

nature conferences

Natureconferences are unique scientific events that draw upon the editorial knowledge and expertise of the Nature journals. Working with our partners, Nature journal editors ensure that these events meet the same high standards we apply to our own Nature journals. The aim is that Natureconferences enhance and / or expand communication among the communities relevant to the topic of each individual event. A Natureconference should not only include recent, interesting and relevant presentations and discussions, but also provide a forum that can help set the agenda for the direction of future research: initiating conversations, interactions, and, ultimately, collaborations that drive the field forward.

The following information is intended to provide background information and general details of what potential partners should expect when collaborating on a Natureconference.

Introduction

Our editors will work closely with the partner organisation to develop the conference program and to refine the title of the event and session topics. Editorial input and participation in identifying and agreeing the key speakers and opinion leaders to participate at the event is an essential aspect of the partnership. Nature editors will invite agreed speakers and we will establish and host a website, develop a marketing campaign and provide advice as needed on logistical elements.

The goals of potential partners are taken in to account in shaping the final event. To reach agreement on the programme and invited speakers a vital step involves discussions between the partner's representatives and the Nature journal editors. However ultimately these are Nature-branded conferences, so if agreement between the Nature journal editors and the partners representatives cannot be reached on these aspects then it is not possible to move forward with a final agreement for signatures.

Essential elements of a *Natureconference*

- topic is timely, novel and of significant importance to the international scientific community
- the faculty is drawn from international key opinion leaders on a very specific topic focus;
- Nature journal editors are actively involved in the discussion and the final selection of session topic titles and speakers before they are invited

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Requirements from potential partner to facilitate *Natureconference discussion*

- Well-developed topic summary for Nature journal editors that includes:
 - Tentative topics and a sample of suggested speakers
 - Suggested dates, location and venue
 - List of potential competing conferences to avoid
 - Statement of partner goals for the event. For example:
 - * to initiate collaborations with international researchers to promote the research topic to the local science community
 - * to promote the profile of the partner in a specific area to international and local stakeholders
- Statement of ability to sponsor business-class air travel for invited international speakers
- Statement of ability to provide English-speaking logistical support in advance of the conference and at the proposed venue, including management of speaker travel, production, AV, third party vendors, Visa invite letters, and customer service to speakers and attendees

Components to be discussed with Nature journal editors and *Natureconference staff* and provided by the partner prior to Contract

- Final title, scope, dates (should avoid competing international events) and location for the event
- Full official name, address and logos for all external partners
- Contact information for logistics support team at partnering organization
- Any additional support needs from Natureconferences (eg Abstract review mechanism for short talks and/or poster session)

Guidelines for *NatureConference Timeline*

- Generally one-year notice is required to ensure ability to attract top thought leaders to the meeting
- Recommend full conference venue, registration, and hotel details are confirmed at least 9 months in advance of event
 - Allow 4 weeks for internal Web launch from submission of complete Web details
 - Allow additional 3-4 weeks for Marketing campaign launch following Website launch

