

Annex

SETAC Pellston Workshop®

Venue Coordination and Logistical Support Needs

Approved by SETAC World Council 4/20/2017

Introduction

Pellston Workshops® are the premier workshop offering of SETAC and a well-recognized brand name in scientific circles. To date, since the first one in 1977 in the modest setting of the field biology station in Pellston, Michigan USA, more than 50 such workshops have been successfully conducted. Their impact has been widely felt across the environmental sciences. Though the technical aspects of planning and conducting a Pellston Workshop® are paramount to success, the selection of an appropriate venue and the thorough consideration of logistical and support needs of the participants contributes in no small measure as well.

This package of materials is designed to inform and assist workshop organizing committees with venue selection and identification of logistical and financial support needs. In particular, it is the responsibility of the committee to work with one of the SETAC offices to make initial contact with potential funding (or in-kind supporting) sources, and to establish travel support requirements for various workshop invitees. It is the responsibility of the SETAC office to formulate a budget for the workshop. The organizing SETAC office will contact candidate venues, secure formal proposals from them, sign a contract, and make payments. The SETAC office will also arrange for local transportation from the nearest airport or rail station to and from the venue, work with participants to make travel arrangements, including coordination with SETAC's travel agency where necessary, and reimburse supported participants from the workshop funds. SETAC also generally is the receipt point for all workshop funds, except where there needs to be a direct payment to the payee from the donor. The following sections provide additional details on these points.

Venue

Venue location and amenities are important to the technical success of Pellston Workshops® and the cost affects the financial viability as well. Typically, most Pellston Workshops® have been conducted in North America, a couple in Europe, and one in Asia. The reason for this is mostly but not entirely historic, due to the fact that SETAC North America office has the most experience in coordinating these intensive and complex workshops. Venues should have certain characteristics that allow for a productive, but not overly distracting, experience for participants. They also must be accessible via major air carriers and have competitive airfares. In recent years SETAC has qualified two locations in North America (with one more to be added)

and three locations in Europe as a baseline where SETAC Pellston Workshops® will be held in the absence of extenuating circumstances as detailed below. The three North American locations are:

- The **National Conservation Training Center (NCTC)**, located in Shepherdstown, West Virginia, about one hour from the international airport serving Washington DC and surrounding area. The facility is owned and operated by the US Fish and Wildlife Service, part of the US Department of the Interior. Facilities and other amenities here are more than adequate for a Pellston Workshop®. Given that the facility is used by the FWS as well as other groups, it is essential that the decision on this location (and possible workshop dates) be made early to maximize the likelihood that it is available. For details go to: [National Conservation Training Center](#).
- **Pensacola, FL** as the alternate location provides an option to NCTC if the preferred timing of the workshop corresponds to seasons when weather could be an adverse factor or if the NCTC is not available for the needed dates. Several hotel properties on the beachfront are candidate sites, having the requisite lodging, plenary, breakout, and dining spaces. The SETAC office will work to secure the exact location once the dates and approximate number of participants are known.
- **Western US location** - being developed.

The three possible European locations are:

- **Brunel University**, Uxbridge, West London UK conference venue is located near enough to the London city center for excellent rail access, only 5 miles from Heathrow Airport, and within close reach of a number of high speed roadways. Should the workshop participants want to plan an afternoon or evening excursion into London proper, the logistics to do this are simple. Conference and meeting rooms range from intimate seminar rooms to large theatres, equipped with the latest technology, as well as standard conference accommodation. To complement the conference facilities, a choice of menus is available. For details go to: [Brunel Conference Services](#).
- **Comwell Roskilde**, near Copenhagen, Denmark, conference venue is about 35 km (18 mi.) from the Copenhagen airport and convenient to central Copenhagen for a group cultural or recreational activity. The onsite facilities are quite adequate for a Pellston Workshop®, with more than enough fully equipped plenary and breakout spaces, and the lodging and restaurant are among the main amenities along with the beautiful setting on a fjord. For more details go to: [Comwell Roskilde Denmark](#)
- **Parador El Saler**, Valencia, Spain. This venue is the newest one chosen – criteria included to have the venue in a very quiet place, close to an international airport, and featuring comfortable weather in March compared with Northern European alternatives. The facility is more than adequate with four work rooms (1 large plenary suitable for 50 participants, 3 break out rooms), hotel facilities, restaurant, etc. Wi-Fi is

available in all areas. It is also close enough to the City of Valencia to provide an entertainment or cultural option if the group so wishes. Transportation costs may be a bit higher depending on the lead time for making reservations and the time of year. For more details go to: [Parador El Saler](#).

The decision on where the workshop should be held normally would be based on where the majority of anticipated participants will come from in order to minimize transportation and overall cost. Further, the availability of support staff from the SETAC office (vis a vis the annual meetings and other events) and the requested timing of the workshop will also be considered.

Circumstances associated with a specific workshop may dictate a venue other than the ones identified above. These extenuating circumstances may include but are not limited to:

- Travel restrictions by certain key participants or donors and
- Funding limitations or constraints by donors, especially in regard to in kind contributions restricted to within a particular country.

If a location choice other than the standard, pre-qualified ones seems to be justified, the organizing committee must provide a rationale and work with the SETAC office to develop notional costs (venue and transportation) at a level of detail comparable to that of the standard choices. This information must be provided with the preliminary proposal (see timeline in the SOP) or the alternative location will not be approved.

The following should be considered if a location choice other than one of the standard locations is to be proposed:

- Geographic location should be welcoming to international travelers (visas easily obtainable / no travel advisories or restrictions due to safety, health, or other reasons)
- Facility should be easily accessible from international airport
- Facility should be secluded and distractions minimal to encourage focused attention from participants
- Facility size, configuration, and available equipment should accommodate the following:
 - Sleeping rooms for entire group for 5 nights starting on Sunday (might need dates before and after as well to accommodate international travelers)
 - A main plenary room set traditional classroom style starting Sunday night through Friday morning.
 - 4-5 breakout rooms, set u-shape or conference style for 8-10 people; Monday morning through end of day Thursday (sometimes one group can use the main plenary room as their breakout room).
 - LCD projector/screen, flip chart, and wifi in all meeting space
 - Separate room for 3 meals per day (starting Sunday night with dinner). AM/PM break service Mon-Thurs can be in meal room or foyer.

The following guidelines should be considered for any sponsorship opportunities:

- Contributions and / or sponsorship of any type cannot be tied to participation in the Pellston Workshop®.
- The standard Pellston Workshop® format should be adhered to and not altered (e.g., duration cannot be shortened or deliberation cannot be open to public..etc).
- In kind contributions from participants to sponsors (e.g., a symposium) should not require a large time commitment ahead of the Pellston Workshop® so that it is not a distraction for the participants from preparing for the Pellston Workshop® (e.g., if a few participants were to provide a training, the material used should not be created de novo).
- In kind contributions from participants (e.g., a symposium) were they to occur at or near the host location should be conducted after the Pellston Workshop® so that participants are not unduly tired at the beginning of the Pellston Workshop®.
- Event timing should take into consideration other SETAC events occurring in the same geographic unit (GU). If a location in a GU where we don't have an office (i.e., not North American or Europe) were to be proposed, it would be recommended that it occur immediately before the GU meeting so that participants can be encouraged to attend the GU meeting.

Fundraising

It is the responsibility of the organizing committee to identify funds for the workshop in alignment with the cost estimate. This is a two-step process coordinated with the submittal of the preliminary and final proposals for approval, respectively. The initial funding goal is a notional one, in line with the conceptual nature of the preliminary proposal. It may even be the case that venue selection and other cost-affecting decisions, e.g. number of participants, nature of publications, etc., have not been made. The main purpose of identifying a funding goal is, as the name implies, to provide an overall target estimate for fund-raising that the approval authority can evaluate.

The detailed budget, supplied with the final proposal (usually about 5 to 7 months ahead of the workshop), is prepared by the organizing SETAC office. The detailed budget provides definitive information based on data provided by the venue and more accurate transportation costs based on invited (hopefully confirmed) participants and the percentage of those participants needing travel support (versus self-funding).

Fundraising to cover the cost of the workshop is the responsibility of the organizing committee. The SETAC office will support this effort through coordination of funding “asks” in order to avoid multiple and overlapping requests for various SETAC-related activities. It helps if the organizing committee establishes a small working group on fundraising. The fundraising subgroup should develop a preliminary working list of potential donors. The SETAC office should be provided with this list to flag any potential donors that have been approached frequently during the recent past or who have indicated a preference for or constraint on

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certain types of activities. There may also be a timing issue as some organizations have specific windows when they are able or willing to entertain funding requests or add items to their fiscal year budgets.

Organizing committee members who have personal contacts with the prospective donor are encouraged to make the initial contact after clearance by the SETAC office. They may discuss the possible amount of the commitment and donor-required paperwork for the funds transfer. Upon relaying this information to the SETAC office, a funding request letter will be sent to secure the funds. Normally, the SETAC office will handle receipt of all donated funds as well as any disbursements to the venue or to other payees. The one exception may be in cases where a Pellston Workshop® is co-organized under a joint venture with another organization under a memorandum of understanding or such (e.g., the UNEP/SETAC Life Cycle Initiative) and the letter will be sent on behalf of the venture. In some cases the donor may require that funds be processed through the joint venture Secretariat or Administrator.

Inviting Participants

It is the responsibility of the organizing committee to identify and qualify candidates to participate in the workshop. Initial contact may be made with them to discuss possible contributions, interest in one or more of the breakout groups, availability for the time period, and so on. Once a candidate is determined to be someone who should be invited it is the responsibility of the organizing SETAC office to issue the invitation letter (usually on SETAC letterhead) and to get the prospective participant's response.