish to make alterations to the format of previous conferences. However, please bear in mind that nearly all the procedures followed in previous years had been found to work well over *many conferences*. If organisers wish to make changes, they are strongly urged to discuss them with the IM coordinator as soon as possible. There may well be hidden problems that have not been foreseen. Including changes, without prior discussion, in the final drafts of the Invitation Leaflet or CFP can lead to delays if the coordinator has to point out at that stage that they will not work.

Please remember that these guidelines are **dynamic**. They have changed significantly since their first preparation in October 1999; the assistance of previous conference organisers is gratefully acknowledged in this respect. Significant additions made to this document since the last version have been flagged with '§'.

Further Information

Any queries should be addressed to the Chairman of the Board of Directors of Imago Mundi, Ltd., Wouter Bracke (wouter.bracke@kbr.be).

Using this Document

This document can be used (a) downloaded on your computer, using the Adobe Reader (or Adobe Acrobat Professional); (b) online, using your web browser; or (c) printed out.

In formats 'a' and 'b', use the Reader's bookmarks feature to move between sections (View | Navigation Panels | Bookmarks). In the same formats, you can also use the ctrl-F search function to search for specific items. In all formats, use can also be made of the detailed table of contents.

Please note that several abbreviations are used throughout this document, identified on the following page.

Abbreviations Used in This Document

CFP	Call for Papers, Sessions, and Posters
ICA	International Cartographic Association
ICHC	International Conference on the History of Cartography
IM	The Board of Directors of Imago Mundi, Ltd.
ISCEM	International Society of the Curators of Early Maps
ISHMap	International Society for the History of the Map

Separately Accompanying Documents

The following documents, referred to in this work, are available for download from the ICHC site.

Guidance	draft documents providing guidance to presenters, chairs, etc.
Hosting	*Hosting an International Conference on the History of Cartography: Guidelines and Some Requirements*
Series	*The Series of International Conferences on the History of Cartography*

Table of Contents

1. General Points Concerning Responsibility, Communications, and the Organizational Timeline

1.0. Responsibilities and Requirements

Please keep in mind all the points made in the accompanying document, *Hosting an International Conference on the History of Cartography*. It is particularly essential to remember the respective responsibilities of IM and of the ICHC organisers *(Hosting, Section 2)*. Most of the current document accordingly comprises *suggestions* that will help ICHC organisers in their decision making. **Some instructions, however, should be understood as requirements, and are coloured accordingly.**

1.1. Communication in General

Frequent and efficient communication—between the local organisers and the IM representative, and between the local organisers and the potential participants—is the **single most important factor in the successful planning of a conference**. There have been problems in this respect in the past; we must make *absolutely* sure that they do not happen in future.

Nothing irritates potential participants more than a long delay in answering an enquiry. With proper planning, the workload can be dealt with but it must be understood, as following on from the offer to host the conference, that all correspondence will be answered without excessive delay, and that the necessary staff will be made available for that purpose.

If the local secretariat is able to provide accurate and timely information, much of the correspondence will be unnecessary. But it needs to be appreciated that, at certain predictable periods, the **workload will be significant.** The busy periods will occur at the time of the deadlines for the submission of abstracts and that for the cheaper registration fee. The final three months will also be busy *(see Summary Timetable)*.

Particularly in that final period, it is vital that decisions are taken immediately, rather than having to wait some weeks for a committee to meet. Taking decisions early can remove that difficulty.

1.2. Internet/Email vs. Print

IM expects that conference organisers will use email and the internet as much as possible for communications and publicity, for ease and cost. Indeed, a detailed, informative, and up-to-date website is now expected for all conferences and symposia. This document is organised accordingly. However, notes referring to the long-established practices of providing invitation leaflets and a printed CFP are kept for reference, as necessary.

1.3. Key Events

The organizational timetable is established by certain target dates for communications:

- the Invitation, distributed to participants of the preceding ICHC, and other likely participants, with instructions for how to receive further information about the conference; this requires several fundamental points, notably the conference dates and the conference themes, to have been decided.
- the CFP, which also solicits special sessions and poster presentations for the conference, together with applications for travel grants; this requires that the broad programme has been

decided.

• registration for participation, special events, and accommodation (note: the solicitation and registration materials had traditionally been combined within a printed CFP); this requires all fees, social programme, and hotel arrangements to have been decided.

• the selection process, culminating in the definition of the final programme;

• publishing the book of abstracts in print or online, to be made available to all conference participants; this requires the final programme to have been decided.

1.4. Use of the Imago Mundi Logo

The IM logo—as used at the head of this document—must appear on all conference publications, whether print or web, in addition to any logo adopted by the organisers or required by sponsors.

1.5. Publicity

The following outlets should be used for publicity:

• *Imago Mundi*, *Caert-Thresoor*, *Cartographica Helvetica*, *Journal of the International Map Collectors' Society*, *Mapline*, *Portolan*, etc and, of course, journals in the host country. See the Journals and Newsletters (http://maphistory.info/journals.html) page.

• Internet discussion lists (http://maphistory.info/lists.html): ISHMap-List, Maps-L, lis-maps, general history lists (H-Announce; goto h-net.org and click on 'Announce'), etc., should carry notices, together with any other listserv of disciplinary or regional interest known to the conference organisers.

• Online calendars, such as John Docktor's (http://www.docktor.com/), and sites that post details about forthcoming conferences (http://maphistory.info/confplan.html#posting).

2. Very Early Planning (from 4 to 2 years before the conference), Culminating in the Invitation Leaflet

2.1. General Points

It is presumed that the organisers will have formed an executive committee, at least in outline, before the application was submitted. This committee needs to be properly constituted and the specific responsibilities—e.g., co-ordination, finance, secretariat, paper sessions, poster sessions, audio-visual technology, exhibitions, social events, excursion and tours, and accompanying persons—divided up among the members. Some of these roles can be carried out by a single person—the Conference Secretary—but it is important that areas of responsibility are clearly defined.

It is sensible to keep committee minutes, as a record of decisions. The frequency of meetings will increase (perhaps to as much as twice-monthly) closer to the conference. **Please keep the Chair of IM informed of any changes that might be suggested to the procedures followed in previous conferences, well before any decision is made, and certainly before any final texts are prepared. The proposed changes may entail practical problems that had been overlooked.**

The committee should also consider at every stage what could go wrong, and think how that can be avoided.

It is strongly recommended that one, preferably more, of the conference organisers attend the previous ICHC. The organisers should take the opportunity to meet the local hosts and as many of the IM Directors as possible as well as to examine the detailed workings of an ICHC.

There needs to be **firm budgetary control** from the beginning, with expenses agreed only when they are essential and can be fitted into the budget (see Section 3).

Initial approaches to major sponsors (see Section 3.5) can be made at this stage.

Halls will need to be booked and exhibitions planned in outline.

2.2. Deciding on the Conference Date

Please see Hosting, Section 3.1.

2.3. Simultaneous Translation

Simultaneous translation, if it is going to be offered, will be expensive. It is therefore important to consider this issue *at an early stage* and to make sure that the full costs have been calculated *(see Hosting, Section 3.5)*.

Some previous conferences have offered simultaneous translation; most have not. While English must always be one of the languages translated *into*, there have been different ways of dealing with other languages. There might be one or two other languages, and translation can be offered *from* or *into* a particular language, or both ways.

Because the work is very demanding, there will always have to be at least two translators working together for each language.

2.4. Establishing the Conference Website

Ideally, the conference website would be in place, at least in its basic form, by the time of the preceding ICHC; i.e., two years before the conference. At a bare minimum, the website should initially present the material already published in the Invitation (Section 2.5), including the conference themes. Ultimately, the website must provide information about the solicitation of papers, the final programme, accommodation, and either on-line or downloadable forms for registration and booking accommodation.

The website of previous conferences should be analysed carefully. Because most of the types of information will be common to all conferences, it is possible to establish the website's structure from the start; each new piece of information will then have a logical location. Care should be taken to ensure that users can find information quickly and easily, i.e., that the internal navigation is well sign-posted and that important links are direct and not via an intermediate page. It is helpful to have the conference map as a main heading. The site should have a 'What's New' feature, so that returning visitors can easily see what had been added since they last looked. To reduce enquiries, it is a good idea to list, prominently, what further information will be coming and when.

2.5. The Invitation

The invitation to all participants at the preceding ICHC to attend the following conference is the first formal, public act by the conference organisers. It comprises two parts: a printed leaflet distributed to all participants in their conference pack, and a brief verbal presentation at the very end of the preceding conference.

The text of the invitation leaflet must be finalised by **February 1st of the year in which the previous conference is held.** This is the latest date for acceptance by *Imago Mundi (http://maphistory.info/imago.html)* for its publication in the July issue.

Information required for the invitation leaflet:

- conference dates
- conference venue and whether or not the facilities are air-conditioned
- conference theme(s)—usually no more than four, ending with the wording '...and any other aspect of the history of cartography', and previously approved by IM
- official languages – will simultaneous translation (see Section 2.3) be provided and, if yes, from what languages to what languages?
- names of the organising institutions
- secretariat address, phone, email, and conference URL
- a brief historical note, with a list of previous conferences *(see Series)*
- a form requesting updates as more information becomes available

If done by print: the text of the invitation should be provided on a leaflet. About 250 (?) copies of the leaflet or flyer should be sent, at least three weeks beforehand, to the organisers of the preceding ICHC; a few hundred extra copies should also be provided, so that participants can take copies for absent colleagues, and so that libraries and other institutions can take extra copies for display and distribution.

Even if done by email: organisers might still like to prepare a stiff, mailable flyer, bearing at least the conference themes, dates, and URL, to give to participants to the preceding ICHC and for display at libraries and other institutions to advertise the conference.

2.6. Distributing the Invitation

One of the first acts of the conference organisers after the preceding ICHC should be to remind its participants of the conference URL. A list of participants and other interested persons, with their addresses, should be forthcoming from the organisers of the preceding ICHC.

It is not recommended to undertake any blanket emailing until the actual CFP.

3. Financial Planning (from 4 years to 1 year before the conference)

The aim of the organisers should be to attract as many people as possible, both from the host country and abroad. The numbers of participants in previous conferences are listed in the separately available document, *Series*.

3.1. Registration Fees

The conference fee must be set by the time of registration and, if at all possible, by the time of the CFP issued in May of the year before the conference. There will actually likely be three regular fees for the conference: early (paid before mid-February of the year of the conference); regular; and day rate. In addition, lesser fees should be charged for accompanying persons (Section 8.1) and students (Section 3.2).

There have been comments about the size of the registration fee, which should be kept as low as possible. IM continues to urge that as much sponsorship as possible is found by the local organisers. Increasingly, academic institutions are insisting that the participants pay this fee personally. **IM also reaffirms its right to be consulted about all the expenses which are to be covered by the registration fee.**

IM expects that people who present either papers or posters will attend the full conference. At the 2003 meeting, it was noted, with regret, that a number of speakers came for no more than a single day. The other participants were thus exposed to their ideas (and they were, probably without exception, scholars working in neighbouring disciplines whom we are most keen to attract) but they did not have the opportunity to immerse themselves in the history of cartography. It was agreed that, in future, presenters of papers and posters must take out a full subscription. The one-day fee should be reserved for non-speakers.

The following table lists the registration fees charged by recent conferences (see Section 3.2 for students).

		Early Rate	Normal Rate	Accompanying Persons
1993	Chicago	$90	$110	$50
1995	Vienna	ATS 2300	ATS 3000	ATS 800
1997	Lisbon	$233	$300	$80
1999	Athens	$200	$250	$75
2001	Madrid	€200	€250	€75
2003	Cambridge/Portland	$225	$275	$75
2005	Budapest	€160	€200	€60
2007	Berne	CHF 280	CHF 330	CHF 90
2009	Copenhagen	DKK 1,690	DKK 2,065	DKK 1,125
2011	Moscow	€230	€280	€150
2013	Helsinki		€350	€150
2015	Antwerp	€300	€370	€170
2017	Belo Horizonte	€160		
2019	Amsterdam	€300		

The 2022 conference in Bucharest charged €350 for in-person attendance, and €250 for remote attendance. Day rates of €80 (in person) and €60 (remote) were charged, along with student rates of €100 (in person) and €80 (remote).

3.2. Students

Previous conferences have offered a cheap student registration fee. It is recommended that, if possible, the Student Fee should be not more than one-third of the full fee. This is important because we wish to encourage younger participants and students have a problem finding the money. Student halls of residence can be used to reduce their accommodation costs. The definition of 'student' should be taken as anybody still in full-time education, regardless of age. Organisers may wish to ask for proof of student status.

3.3. Payments

Previous conferences have had difficulties with the method of payment. In one case, unexpected bank charges were payable at the time of registration. In another case, an insistence on direct bank-to-bank transfers—apparently to reduce fees—meant that there was difficulty in identifying those who had paid. It is most important that these problems are avoided for future conferences. The system chosen should be simple and easy for the participants, and one which keeps fees to a minimum. For many people, credit or debit cards are the most convenient means of paying.

All payments should be acknowledged and a receipt sent.

3.4. Refunds

There needs to be a smooth procedure for the speedy payment of refunds to those who cancel.

3.5. Sponsorship

There is virtually no limit to the financial support that may legitimately be provided by sponsors, as long as it is clearly understood that **sponsorship must be kept entirely separate from the academic aspects of the conference**. The kind of sponsors to consider would be the national airline, banks, publishers, book/mapsellers, libraries and cultural institutions, city organisations, collectors, etc. Sponsorship would be of particular value to participants if the arrangements were made early on. If the costs of essential elements could be removed or reduced, it should mean that the conference fee could be reduced.

There is no reason why publicity should not be given to sponsors. Organisers may wish to display the name of a commercial sponsor on the Registration pack, *together with the Imago Mundi logo* (Section 1.4). The conference programme can also carry paid advertisements.

A strong and well-designed conference bag will continue in use for many years. Sponsoring such a bag is therefore ideal for an organisation with long-term international interests.

3.6. Budgeting

IM has no *financial* involvement in the conferences. Each conference is financially self-contained and self-supporting. No money will be transferred from the previous conference, nor are organisers expected to transfer any profit they might make.

A detailed budget should be drawn up, listing all the expected items of expenditure and sponsorship. This will be used to decide the conference fees, which should be as low as possible.

It is now accepted practice for organisers to hire a conference agency. Some of the budget items in the following list, which is probably not complete, will presumably be covered in the agency's fees:

- The salary of a conference secretary (or assistant secretary; see Section 2.1)
- Hire of premises for the opening/closing ceremonies, Paper sessions (main and perhaps concurrent, see Section 6.2.3), Poster session, Registration space, a room in which to preview slides
- Registration and Poster session expenses (desks, tables, boards, security)
- Hire of equipment (projectors, etc)
- Office expenses (headed notepaper, post, phone, fax, etc)
- Extra staff, especially for on-site registration (see Sections 8.3–9.1), setting up the Poster panels, security, projection, for coffee breaks, etc. Students can be used but it is probably best if they are paid.
- Simultaneous translation and hire of headphones (see Section 2.3)
- Translation of leaflets, the final Programme, Abstracts, CVs, exhibition catalogues, etc
- Tea/coffee/juice/biscuits between sessions
- Exhibition expenses
- Expenses relating to the Paper Selection Committee meeting (if this is face-to-face)
- Evening receptions and social events (sponsored?)
- Opening and Closing ceremonies
- Excursion (coach hire, entrance fees, lunch)—these costs should be covered by the sum charged for the excursion
- Registration pack expenses: bag, badge, printing the tickets, [travel pass?]
- Printing: Invitation Leaflet, Call for Papers (though this need not be printed), Final Programme, Abstracts, List of Participants, Exhibition catalogues (which can be charged for), public notices.
- Privileges offered to those from developing countries, e.g. lunch vouchers, not having to pay the Registration fee.

4. Other Early Planning (14 months before the conference), Culminating in the CFP (Call for Papers)

4.1. Timing and Nature of the CFP

The CFP should be distributed **no later than May of the year preceding the conference**. This is the primary form of advertising for the conference. It is expected that the text of the CFP will be disseminated both through broadcast and targeted emails (Section 4.5), and also through the conference website. It is perhaps best to provide an informative and enticing subset of the needed information in an email CFP, including the URL of the full CFP on the website.

Note: if a printed CFP is used (which is not essential), then it must include everything relevant to both the CFP (this section) and Registration (Section 5). Generally speaking, the example provided by previous conferences can be followed.

4.2. Special Sessions (Dedicated Sessions, Workshops, Round-Table Discussions)

It is possible for single coordinators to organise and propose a complete session. Such sessions generally fall into one of three types: a) coordinated sessions, comprising three (or four) presentations on a specific topic; b) workshops, featuring structured discussions of methodologies and techniques; or c) round-table discussions.

§ A possible format for c) might be where a small group of speakers make short presentations (no more than 5 minutes) on a defined topic as the basis for a prolonged discussion between the panel and audience led by a moderator(s)/chair(s), who may also be organizer(s) of the session. Proposals for round-table sessions should be considered as whole; a single abstract submitted by the organizer and the panel members should either be accepted or rejected.

Another suggestion, that might be followed up, is for a discussion of 'where we are and where we are going' in the history of cartography.

In addition, future conferences should have at least one Open Forum (or Open Discussion Session).

It is permissible for the organisers of special sessions to participate in them as either presenter or chair.

If somebody is to be invited to deliver an address during the conference it is preferable if they are referred to as a 'guest speaker' rather than a 'keynote speaker'.

4.3. Travel Grants

Through the generosity of U.S. benefactors, a number of participants at the 1999 Athens and subsequent conferences were awarded travel grants by the American Friends of the J.B. Harley Research Fellowships, Inc. The process has hitherto been for the conference organisers to receive applications from individuals, in conjunction with proposals for papers and posters, and to forward them to the President of the American Friends. The conference organisers must contact the president—currently Matthew Edney (edney(at)wisc.edu)—in a timely manner to discuss this arrangement and to define the text of the announcement explaining eligibility, procedure and timing.

4.4. Content of the CFP

The full CFP should include the following:

- the ICHC statement of purpose *(Hosting, Sec. 1.1)* and statement of scope *(Hosting, Sec. 1.2)*, both verbatim, to inform people otherwise unaware of the conference series of the nature of the conferences.
- an indication of the organising institutions.
- the conference theme(s), as approved by IM, and ending with '...and any other aspect of the history of cartography'.

• a call for papers: papers need to be submitted by title and abstract (of between 250 and 500 words). **All abstracts must be submitted in English**, even if the paper or poster would be in another language. A text about the requirements for paper and poster abstracts has been drawn up by IM Ltd and will be supplied to the conference organisers. This should be included in full on the conference website.

• a call for posters: posters should be submitted by title and abstract. Again, all abstracts should be submitted in English.

• No more than one proposal can be made by an individual; i.e. abstracts cannot be submitted (whether individually or jointly) for two papers or for a paper and a poster.

• If a proposal had been accepted for the previous conference, but not delivered, it can be resubmitted but will be treated as a new application.

• a call for special sessions (Section 4.2): conference organisers should clearly advertise the potential for the coordination of special sessions. People interested in proposing such sessions should be encouraged to discuss their ideas with the conference secretariat at an early stage. A proposal for a coordinated set of papers should include abstracts, etc., for each individual paper as well as an abstract from the coordinator explaining how the papers fit together. The coordinator should provide a brief biographical statement if he or she is not also proposing one of the papers. See Section 6.1.6 for the selection of special sessions.

• a call for applications for travel grants from the American Friends of the J. B. Harley Research Fellowships, Inc.: the language of this announcement must be worked out in a timely manner with the president of the American Friends (above).

• the due date by which all submissions should be received (traditionally mid-October of the year preceding the conference), and the date by which applicants will be notified of the acceptance or rejection of their proposal (traditionally mid-January of the year of the conference).

• an approximate conference fee. Scholars interested in proposing a paper to the conference should be aware of the likely cost of attending the conference, so the CFP should contain a good estimate of the final conference fee. Of course, if the registration information (Section 5) has already been finalized, then the CFP can simply refer to that.

4.5. Disseminating the Email CFP

The email CFP (or highlights from the full text or just a link to its place on the conference website) should be broadcast, no doubt with a conventional apology for any cross-listing or duplication, as widely as possible. See Section 1.5 for suggested digital and print outlets.

In addition, the email CFP should be sent to everyone in a database of individuals and addresses that the organising committee should maintain from the following sources:

• the list of participants and interested persons developed by the organisers of the preceding ICHC;

• anyone who responded to the Invitation, whether flyer, email, or website;

• targeted individuals local to the conference host country.

Building up an effective database of potential participants is therefore a most important task. Arrangements should be made with the organisers of the preceding ICHC to receive their computerised mailing list. It is important to edit such a composite mailing list, because some people will undoubtedly be duplicated. In the past, there have sometimes been problems in finding up-to-date contact addresses. It is recommended that organisers use this additional source: The International Directory of Researchers in Map History (www.maphistorydirectory.org).

Note: the organisers' database can also be used over the period up to the conference to keep track of the payment of registration fees, receipts sent, paper abstract received, etc.

5. Intermediate Planning (from 3 year(s) to 6 months before the conference), Culminating in Registration

Registration requires all fees (see Section 3), social programme (at least the ticketed events), and hotel arrangements to have been decided. It requires the provision of **all** the information needed for somebody to decide to attend, and the Registration and Accommodation Forms to enable them to do it.

Registration could be made available to all persons as early as the May of the year preceding the conference, i.e., at the same time as the CFP is announced (Section 4), and certainly **no later than August of the year preceding the conference**.

5.1. Social Programme

The social programme is a very enjoyable part of the conference, and provides further opportunities for private discussion, but it should not be too exhausting! The social programme may comprise the following elements:

5.1.1. Lunch Arrangements

Depending on the options for lunch (Sections 5.1.1 and 6.3.4), conference organisers may wish to have participants book, and perhaps pay, for lunches at the time of Registration. If this is the case, then the registration form must provide space for participants to specify whether they are vegetarian or if they have special dietary needs.

5.1.2. Receptions

The usual practice has been to arrange receptions, often in conjunction with exhibitions, on up to four evenings. These may consist of drinks and a light buffet (although a full buffet is always appreciated!), after which people disperse to eat locally. In the past, the cost of hosting receptions has been met by sponsors. Conference-goers do not expect to have to pay. On the other hand, participants are expected to indicate whether they plan to attend each reception, to permit organisers to create an accurate head-count.

It would be helpful, in all published descriptions of the receptions, if the distance from the conference venue or hotel area to the evening reception could be expressed as 'x minutes of normal walking time.'

Participants appreciate advice about 'dress code', i.e. what level of formality is involved in a particular activity (where this is not obvious).

5.1.3. Farewell Dinner

A farewell dinner (or occasion) is usually held (although not in Paris 1987 or Chicago 1993). Attendance is optional and paid for as a separate item; a line is therefore needed on the registration form. The price will determine how many attend. Past dinners have cost: 1989 Amsterdam, Dfl. 75; 1991 Uppsala, SEK 250; 1995 Vienna, ATS 750; 1997 Lisbon, $50; 1999 Athens, $50; 2001 Madrid, €50; 2003 Portland, $55 [lobster bake]; 2005 Budapest, €50 [riding display followed by dinner]; 2007 Berne, CHF 95 [funicular ride up the Niesen and dinner]; 2009 Copenhagen, DKK 600 [Tivoli Gardens]; 2011 Moscow €70; 2013 Helsinki €95 (ferry to island dinner). In recent years, the majority of participants have attended the dinner, though it will probably be too expensive for students or those on a tight budget.

The experience of previous conferences, especially as regards exhibitions and social arrangements, is not a model that has to be followed. However, it is worth noting that a number of countries have offered a special event, usually reflecting a national or traditional occasion. For instance, the conference in Italy (1981) is still talked about because of a banquet at which a boar's head was brought in on a large board and for the medieval flag dance at the Villa Medicea in Florence; in Scotland (1971) there were bagpipes; in Vienna (1995) Viennese chamber music; in Madrid (2001) Spanish music and dancing; in Copenhagen (2009) dinner in a 'brew-pub'. In Athens the Farewell Dinner took place outdoors, watching the sunset over the Acropolis; the 2003 New England conference ended with a lobster bake on an island; the 2005 Budapest meeting was rounded off with a pre-dinner display of early horsemanship; the 2007 Berne meeting finished with a magnificent pre-sunset view of the Bernese Alps. Anything which gives the conference a *unique and memorable local flavour* is welcomed.

It is most important that special dietary needs are accommodated at the dinner. Ideally a choice of entrees—definitely including a vegetarian option—should be made available at the same price. Otherwise pork should certainly be avoided. The entree choice could be selected on the dinner registration form.

5.1.4. Visits and Excursions

Conferences are tiring. To reduce the risk of exhaustion, some conferences have had a half-day with no papers (though with parallel sessions) and a full-day excursion at the end. That is separate from any programme organised for Accompanying Persons (Section 8.1).

Where possible, visits and excursions should have an early map theme (for example, a visit to a library). Group leaders should be knowledgeable. It may be worth enquiring, on the registration form, which language (out of two or three) intending participants would like their guide to speak. Alternatively, this question could be asked at on-site Registration. If several coaches are used, people can be grouped according to their preferred language.

Conference buses should always be clearly identified by means of a conference poster in the front window, so that people have no difficulty in recognising their vehicle for the return journey.

5.1.5. Post-Conference Tour(s)

These are an important element for some participants. This/these could be organised independently by a travel agent and might include visits to map collections.

5.2. Accommodation and Travel

5.2.1. Accommodation

Some conference-goers will wish to make their own hotel arrangements. Most, however, will expect hotels to be recommended, ranging from expensive to *very cheap*, preferably in the neighbourhood of the principal conference site. Organisers should try to arrange special prices for conference-goers.

It is strongly recommended that a single large, convenient, medium or low-priced hotel should be chosen as the main conference hotel. This would need to be carefully chosen to ensure a reasonable level of comfort and quietness. Many participants like to gather in the same hotel. There should, of course, be other hotel options, both cheaper and more expensive.

It is most important that very cheap university accommodation is made available for those who do not have financial support from their own institutions.

People like (a) to select a specific hotel, not just, say, 'three star', and (b) to see where it is located in relation to the main conference building, with a note on Metro or bus links between the two. The position of all the official hotels should therefore be shown on the map (Section 5.2.3) provided with the Registration materials, and links provided to the hotel websites.

It would be most helpful if the credit cards each hotel accepted were listed. This would avoid participants being unpleasantly surprised to find that the card they normally used was not acceptable.

5.2.2. Local and Travel Information

In hot climates it is important to arrange for air-conditioned facilities. Since potential participants will be concerned about the heat, the Registration materials should stress that the conference centre (and any other venues for papers), hotels, coaches, etc. will be air-conditioned.

There are categories of information that it is most helpful for participants to have **well before they arrive** for the conference. If the following cannot be included in the Registration materials, it must be added to the conference website, and announcements made (via email), as soon as possible. Some participants will come some days before Registration. All will need advice on reaching their hotel. The types of information they would like are:

- details concerning *arrival* (by air, train or car) and the alternative ways, and costs, of reaching hotels from the airport or station; please be especially clear about how transfers are made and ticketed
- details about the local transport system and whether (as has happened in the past) participants are going to be provided with a weekly travel pass. Otherwise they may well have bought one themselves before they register
- tipping practice
- advice on safety in the city, etc., if necessary
- probable weather
- a local map of the vicinity of the conference centre (even if a simple one) showing restaurants, cash-points, the nearest chemist, etc.

5.2.3. Conference Map

It has become standard practice to produce a conference map, available on the conference website at the time of Registration. This should show the general location of all conference venues, the conference hotels, exhibition sites, and locations for the social programme. Ideally, it would include the Metro and bus routes between the official hotels and the conference centre. It should have a scale.

5.3. Announcing the Registration Process

As with the CFP, it is probably best to put all Registration and Accommodation Forms and associated information on the conference website and then notify interested persons by email that the forms and information are available (see Section 4.5).

The registration process should be in place about 1 year before the conference, when an announcement can be made. But note that the Selection Committee meets (Section 6) about 8 months before the conference; **the final programme must be set and advertised before the end of the initial period of cheaper registration**.

6. Selecting Papers, Posters, and Sessions (8 to 6 months before the conference), Culminating in the Final Programme

The general character of ICHC, in terms of the broad schedule, facilities needed, and the kinds of sessions and activities to be planned for, are defined in the separately available document concerning the hosting of ICHC *(Hosting)* as well as in the section above on the CFP (Section 4).

Note: once the CFP has been issued, potential presenters will submit a steady stream of paper, poster, and session proposals. One of the organisers needs to be responsible for promptly acknowledging the receipt of each proposal. **Confirmation should include a date stamp and a reference number, since author's names will be removed for the selection process.**

6.1. The Selection Process

6.1.1. The Aim of the Selection Process

The organisers' aim should be to include as many high-quality papers as possible. To this end, the holding of concurrent sessions (Section 6.2.3) may need to be considered; this possibility will likely already have been discussed as part of the initial request to host ICHC, because of the need at that time to indicate adequate facilities. A Poster Session should also be planned (Sections 6.1.9 and 9.5).

The combined total of papers delivered and poster session places should not be less than that of recent conferences. As can be seen from the table of papers and posters in the separately available document, *Series*, the number of posters is considerably smaller than the number of papers.

6.1.2. Timing of the Selection Process

There should be at least a few weeks between the date at which people are notified about the results of the selection process and the deadline for cheaper registration. Many people will not register until they know if they are to give a paper, and several of those whose abstracts are refused will not be able to get the necessary financial support from their institutions. A suggested schedule is therefore:

May of the year preceding the conference: the CFP issued (Section 4)

September of the year preceding the conference: decision taken about the number of sessions, papers, and posters that can be accepted (with or without concurrent sessions)

October of the year preceding the conference: due date for receipt of proposals for paper, posters, and sessions

November or December of the year preceding the conference: the Selection Committee meets

January of the conference year: Letters of acceptance/reserve/rejection sent to applicants (see Section 6.1.8)

Mid-February of the conference year: suggested deadline for cheaper registration fee (see Section 3.1)

February to March of the conference year: adjusting the programme as necessary, and choosing chairs for panels, followed by publication on the conference website (subject to later revision).

Note that while the Selection Committee meets over a precise, two- or three-day period (if the meeting is face-to-face), the process of building up the Final Programme continues almost to the time of the conference itself.

6.1.3. The Selection Committee

So as to avoid overloading the conference secretary, there should be **no more than five voting members. IM will appoint two of its directors to the Selection Committee**, one of whom will serve as the committee's chair. The advantage of having an IM director chair the meeting is that it stresses the committee's internationality. It also makes it easier if there are any disagreements about local submissions. The IM directors would be historians of cartography from countries other than the host country, who would possess a broad understanding of the subject, and who would assist the local committee.

The selection process is usually carried out now via email. However it is ideal if the selection meeting can be held face-to-face, rather than via email. If a face-to-face meeting is to be held in the host country, IM would need about **six months notice**—first, to select two directors from those who would be free for the chosen weekend and, second, to enable cheaper advance fares to be bought.

6.1.4. Blind Review

Following the method introduced for the Madrid conference (2001) it is strongly recommended that all abstracts should be considered 'blind', i.e. with all traces of authorship removed, so that the choice is made entirely on the merit of the proposal, not on the reputation of the individual. There are good arguments for publishing the names of the Selection Committee members in the conference programme. This is a way of publicly acknowledging their contribution. It also allows those who submitted abstracts to see the distinguished, and international, membership of the panel that took those decisions.

6.1.5. Decisions to be Reached

For each proposed special session (Section 4.2), the Selection Committee will (a) accept it in its entirety or (b) consider the individual papers (if relevant) within the general pool of proposals for paper presentations.

For each proposed paper presentation, the Selection Committee will (a) accept the paper, (b) consider it for presentation as a poster, (c) place it on a reserve list, or (d) reject it.

For each proposed poster presentation, the Selection Committee will (a) accept the poster or (b) reject it.

6.1.6. Selection of Special Sessions

Proposals for special sessions (Section 4.2) should be evaluated according to the same criteria applied to proposals for individual papers (below), with the addition of a test of coherency: will the session hang together well? If an entire session is rejected, its individual components should still be considered, as relevant, for inclusion in the general programme.

6.1.7. Selection Criteria for Papers

There is a physical limit to the number of papers that can be presented, so they must be carefully selected according to their relevance to the field; quality; appropriateness for presentation; and relevance to other papers.

Relevance to the field: ICHC is concerned with the interdisciplinary study of maps, their making, and their use in the past. Papers that concern only related subjects (e.g., historical geography, the history of discoveries, and the use of maps for current political argument or for specific information about past landscapes) would not be considered to fall within the history of cartography.

Quality: papers should be chosen that reflect original and rigorous research that has not previously been published, or presented at a previous ICHC.

Appropriateness for presentation: the Selection Committee might find some proposed topics to be more suited to a poster presentation; such papers can be transferred to the proposals for poster selection (Section 6.1.9). In an attempt to counter the prejudice in some universities in favour of papers over posters, all opportunities should be taken to stress the value of a poster presentation—indeed its definite *advantages* in some circumstances over a paper.

Relevance to other papers: the Selection Committee should combine high-quality papers into panels that address a specific theme. This process will be facilitated by the conference themes. Yet, in practice, the majority of papers may fall outside the specified themes. And because papers should not be rejected merely because of that fact, they do need to be assembled into logical groupings.

Furthermore, papers devoted to cartographic themes relating to the host country should comprise no more than 20–25 per cent of all papers.

Other criteria are irrelevant to the mission of both IM and ICHC *(see Hosting, Section 1)* and should not be used.

6.1.8. Reserve Papers

The Selection Committee should keep some papers in reserve. (This assumes that there is a greater number of acceptable abstracts than the spaces available for papers.) At least one extra speaker might be asked to come with a paper and PowerPoint prepared. In each of the last few conferences there have been two or three late cancellations and such a person would be almost certain to get to deliver their paper, at some point.

6.1.9. Poster Selection

After considering special sessions and papers, and perhaps transferring some proposals for papers into proposals for posters, and having been informed of the total number of spaces that will be physically available for the display of posters, the Selection Committee will also consider proposals for poster presentations. The criteria for selection are the same as for papers (above). As with papers, if the number of high-quality poster presentations exceeds the number of spaces, it is possible to identify posters presentations to keep in reserve as protection against cancellations (although those often happen without notification).

6.1.10. Notification of the Results of the Selection Process

Several template letters are available from the organisers of previous conferences for notifying people of the different possible outcomes of their proposal:

	Proposal	Outcome
a)	special session or individual paper	accepted
b)	paper	accepted for the reserve if subsequently accepted
c)	paper	accepted as a poster presentation
d)	paper	rejected
e)	poster	accepted
f)	poster	rejected

It might be sensible to delay informing any poster reserves that have been identified, until it is clear whether there are spare spaces. Alternatively, a draft letter for poster reserves could be prepared, similar to the one for papers ('b').

It is effective to accompany these letters, as relevant, by the guidelines and audio-visual requirements for paper presenters (Section 7.1.1 & Section 7.1.2) and the equivalent notes for those presenting a poster (Section 7.1.3).

6.2. Drawing up the Final Academic Programme

6.2.1. General Considerations about the Schedule

Most paper sessions contain three presentations, plus discussion. It is possible, given the particular schedule, that some sessions might have four presentations. Ideally, sessions should not have less than three or more than four papers.

It is now traditional that a morning (perhaps 9:30–12:30) is set aside for the poster session. During that time, there should be **no other** scheduled activity. It is generally agreed that placing the Poster Session early in the conference was a success. It is recommended that this should be repeated in future.

The desire of participants, particularly the younger ones, for discussion periods, should be remembered. For this reason, special sessions on controversial or theoretical subjects might be scheduled at the end of the day to permit discussion to continue. On this, see the 'Open Forum' (Section 4.2).

Since 2020, the increased use of online platforms has made possible the mixture of in-person and online elements within the programme of an ICHC. The Bucharest ICHC in 2022 was the first hybrid ICHC. At the time of updating these guidelines (July, 2022) the future development of hybrid meeting technologies is unclear. However, it is clear that organisers will need to consider carefully the balance between in-person and online elements in any future ICHC.

Avoid Other Scheduled Activities during Paper and Poster Sessions

Leaving aside the possible use of concurrent sessions (Section 6.2.3) it is important that no scheduled activities force participants to choose between those and what is going on in the conference hall. Remember that the poster presenters and those giving papers in the sessions affected have worked hard for their only chance to present their findings. They should not be penalised by having their audience reduced. It may be acceptable to schedule a special visit, providing that there are least three different time-slots offered and that those coincide with papers covering very different themes. If a meeting has to take place during the poster session—after all efforts to accommodate it at some other time have failed—it should last no more than one hour.

6.2.2. General Considerations about Facilities

A properly equipped auditorium will be needed. In general, paper sessions would not normally attract more than 100–150 people. If concurrent sessions (Section 6.2.3) are to be held, the less popular session would probably not exceed 50 people. A larger hall able to seat at least 250 people – and preferably attractive—is required for the opening and closing ceremonies.

The poster session usually requires a room large enough for at least 40 tables, most of which should also have display boards. There should be sufficient display space for each exhibitor. In 2007 each vertical panel was 120 x 157 cm and each table 135 x 67 x 74 cm; in 2009 the vertical panel was 90 x 120 cm. If possible, the posters should be left up for as long a period as possible.

6.2.3. Concurrent Sessions

Some previous conferences have used concurrent (or 'parallel') sessions (i.e., where two or even more talks take place simultaneously). The advantages and disadvantages can be summarised thus:

Advantages

§ Parallel sessions have proven their value in recent conferences as an effective way of increasing the participation in the conference, particularly by younger or less established scholars who will be expected to present papers (or posters) in order to obtain support from their home institutions.

More papers can be accepted for a given number of days. Since some people will only receive funding if they deliver a paper, this can increase the number of participants.

It might be possible to shorten the length of the conference by one day if concurrent sessions were used, thus reducing participants' hotel and subsistence costs.

Disadvantages

Even if the themes of the concurrent sessions seem very different, some people will wish to be present at both.

The staff requirements are doubled, e.g. projectionists, assistants.

Even *more precise* timing must be maintained by session chairs so that people can switch venues during a session, for example, moving across between the second and third papers. The halls involved must also be close enough together to allow such movement, for which no time is allocated in the programme.

The issue of concurrent sessions is currently left to the Selection Committee (if there are too many good applications) and the host organisers. However, if the logistics allow, organisers are urged to introduce at least a few concurrent sessions.

§ If a scheduled presenter does not appear for whatever reason, speakers from later in the session should not be moved forward to fill the resulting gap (unless there has been adequate warning). If there is to be any such change in the published schedule, organizers and chairs should ensure that these changes are communicated to participants well in advance of the affected session(s).

§ To avoid conference fatigue, it is recommended that the final day should be restricted to plenary sessions.

6.2.4. Plenary sessions.

§ Care should be taken when deciding which paper should go into a concurrent session and which into a plenary, so that a proper balance of speakers is maintained and a wide range of topics is reflected.

6.2.5. Drawing up the Programme of Paper Sessions

§ The chair of the selection committee needs to be consulted on everything that relates to the academic programme, including the composition of sessions formed from the accepted papers, the number of parallel sessions, the session titles, the choice of session chairs, anything that would overlap with formal sessions. Contentious or 'political' issues should additionally involve the chair of Imago Mundi Ltd.

§ ***Diversity*. Organizers and the selection committee should be sensitive to matters of diversity (gender, place of origin, etc.) of applicants in the selection of papers, posters, and session chairs.**

§ It would be preferable if a way could be found to break up the relentless succession of paper sessions. Institutional visits would be one alternative.

The Selection Committee may decide to arrange the chosen papers into sessions *straightaway*, with appropriate session titles. (Special sessions will, of course, already be so organised.) However, it is likely that several speakers will cancel (or fail to confirm their attendance by the due date)—a few, at least, at a late stage. One or two may find that they cannot be there on the particular day on which their paper was scheduled. This will mean making changes to the programme. It can be difficult finding a replacement from the unprioritised reserve list (Section 6.1.8) which will fit neatly into the proposed session title.

Those whose abstracts were selected should be written to asking them to confirm as soon as possible (*and certainly within three weeks*) that they will deliver their paper. Usually, organisers require that speakers pay their conference fee before their paper is included in the programme, and a deadline is provided for that purpose. Conference hosts should make their own decision about that.

The suggested letter (see Section 6.1.10) also asks if there are any days the speaker does *not* intend to be present. They are encouraged to reply via email.

The alternative approach is to wait until the chosen speakers have replied before drawing up the programme. As soon as one declines, the first name on the reserve list is invited, and so on. If email (or fax) are used, this process need not take very long. Nevertheless, at whatever stage the programme is drawn up, there will almost certainly be a few late withdrawals. If it is too late to call upon further reserves, a gap will have to be left in the programme. This could be profitably filled with a general discussion.

Papers read *in absentia*. It is unsatisfactory if a paper is read by a substitute. Not only is the author unavailable to answer questions at the end of the session but, more important, neither they nor their listeners benefit from informal discussion during breaks and at receptions. If the cancellation occurs early enough, a reserve presenter can take their place. Otherwise, the organisers may want to cancel the paper of a non-attending presenter, and reallocate the time to extended discussion or a longer coffee break.

Dealing with gaps in the programme. It is recommended that, if gaps occur, and if there are early morning starts to paper sessions, the opportunity is taken to move a speaker away from, say, a 9 am slot.

To summarise the two possible approaches:

Arranging the papers into sessions at the time of selection:

1. The chosen papers are arranged into sessions and the sessions are given titles.

2. The chosen and reserve speakers are notified (Section 6.1.10).

3. If a chosen speaker withdraws, the paper is selected from the reserve list that is *most appropriate* for the session concerned.

4. When all (or almost all) the invited speakers have replied, the programme is posted to the Web.

5. Subsequent changes are added to the Web programme as they occur. The programme mounted on the Web should clearly indicate the dates of its creation and revision, for the benefit of those who return to look at the page again.

6. The names of session chairs (Section 6.2.5) are added to the programme when all have agreed.

7. Shortly before the conference, the text of the Web-page is downloaded, to be used for the published version of the programme.

Leaving the process of arranging the sessions until most speakers have replied:

2. [as above]

3. As chosen speakers withdraw, the *first* name is selected from the reserve list, which had been *prioritised*.

4. When all (or almost all) the invited speakers have replied, the talks are arranged into suitable groups and the sessions given appropriate titles. The programme is then posted to the Web.

5–7. [as above]

6.2.5. Choosing Session Chairs

While the Selection Committee can suggest names of session chairs, the final selection will depend on who decides to attend the conference. If a list of potential chairs is being drawn up at that early stage, it should therefore have more names than will be needed. The names of the chairs cannot be published until they have agreed to serve—although almost all will say 'yes'. For this reason, the programme may need to be posted to the web without, at first, including the chairs' names.

Apart from sessions devoted to cartographic themes relating to the host country, sessions are normally chaired by leading international figures in the field. The selection of younger chairs should be encouraged, provided they have already shown a commitment to the subject and an ability to command the requisite authority.

Organisers of special sessions should have the option of chairing the session or, in case they participate themselves in them, to propose a chair.

A brief note about the position and affiliation of the chairman of paper sessions should be included alongside their name in the Final Programme.

6.3. Other Conference Activities to be Included in the Final Programme

6.3.1. The Pre-Conference Day

A full day of meetings of ISCEM, ISHMap, and the ICA's Commission on the History of Cartography is usually, but not always, held the day before the conference opens. The content of these meetings is organised by officers of ISCEM, ISHMap, and ICA, but should if possible appear in the Final Programme. Because the ISCEM, ISHMap, and ICA meetings are *not* formally part of ICHC, individuals may present *both* to ICHC and on the pre-conference day. See *Hosting Section 3.2*, where it is suggested that either the ISCEM, ISHMap, or ICA meeting might be moved to the Sunday morning.

6.3.2. Opening and Closing Ceremonies

A programme for the Opening Ceremony will need to be prepared (probably in the month before the conference) to fit the time that was allowed for it when the programme was drawn up. Preferably the Opening Ceremony would not last more than one hour, including 10 minutes for the IM Chair and 5 minutes from the President of the American Friends of the J.B. Harley Research Fellowships, Inc. to explain about the Travel Grants from the American Friends (Section 4.3).

The Closing Ceremony could be even shorter, allowing 5–10 minutes for the IM Chair. If a dignitary is being invited, e.g. a government minister, the arrangements need to be made some months before.

6.3.3. Exhibitions and Associated Receptions

There should be plenty of time for exhibition viewing. The ideal solution is to hold a reception to mark the opening. However, since people tend to talk at receptions, they appreciate the opportunity to return later to have a more leisurely look at the exhibits.

One large exhibition would be sufficient. Recent organisers, however, have found it easier or more convenient to present two, three or even more separate exhibitions, in which case each might be an occasion for a separate formal opening. Certainly each exhibition would require adequate viewing time.

Please make sure that sufficient time is allowed for participants to get from one place to another. If coaches are being used, it is important that there are sufficient vehicles for the numbers involved.

Please note: if printed catalogue(s) of the exhibition(s) can be distributed to conference-goers (providing them with a permanent record and a reference work), organisers are strongly urged to ensure there is an English-language translation of the text or at the very least a summary in English. If the catalogues cannot be distributed free, please try to offer the catalogue to participants at a reduced price. If that happens, the amount of the price reduction should be prominently displayed. Since the catalogue will be popular, it is strongly recommended that two sales people are on duty and that they should have order slips and be able to provide information about shipping options and costs.

6.3.4. Meals and Refreshments

Sufficient time needs to be allotted to coffee breaks and lunch (Section 6.3.4).

7. Planning the Conference—Academic—Culminating in the Publication of the Abstracts, etc.

7.1. Maintaining Contact with Presenters

It is particularly important to keep in contact with presenters via email in the period between their being invited and the actual conference. If contact is to be intermittent, it might be a good idea to include, automatically, a note on each message to the effect: "*If your email address changes at any time before the conference please let us know immediately. We shall need to contact you at regular intervals*."

One way to facilitate contact is to send presenters reminders about their responsibilities and needs, thereby ensuring that the conference itself will proceed as smoothly as possible.

7.1.1. Guidance Notes for Presenters

Guidance notes are, correctly, sent to presenters at the time they are notified of their selection to give a paper (Section 6.1.10). However, presenters have usually forgotten about them by the time they come to write their papers, so it would be sensible to send them the instructions **again, later on**, or to prepare two different sets of instructions: general (at the invitation stage) and more specific (later on). Four points should be stressed when communicating with presenters about their papers:

Speed and Length of Presentation

> Active steps need to be taken to avoid papers being read too fast. The usual reason for this is that the text is too long. To fit comfortably into the time allowed [aim for 17 rather than 20 minutes!] it is **strongly recommended** that the appropriate length is in future described in terms of *words* (or even *characters*), in addition to time. Recent conference organisers have estimated a word limit of 1,500 words. To prevent too much time being taken up with illustrations, speakers should be encouraged to show no more than 30 images (or pairs of images should dual projection be provided) in one 20-minute presentation.

Considerations for an International Audience

> Native speakers of the conference language(s) need to be encouraged to consider those audience members who are not native or otherwise fluent. Presenters might for example display a summary of the paper, a task made easy by PowerPoint. A very useful guide to solutions has been provided by Bernd Belina in "Anglophones: If You Want Us to Understand You, You Will Have to Speak Understandably! A Humble Proposition Concerning Paper

Presentations by Native English Speakers at International Conferences," *Antipode* 37, no. 5 (2005): 853–55.

§ Future speakers should be strongly urged to read (and preferably print out) the guidance notes for speakers, compiled by Catherine Delano Smith and an Institute of Historical Research colleague. To that end, organisers are urged to send these individually to potential speakers, rather than leaving them to follow up a web link. (http://www.ichc2011.ru/index.php?r=211)

A suggestion made after the 2009 conference was that presenters might be invited to submit their papers for copying and distribution beforehand, so as to overcome the difficulty of understanding some oral presentations. If that happened the cost should come out of the Registration Fee, and be budgeted for accordingly.

Images

The lack of graphics in some past conference papers was deplored by many participants. The importance of illustrations is already stressed in the existing instructions. It was agreed to strengthen the requirements by requesting that those who submit abstracts also indicate, in general terms, how they would illustrate their talk.

A limit should be suggested for the number of distinct images projected. Speakers should be urged to have sufficient and strictly relevant images, but to take care not to overload their presentation; their listeners need time to see each one.

There needs to be an explanation about compressing a PowerPoint file, so that it does not cause problems when loading. There should also be advice about selecting an appropriate background colour.

Copies of papers

If there is to be simultaneous translation, speakers should be asked to bring an extra copy of their paper for the translators. [Not all speakers, however, will bring neatly typed copy].

7.1.2. Audio-Visual Requirements

Clear guidance for speakers, which can be modified if necessary, will be available from the previous conference. There need to be very clear instructions about PowerPoint, about the equipment presenters should bring and the equipment that will be provided, what can/cannot be supported, and about the need to test out their PC or CD well beforehand.

7.1.3. Guidance Notes for Poster Presenters

Equivalent guidance will also be made available.

7.2. Session Chairs

When the programme has been finalised, the abstracts for each of the talks in their session should be sent to the session chairs concerned. Each chair should also receive a copy of the appropriate guidance notes, whose text will be available from the previous organisers. Chairs should be asked to meet their speakers well ahead of time (with speakers urged to do likewise), and ensure that the PowerPoints have been tested by the technicians. It is ideal for the chair's affiliation details to be included in the programme; if that is not possible, chairs should be asked to introduce themselves at the beginning of their session.

7.3. Publications, to be Distributed at Onsite Registration

See examples of the publications from recent conferences. The Programme and Abstracts can be combined into a single volume. Printing should take place as late as possible, to take account of any last-minute changes. It is best to produce a separate computer printout with the List of Participants.

7.3.1. Programme

This contains the final, detailed programme and all the information needed by participants. The Programme could also include 'Welcome' statements, thanks to all the sponsors, and details not known at the time the CFP (Section 4) was issued (about 14 months previously). The full list of past conferences should be included.

The provisional programme will be placed on the website some months before. Since this is the public face of the conference it is important that the title of papers and posters (which may not be in the author's own language) are edited by a native speaker, so that they are clear and correctly expressed. Imago Mundi Ltd is responsible for finding a volunteer for this purpose. While all titles should be given in English, it is important to note the language in which papers will actually be presented, if different.

Although English will be the conference language, it is not helpful to translate into English the name of the institution to which the participant belongs, since that can make it untraceable on the internet. The vernacular form must therefore be asked for at registration. If there is space to include an English translation that could be requested as well.

Co-authors. There is a growing tendency for two or more authors to be listed beside an abstract. Some of the named individuals may not be at the conference, which can mean a frustrating search through the List of Participants. It needs to be made clear by the typography who will be presenting (always the first name) and if any of the others are expected to be present.

An innovation of the 2007 Bern conference was the provision of 'pocket editions' of the Conference Programme and the List of Participants, both prepared very late in order to be as correct as possible. Those were much appreciated and it is hoped they can be repeated.

7.3.2. Abstracts

It has now become a regular feature that participants are issued with a volume containing abstracts of each paper, poster and special session contribution (of between 250 and 500 words), as well as brief biographical details of the authors (about 100 words). The 2007 Bern conference introduced an alphabetical list of participants into the volume of paper and poster abstracts, indexed to the relevant page. It is hoped that that can be repeated in future. Clearly, this can be done only at the last minute (although the basic name list could be prepared earlier); it is otherwise difficult to locate the presenters' details. An alternative would be to include the page reference in the List of Participants (Section 7.3.3).

§ It has been suggested that the Abstracts might be issued to participants in electronic form. However, **some participants will prefer to have a printed volume to consult during the paper sessions. The cost of producing that printed volume should be met from the conference fee.**

7.3.3. List of Participants

Assuming that the names and addresses of participants are printed in spreadsheet form, it is easy to produce both the standard alphabetical list of participants with their full mailing and email addresses, and another one listing participants by country. The country list might be made available in printed form to those who specifically ask for it, in order to reduce the photocopying expenses.

If it is possible to generate a presenters' index (see above) from the same database, the relevant page reference to the printed volume could be included in the List of Participants. Space does not seem to be a problem (with a landscape arrangement) but, if it is, the Number or Title columns might be omitted, although it is useful to be able to see, via the Number, the participants total (though that could be simply stated at the end).

'Organisation'. It would be helpful if the city could be included in all cases.

Non-arrival. There will always be a number of Participants who do not arrive, including some presenters. If that fact is known at the time the list is finalised, their names should be omitted, or, if they were due to present a paper or poster, a code might be included in that extra column (CNC = could not come). The noticeboard should be used to announce the cancellation of any paper or poster, and their name crossed out on the plan showing the position of the posters.

If the supplementary list of participants [i.e., those registering after the Programme goes off for printing] cannot be distributed during the conference it is important for it to be circulated afterwards—even if it is no more than a list of names and email addresses. Organisers should plan for this, by gathering the relevant information from late registrants into a supplementary database that will be used for circulation.

7.3.4. Other Printing

Tickets for receptions, farewell dinner, excursion, badges, etc., and, of course, exhibition catalogues (see Section 6.3.3).

7.3.5. Papers

The distribution of copies of some or all papers to participants (see Section 7.1.1) would be ideal, but presents significant logistical problems. The decision is therefore left to the conference organisers.

8. Planning the Conference—Social and Pragmatic

8.1. Planning Meals and Refreshments

8.1.1. Coffee Breaks

Careful planning is needed to ensure that coffee can be served speedily to the participants within the allotted times. It is best to have multiple serving points. If self-service urns are placed either side of a table, and with milk and sugar positioned separately and well apart, the line will move far more swiftly.

8.1.2. Lunch

The ideal solution is some form of buffet, or set meal, served in the conference building itself. If that is not possible, it would be worth considering offering sandwiches or some form of packed lunch. It is ideal if participants can book the meals in advance.

8.1.3. Lunch Restaurants

With around 150 people all seeking lunch at the same time in the vicinity of the conference centre, it is advisable to make arrangements with local restaurants and cafeterias. The owners may need to be warned that there will be less time than usual for lunch. [Otherwise, the first speaker after lunch will be continually interrupted by late arrivals]. A simple, photocopied map of these facilities would be very helpful. With a maximum of one and a half hours available for lunch, it may be best to omit from the list restaurants that provide a leisurely service.

8.1.4. Lunch Coupons

The Athens (1999) conference introduced lunch coupons, which could be bought beforehand for a standard meal at one of two designated restaurants. Some people found that convenient. It is also possible to use coupons as a private way of helping those who have financial difficulties.

8.1.5. Vegetarians

The registration form should ask if people are vegetarian or if they have special dietary needs. It is important that adequate special arrangements should be made for them when meals are provided. This does not mean just offering a salad, an omelette, or the vegetables from the main meal. It also needs to be understood that chicken and fish are *not acceptable* to vegetarians!

8.2. Preparing for Onsite Registration

Having coffee and cakes at the Registration (if this can be afforded) creates an immediately friendly impression.

8.2.1. Registration Packs

Usually, each pack contains various publications (Section 7.3) facsimiles (preferably supplied in a stiff tube), catalogues, publicity material, etc. as well as local and travel information (Sections 5.2.2–3).

The invitation leaflet (Sections 2.4–5) for the next conference should also be included.

It should be remembered that, having registered, participants will have to carry what they are given throughout that first day. Will that cause problems, e.g. if they are given a large tube and then have to travel to a reception? How will they know which of many identical tubes or bags is theirs? Ideally, a duplicate of their name badge would be attached to the outside of the conference bag.

8.2.2. Special Information

The following information needs to be attached to the outside of a participant's registration pack, or to the participant's badge, so that any outstanding issues can be dealt with at time of registration.

- Details of any money still owing
- Details of what events the participant has paid for (Dinner, excursion, tour, etc)
- If the person is a session chair

- If the person is a speaker
- If the person is a Poster presenter
- If the person is a day visitor or Student
- Any other queries or special information, e.g. that the person is a vegetarian, or has disability needs

8.2.3. Name Badges

It is strongly urged that the participant's name be printed as large as possible (preferably with the last name in **BOLD CAPITALS** and no less than 24pt size) so that it can be easily read at a distance. The names should be in their normal order, e.g. "Tony Campbell", not "Campbell, Tony". The institution and country of origin should also be included, presumably in smaller type.

TONY CAMPBELL

London, UK

Local organisers, IM Directors and Accompanying Persons (Section 8.1) should each have **visually different badges**. Local organisers, in particular, need to have a badge that is immediately obvious, since they are the people who should be approached about enquiries. If double-sided badges are used the name must appear on both sides.

9. RUNNING THE CONFERENCE

9.1. The Onsite Registration Process in Detail

200 or more people will need to be registered.

Languages. All those involved in Registration should be able to speak English and all notices should be at least in English (and possibly other languages as well). The staff should also know what other foreign language skills any of their colleagues have. French, German and Spanish will be the most obvious needs.

If more people can be accepted for the Farewell Dinner and excursions/tours etc. (and this will mean more money for the conference budget!) there should be a *prominent* notice inviting people to sign up.

Participants will expect the procedure to be swift and efficient.

9.1.1. Basic Procedure

It is suggested that the alphabetical list of participants is divided into four, e.g. A–D, E–K, L–R, S–Z. One assistant will be needed for *each* section of the alphabet. They will need to be well instructed. There will need to be a large sign displaying the relevant initials, visible even when there is a queue of people (i.e. best on the wall behind). For each participant, the following procedure needs to be carried out:

- Check the person's name.
- Confirm that they are booked for the Farewell Dinner [be ready for extra people wanting to attend or for those wanting to cancel, even if that is not possible].

- Confirm that they are booked for any visits/excursions/post-conference tours [again, be ready for people wanting to sign up or cancel, even if that is not possible].
- If they are a day visitor, confirm that the day(s) are correct.
- Point out to Accompanying Persons (Section 8.1) what arrangements have been made for them.
- Check that all their payments are correct [if not, refer them to the Special Desk].
- Refer those giving a paper or Poster to the Special Desk.
- Remind those who are session chairs (Section 7.2) which session is involved. [If they have not already been provided with the relevant abstracts, explain that those are included in the printed volume.]
- Hand over the registration bag. [The name badge (or preferably a second badge) needs to be attached to the outside of the bag for identification. Remember, that everybody will have *an identical bag*, which makes if very confusing when these are deposited, e.g. at a reception!]
- Point out that tickets, invitations, etc. are inside.
- If there are queries, refer them to the Special Desk.

9.1.2. Special Desk

Besides the four people handling basic Registration, there needs to be a 'Special Desk'. This should be labelled something like: "Finance. Papers/Posters. Information". The highly experienced person (probably the Conference secretary or assistant secretary) needs to deal with:

Finance

The person(s) handling financial matters will need to be particularly well briefed. They will need adequate security if cash is involved. Expect the following queries:

- "Am I registered?"—unless the bank has managed to match up all payments with named people there will certainly be some queries of this sort. How will they be dealt with?
- A person has not registered before and now wants to do so.
- Non-payment or under-payment. Can money be accepted in any way other than cash, e.g. by credit card?
- Over-payment. Presumably a cash refund will be made.
- Travel and accommodation matters. It can probably be assumed that people will have checked into their hotel before they register. There might be payment queries though.

Papers/Posters

All those giving papers or posters should be directed, after registering, to the Special Desk to collect their instructions.

Information

People will ask about Local and travel information (Section 5.2.2). There may also be a few complaints.

9.2. Paper Sessions

9.2.1. General Points

Speakers need to be comfortable. This means that:

- the speaker's light should be adequate for reading text but *should not affect the images on the screen.*
- the speaker's shadow should not fall onto the screen.
- a laser pointer should be available (*and demonstrated to each speaker*), to save them from having to walk to the screen, losing time and moving away from the microphone.

The 2011 innovation in Moscow of providing screens facing the chairman and speakers works only if the screens are large enough and visible to all on the panel. One problem is that those on the stage cannot see when the speaker uses the pointer.

Guidance notes should have been sent to all those whose papers have been accepted (Section 7.1.1). These notes stress the importance of high quality, relevant slides and emphasise the need for *details*.

The use of PowerPoint slides between sessions to display the programme for the next session, or to carry general announcements, is to be recommended.

If there are two entrances to the lecture hall, and it is possible to use the rear entrance only during sessions, this will avoid disruption. While sessions are in progress, newcomers should be directed to use the rear entry.

It will probably be necessary to make an announcement asking that no flash photography is used.

9.2.2. Timing

Start of each session. One of the local organisers should have the responsibility of alerting participants (no less than 3 minutes beforehand) that a session is about to start. A clearly audible signal is needed.

9.2.3. Chair's Role

Broadly, see the guidelines for chairs (Section 7.2).

Session chairs must *insist* that timing is strictly observed. Much of the success of the conference depends on the smooth running of the academic schedule. To keep speakers to their allowed twenty minutes, the chair should be provided with a sign saying, in large lettering, 'Five more minutes' (another saying 'TWO MORE MINUTES!' and, finally, 'PLEASE END'). Athens (1999) used yellow (5 mins) and red (2 mins), like a football referee!

Having volunteers sitting at the front holding up signs saying '5 minutes left', '1 minute left' and 'time up' is a good idea, since it allows the chairman to concentrate on other things. But there needs to be a clearly understood mechanism for making sure that the sign is seen by both chair and speaker.

An essential point is that if there are changes to the schedule of concurrent sessions, the chair in the *other* room must announce them as well, since some of the audience may have planned to attend a paper in the other session. If the conference is providing simultaneous translation, the chair should point out when a paper is being delivered in a language for which translation is *not* being provided, to save people searching on their headphones for a non-existent translation!

9.2.4. Questions or Comments from the Floor

Before the start of each question period two people should be available—one in each side aisle—with a portable microphone. It is preferable if these microphones operate without wires. If these are controlled centrally, the procedure for turning these on and off needs to be agreed with the projectionist.

The person asking a question, or making a *brief* comment, should be asked to announce his/her name first of all.

For parallel sessions the questions should always follow the individual paper, so that those who plan to move mid-session can participate in the questions to the paper they heard rather than others they had not.

§ As far as plenary sessions are concerned, there is a choice between taking questions/comments together on the three papers at the end of the session, or separately after each paper. This decision could be taken by the selection committee or left to the individual chair. With joint questions, the chair may need to seek a question/comment for a speaker who has otherwise been ignored. There is always a tendency for more questions/comments to be directed to the last speaker, whose talk is fresh in people's minds. For that reason, some chairs start by inviting questions to the first speaker.

9.2.5. Headphones

Where there is simultaneous translation, and headphones have to be borrowed, there will usually be a requirement to leave something as security. It would be helpful if people could be told the types of document required beforehand (e.g. credit card). Otherwise, they will come on the first day without those. If passports are asked for—and some nationals are **not allowed to leave their passport in that way**—they must be kept locked up.

9.3. Audio-Visual Procedures

Experienced staff should be present throughout each session to take care of any problems that might arise, and to adjust microphones for each presenter.

[*This section has been left unchanged, although, following Budapest (2005), it is clear that some of what follows will probably no longer be relevant, and that all images will in future be put into PowerPoint. Assuming that the Budapest (2005) model is followed in future, there will need to be close liaison between the organiser's technical staff and the presenters, e.g. about transferring PowerPoint presentations to the organiser's server, assisting the inexpert with their PowerPoint presentations, arranging for web access for presenters, and for email access for all participants.*]

The following will be required:

- two projector(s) with a high quality lens.
- two screens (or even three, if double projection is requested *at the same time as* overheads [also known as overhead transparencies or viewgraphs]).
- an overhead projector.
- PowerPoint projection.

There should be **spares** for all essential machinery in case of breakdowns.

The history of cartography is a highly visual subject. The quality of slides is therefore of great importance. Nothing can be done about bad slides but there needs to be an experienced projectionist who ensures that each slide is quickly and properly focused. Slides also need to be projected *as large as possible.* Procedures for dimming the lights, switching on microphones, etc., need to be agreed with the projectionist.

Double projection

In some countries it is apparently normal for a *single* button to operate both slides when two projectors are being used. This will not meet the needs of some speakers, who will wish to be able to operate the two projectors *independently*. There will therefore need to be *separate* controls for the two projectors.

Rehearsal

It is important that the speaker practices the procedure for activating the slides in a break beforehand. The speaker must be clear about what 'left' and 'right' means to them! [The rehearsal should have been arranged at onsite registration (Section 9.1)].

Clip-on microphone

It is probably best if the speaker can be provided with a clip-on microphone. [However, remember that it can take time putting on/taking off and there needs to be a way of adjusting the volume level at the start of each talk]. This would avoid the loss of sound (particularly important if there are translators) when the speaker turns towards the screen. This is even more necessary when the speaker uses an overhead projector.

PowerPoint projection

Increasingly, people want to present their papers in the form of a PowerPoint projection. Even if they bring their own PC, they will expect the organisers to provide the projection equipment. Hookups will be expected for both IBM and Apple computers. It may be sensible to recommend an interface programme in advance to speakers. For this reason, the PowerPoint option has been included in the Audio-visual requirements questionnaire (Section 7.1.2).

Future organisers are asked if it would be possible for paper presenters—particularly those whose spoken English might be difficult to understand—to submit their text beforehand, for mounting on the conference website or distributing in some other way. Perhaps the relevant page of the text could be displayed during the presentation itself, on the second screen. If so, that possibility should be added to the instructions issued to speakers.

Some of the Helsinki PowerPoint files used the final slide for their acknowledgements. This should be encouraged and such slides left up until it is time for the next speaker. Speakers should also ensure that their first slide includes their name, affiliation and the talk's title.

[It might be worth considering being more pro-active about the new electronic possibilities (a) to produce more effective PowerPoint presentations (since these are now the norm) and (b) as an aid to carto-bibliographical research. This might lend itself to a workshop approach, or there might be a paper on one or other of those topics. We have tended to think of automation as outside the remit of the conference proper. Perhaps that should be rethought].

9.4. Poster Session

All poster presenters would be expected to attend for the whole of the session, and all conference participants should be strongly urged to make a visit.

§ Organizers are encouraged to offer time for brief presentations (two to three minutes) by the poster presenters, who would be limited to two slides only: one to show the title of poster and its number; the other to support the statement "why you should see my poster." The best time might be the evening before. That would also enable both organisers and the individuals concerned, to use the new term, 'Paper and Poster Presentations', which might help poster presenters get funding.

The session should be able to accommodate:

- *Researchers*, allowing them to demonstrate a current project. Some researchers will volunteer to present a poster display. Some of those whose papers are rejected can be offered a poster position instead (see Section 6.1.9).
- *Profit-making* concerns, such as publishers, or antiquarian mapsellers, who wish to sell their material (a fee can be charged).

So that there is a large enough display, active efforts may have to be made to encourage people to present posters, for which a slightly lower academic standard might be acceptable. Since 2005, Abstracts of the Posters have been included in the printed volume.

Some poster presenters will know exactly what they want. For others, this will be discovered at online registration, when they are referred to the Special Desk (Section 9.1.2).

The instructions given to Poster presenters must urge them to ensure that their central message is not buried in too much text.

Increasingly, people will want to use computers for their displays. It will presumably be necessary for the poster presenters to bring their own computers, but facilities should be provided, e.g. power-points (with adapters where appropriate) and, ideally, one or two terminals for Internet demonstrations. [If that is going to be possible; otherwise presenters should mirror the sites in question to their hard drive].

The physical arrangement will depend on local circumstances. The ideal is for the stands to be neither too far apart nor too close. If they are too spread out there is none of the 'atmosphere' you get from a good party and the viewer feels obliged to go and talk to every single presenter. If they are too close, it becomes difficult to move around.

It would be helpful if the organisers could provide a ***standardised masthead*** for the poster displays, giving the title, author's name and affiliation. If this is left to individuals, some will fail to provide that information in a clear manner. Banner headings of that kind would look both attractive and professional.

It is very helpful if basic materials (pins, velcro strips, etc.) are provided. This helps presenters and ensures that the right materials are used.

It is always the case that some Poster presenters do not appear. To avoid leaving gaps in the best positions, it is suggested that presenters are asked to claim their place in advance. If they do not do so, their place can be given to somebody else, thus ensuring that any gaps are in the least popular positions.

Bern (2007) was the first time that Posters were left up after the Tuesday presentation. This worked well, giving people the chance to go back and look at particular displays. It would be good if this could become regular practice.

A welcome innovation would be a plan showing the location of each poster presentation. This would be particularly valuable if the posters are spread out over different areas.

§ It is highly recommended that every poster be allocated a number, which appears with the poster description in the programme. This would allow the preparation of a numbered plan showing the location of each poster presentation. Any cancelled posters should be crossed out on the plan.

Since it is always the case that some of those who have had their posters accepted fail to turn up, and others will have changed their titles, the organisers are asked to take responsibility for providing an authorative list of the actual presentations. That will be needed for the official ICHC record website and for use by those who review the conference.

Publishers' Exhibition

A separate exhibition was held for publishers at the 2001 Madrid conference. Unlike the Poster Session, this coincided with paper sessions. There is no means of knowing if this affected attendance levels at the paper sessions. The publishers were not charged a fee, so future organisers might prefer to continue the current mix of academic and commercial stands in the Poster Session.

9.5. Local Organisers

The IM representative(s) can be available to come a day early to run through all the procedures with the **entire local team**—but only if that would be helpful. It should be agreed who will carry out each of the various roles. It is essential that an authoritative representative of the local organisers is present **throughout the conference**.

The chief local organiser will need to be assisted by at least five people, who would share the various roles.

All local organisers would presumably need to speak the conference languages. They also need to be very calm and efficient. It would be helpful if they wore a very distinctive badge. Since key people cannot be everywhere at once, it would be very helpful if they had a pager or mobile phone.

The tasks that will need to be performed at various times are:

- Registration (up to five staff required at the busiest period)
- Distributing and receiving back headphones, if there is simultaneous translation
- Announcing the start of each session and making sure that participants return in time
- Controlling the microphones for questions from the floor
- Making contact with the speakers beforehand and running through their slides with them
- Photocopying papers for the session chairs and translators
- Replacing water for the speakers
- Translating between the host language and English for the Imago Mundi co-ordinator
- General liaison, queries and complaints
- Lunch and coffee breaks (see Section 6.3.4)

9.6. Announcements

Participants like to be given information well in advance. It will probably be necessary for some kind of announcement to be made at the end of each session. Efforts should be made to persuade people that, to be fair to the speaker, they really must come to the first session in the morning. And also return promptly after lunch.

If possible, details about times and places, etc., should be worked out well beforehand and circulated in writing. They should also be posted (in large lettering) on the notice board (see below) and, if possible, placed on the doors to the lecture theatre. If given verbally, they should be repeated several times, since not everybody attends every session. Complicated instructions about travel, e.g. to a reception, are best displayed in written and/or cartographic form.

If buses are going to go to hotels it is important to provide information that relates to *every* conference hotel. People like advice about the appropriate clothing to wear and forewarning about the likely weather on the excursion day. Planning should always allow time for minor delays.

9.7. Notice Board

A **large and prominent** notice board should be provided where the sessions are held, for public and private communication, and for displaying any local publicity about the conference, e.g. in the newspapers. Urgent and important announcements should be placed in a special 'priority' section; once a notice becomes irrelevant it should be taken down. Those who return to the notice board should be able to see immediately what has been added.

§ The noticeboard (both printed and electronic) should be used to announce the cancellation of any paper or poster.

Imago Mundi will wish to have a publicity display throughout the conference.

9.8. Internet Access

Participants much appreciate it if a room can be provided with computers—or, preferably, access to a wireless network—so that they can access the Internet. It is usual to provide a shared conference password.

10. After the Conference

It is traditional for Imago Mundi *(http://maphistory.info/imago.html)* to have first choice of conference papers. However, organisers may wish to arrange to publish a complete Proceedings, or to issue papers relating to the host country as a separate volume. **This should be discussed with the Editor of *Imago Mundi*.**

Some other conferences post papers and posters to the website at the end of the conference, although this does present logistical problems, especially with respect to copyright. The decision is therefore left to the discretion of the organisers.

It is expected that conference organisers will forward to the organisers of the *following* conference their database of mail and email addresses, of both participants and other interested persons, and any other information likely to be of use. It would also be appreciated if they made themselves available to answer occasional queries.

Conference organisers are also asked to supply the necessary statistical information (see both Section 3.1 and *Series*) about their conference, both to the IM coordinator and to Peter van der Krogt for the official ICHC history site (*http://www.explokart.eu/ichc/*). If the conference website can be left up after the conference, it would provide a very helpful model for the next organisers. When the site is due to be taken down, please notify both the IM coordinator and Peter van der Krogt so that they can remove links from their sites.