



**INTERNATIONAL
NEUROLOGICAL
KETOGENIC SOCIETY**

Guidance for proposals to host Global Symposium Ketogenic Therapies

The Global Symposium on Ketogenic Therapies occurs every two years in different global locations. There have been 8 previous global symposia and the North American meeting in 2016 and the meeting in Korea 2018 attracted 450-600 attendees. Therefore, this is a substantial meeting that requires a venue of sufficient size for delegates and sponsors alike.

World-leading clinical and research experts in the fields of medicine, neuroscience, dietetics and nursing are keen to be speakers at this conference and have it in their diaries at least two years in advance. Hosting this conference will offer your institution and your city the opportunity to contribute to global leadership in the field of Ketogenic Therapies for neurological disorders.

The International Neurological Ketogenic Society (INKS) is a global UK based charity, which provides oversight and offers organisational support to organizations that wish to host the global symposium.

The role of INKS in the global symposia

- A. Advising on and agreeing to the location and venue.
- B. The planning and content of the scientific programme and approval of symposium partner organizations by the INKS scientific programme committee (there will be a maximum of two representatives from the host organization on the scientific programme committee).
- C. Member engagement for the host symposium organizing committee which would include a minimum of two members from INKS – a member from the same country/continent and a further member nominated by INKS. The positioning of the INKS logo in the symposium programme and website will be approved by INKS Executive committee.
- D. Facilitate introductions to potential sponsors particularly those who have previously sponsored the symposia; however, securing country specific and local sponsorship would be within the remit of the host institution. For continuity of sponsorship levels for the global symposium, INKS would expect to have significant input to the sponsorship prospectus.
- E. In order to maximise awareness of the symposium and to provide continuity of the registration process www.globalketo.com (INKS symposium domain) will be used to link to the local host registration and conference website. The location and dates of the symposium will be prominently displayed on the INKS website and LinkedIn sites.
- F. No financial support can be offered by INKS to assist with the costs of hosting the symposium, nor can INKS assume any contractual or financial liability.

- G. Where sessions have been recorded, the host will provide INKS with access to the recordings within 3 months of the conference, for educational purposes. Recordings may be used as a resource by INKS no sooner than 12 months after the conference ends, to preserve value of conference registration.

Expectations of the host institution and required information of the proposal

1. Nominate the lead for your proposal.
2. Identify the location and venue for the symposium
 - Bear in mind that the conference site should be able to accommodate up to 800 delegates in the main conference hall – this number may vary if a hybrid conference is being offered as face-to-face attendance is likely to be less if on-line access via a virtual platform is provided. There should be sufficient space for AV services as well as virtual platform providers and recording equipment if delivered as a hybrid model. Solely virtual hosting is not an acceptable plan.
 - There should be a large area with electrical connections for sponsors and exhibitors close to the main hall to facilitate access to the exhibitor space in between conference sessions. Consider offering lunch, tea breaks and poster sessions within this area to offer maximum exposure to the sponsors and exhibitors. Ensure that there are sufficient catering stations to serve the conference delegates in a timely manner to ensure that there is adequate time to obtain refreshments in the conference break times and visit the exhibitors.
 - There should be a large area for poster presentations with adequate space and lighting for poster viewing.
 - On site access to kitchen facilities should be available for exhibitors to cook and prepare foods – companies that produce ketogenic products like to cook and prepare tasting samples of ketogenic foods and recipes. Consider that access to these facilities may be limited to a small number of industry chefs and Health & Safety regulation adherence will be mandatory.
 - Live cooking demonstrations have been a popular feature of the previous global conferences so ensure that the exhibitor space can accommodate this and it is in line with the health and safety and fire regulations. There can be unanticipated additional costs associated with this such as insurance and the presence of fire marshals.
 - There should be a speaker room for presenters to submit/check their presentations.
 - There should be a few break-out rooms for sponsored symposia, special interest/committee meetings, with consideration of appropriate capacity.
 - Consider recording sessions to allow catch-up viewing for delegates and consider including the cooking demonstrations within the virtual offer.
 - Consider carefully the transport links to the city and the venue.

3. **Accommodation for delegates**

- It will be necessary to identify hotels as part of the conference venue and/or close to the conference venue that will be available to delegates. Ensure that there are both low as well as high-cost options and provide the booking information and the relevant booking link to the delegates.
- Consider using your local Tourist Information Centre for free support; they can often offer the best available rates for hotel options local to your venue, securing dedicated allocations and providing a bespoke and branded online booking site available 24/7 which can be linked to your conference website. They are also a good source of information for local tourist attractions, venue finding and can often offer additional incentives. (e.g. <https://www.visitbrighton.com/conferences>)
- You will need a contracted number of rooms for symposium organizing staff and speakers which are convenient to the venue.
- Consider the transport links from the accommodation offered to the conference venue.
- Are there sufficient rooms as part of, or close to, your venue to accommodate up to 800 delegates?
- Consider the timeline of payments to the venue. Each venue is different but generally a deposit is required at the time the contract is signed which can be around 10% of the total cost of the contract. There will then be a timeline of staged payments to consider within your budget and cash flow plan. Early contact with sponsors and early applications for institutional funding can help with this.
- A contract might include conference venue, bedroom accommodation, food and beverage depending on whether the contract is with a conference centre or a hotel/resort.

4. **AV and Virtual platform providers**

- Decide whether your conference will be fully face-to-face or, a hybrid of face-to-face and virtual platform
- For fully face-to-face what are the estimated costs of the AV providers for stage, chairs, speaker table with microphones, lectern and microphone and one or two screen projections for presentations.
- If hybrid add estimated costs of virtual platform provider and production costs.
- Consider whether you wish to pre-record all or some presentations prior to the conference for safety (e.g. pandemic or travel restrictions, loss of Wi-Fi at the conference or speaker location), so that a full virtual programme may go ahead in any circumstances.

5. **Conference packs and bags**

- Decide if you wish to provide a conference pack, printed programme, bag and pen etc. Establish the cost of these and how they will be funded e.g. from sponsorship and included in the sponsorship prospectus?

6. **Event Promotion**

- Consider how you will promote your event and the cost of these, ie. via advertising in journals; promoting at relevant events & meetings through adverts, leaflets, exhibition opportunities; social media, ie. LinkedIn, Twitter, Instagram, Facebook; networking with colleagues.
- Decide on a hashtag for your event, ie #globalketo #globalketo2025 for use in marketing

7. **Conference social programme**

- Do you wish to hold a conference opening ceremony? This is not mandatory but would usually include alcoholic/non-alcoholic refreshments and canapes/nibbles. The cost of this would normally be included in the conference registration fee.
- Will there be a conference dinner and entertainment? This is usually a feature of the global symposium as it brings together delegates and sponsors to enjoy the conference and to network in a more informal environment. A ticket for this event is usually an optional extra offered at registration and is an additional cost to the registration fee.
- Do you wish to have a half-day free in the programme where other activities are suggested but delegates would book these themselves? (e.g. city tours, boat trips etc. which showcase your city/area)

8. **Conference Committees**

- You will need a conference organizing committee. Have you identified the members of this committee including two representatives from the INKS executive?
- You will need to nominate a maximum of two representatives to join the INKS scientific programme committee. Said representatives should be members of INKS. This committee will be responsible for designing the draft conference programme and identifying and inviting speakers.
- CME/CPD for physicians and for dietitians should be sought by the Conference Committee and applied to the conference agenda.
- The programme will be conducted in English. Consider if you wish to provide a translation service to your local language and any additional languages. Will these translations be available for face-to-face attendees, virtual delegates or both? Sponsors may be open to providing support for this facility.

Good luck!



Professor J. Helen Cross, Chair of the INKS Executive Committee



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