

FUTURA

Journal of Science Communication and the Meetings Industry

ISSUE THEME 1/2026:
KEY CHALLENGES
IN THE MANAGEMENT OF
INTERNATIONAL SCIENTIFIC
CONFERENCES.
FROM PLANNING TO DELIVERY

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FOREWORD BY THE CHAIR OF THE SCIENTIFIC COUNCIL Prof. Jolanta Szempruch

Dear Readers,

We are pleased to present the first issue of the scientific journal FUTURA. Journal of Science Communication and the Meetings Industry, prepared as a scientific newsletter within the project "UR Conference Welcome Centre – Conferences as a Global Catalyst for the Internationalisation of the University of Rzeszów".

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The opening theme of this issue is the key challenges in managing international scientific conferences – from planning to delivery. This is particularly important for universities seeking to strengthen their presence in the international academic environment. Scientific conferences are no longer merely organisational events. They are spaces for science communication, exchange of experience, relationship building, promotion of research results and initiation of new forms of cooperation. In developing its internationalisation activities, the University of Rzeszów recognises conferences as one of the tools for strengthening the University's scientific visibility. A well-prepared international conference requires not only a high academic standard, but also professional planning, effective communication, accessible information, support for international participants and evaluation of the event's outcomes.

FUTURA is intended to serve precisely this purpose: to combine academic reflection with practical tools supporting conference organisers. I hope that FUTURA will become a place for exchanging knowledge, good practices and experience, as well as a source of inspiration for people involved in organising international scientific conferences at the University of Rzeszów and beyond. Future issues will address topics related to event planning, science communication, support for international guests, digital accessibility, evaluation, publication of conference outcomes and the building of lasting international relationships.

Conferences that serve science well do not end with the final session. Their value continues in relationships, publications, joint projects and further cooperation. We therefore devote the first issue to a fundamental question: how can we plan and deliver scientific conferences that build not only an event programme, but also an international community of knowledge?

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REVIEW ARTICLE: Science Communication as a Condition for the Visibility of an International Scientific Conference

Title: Science Communication as a Condition for the Visibility of an International Scientific Conference

Abstract: The article is a review paper. Its aim is to organise selected approaches to communication, marketing communication, online communication and the meetings industry in relation to the visibility of international scientific conferences. The starting point is the assumption that a scientific conference does not become international solely through the participation of foreign speakers, the use of English or the publication of organisational information. Its visibility depends on how the topic, purpose, value of participation, programme, outcomes and post-conference effects are communicated. The article indicates that science communication should be treated as a process covering the pre-conference stage, the course of the event and post-conference activities. The literature review shows that conference visibility results from the combination of two perspectives: science communication, related to communicating knowledge and the significance of research, and the meetings industry, related to the professional design of the event and participant experience. The conclusions indicate that the visibility of an international scientific conference is the result of coherent, accessible and multi-stage communication rather than promotional activities alone.

Keywords: science communication; conference visibility; international conference; meetings industry; online communication; participant experience; internationalisation

Introduction

An international scientific conference is one of the fundamental instruments for the circulation of knowledge in the academic community. It enables the presentation of research findings, the confrontation of viewpoints, the development of cooperation, relationship building and the strengthening of a university's presence in the international scientific arena. Its significance, however, does not depend solely on the number of participants, the presence of international speakers or the scope of the programme. Conference visibility also depends on how the event communicates its theme, purpose, value of participation, outcomes and potential post-event effects.

In organisational practice, conference visibility is often reduced to promotion: publishing an announcement, sending an invitation, posting information on a website or making a registration form available. Such activities are necessary, but they are not sufficient to build international recognition of an event. A conference may be academically strong and yet remain poorly visible if its communication is inconsistent, incomplete, inaccessible, delayed or overly local.



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From the perspective of communication studies, communication is not merely the technical transmission of information. It is a process of creating meanings, relationships and an interpretive community (Dobek-Ostrowska, 2006; Fiske, 2003). In the case of a scientific conference, this means that the way communication is organised influences how audiences understand the status of the event, its theme, their own role as participants and the value of participation. A visible conference is not simply one that is noticed. It is an event whose purpose, subject matter and outcomes are clear to defined target groups.

Aim and nature of the article

The aim of the article is to review and systematise selected approaches to communication relevant to the visibility of an international scientific conference. The text draws on literature concerning communication, marketing communication, event marketing, the meetings industry, online communication and participant experience design. On this basis, it argues that the visibility of a scientific conference is not merely an effect of promotion, but the result of a planned communication process before, during and after the event.

The article is review-based and synthesising in nature. It is not a systematic literature review in the bibliometric or meta-analytical sense. Rather, it is a problem-oriented discussion of selected concepts that may be used to analyse and design communication for international scientific conferences. Two perspectives are particularly important here: science communication, which concerns communicating knowledge and the significance of research, and the meetings industry, which focuses on professional event design, participant experience and the durability of outcomes.

Scientific conference visibility from a communication perspective

Conference visibility may be understood as the extent to which an event is recognisable, understandable and accessible to the appropriate audiences. The issue is not only whether information about the conference has been published. It is equally important whether audiences understand what the event is about, why it matters, who organises it, which communities are invited to the discussion, what opportunities it creates and what outcomes will remain after it ends.

In this sense, visibility is broader than promotion. Promotion may increase the reach of information, but it does not in itself guarantee understanding of the conference's value. Visibility requires communicating meaning. It includes recognition of the theme, clarity of the message, accessibility of information, consistency across communication channels, presence in scientific communities and the durability of post-event outcomes.

The marketing communication literature emphasises that effective communication depends on the ability to reach the appropriate target groups with a message suited to their needs and context of reception (Wiktor, 2013; Taranko, 2015). In relation to a scientific conference, this message does not concern a commercial product but scientific value: the research problem, programme, experts, publication opportunities, contacts, cooperation and institutional recognition.

The visibility of an international conference requires particular attention to the clarity of the message. International audiences are often unfamiliar with the local context of the university, previous editions of the event, the organising unit or national academic practices. Conference communication should therefore explain not only "when" and "where" the event takes place, but also "why", "for whom" and "with what value".

Science communication as a multi-stage process

In the context of a conference, science communication is not limited to delivering a paper. It encompasses the participant's entire journey with the event: from the first information about the conference, through the call for papers, registration, participation in sessions, discussions and networking, to post-conference materials, publications and further cooperation.

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This approach is consistent with understanding communication as a process in which meanings are created and interpreted within a particular social context (Fiske, 2003). A scientific conference is therefore a space in which knowledge is not only presented, but also structured, commented on, discussed and embedded in relationships among participants.

Three interconnected levels can be distinguished in conference communication. The first is science communication *sensu stricto*, including presentation of research results, methodological discussion, exchange of arguments and dissemination of knowledge. The second is organisational communication, including information on submissions, registration, the programme, deadlines, location, participation format and documents. The third is relational communication, associated with building contacts, creating cooperation networks and maintaining relationships after the event.

Conference visibility depends on the coherence of these three levels. If the scientific programme is valuable but organisational communication is unclear, participants may have difficulty taking part. If a conference is well promoted but does not provide conditions for discussion and relationship building, its effects may be short-lived. If there are no materials, publications or further contact after the event, conference visibility quickly fades.

Marketing communication and event marketing in the context of a scientific conference

In the event marketing literature, events are viewed as communication tools that make it possible to reach selected audiences, create an experience and build relationships (Kalinowska-Żeleźnik, 2009; Jaworowicz & Jaworowicz, 2016). An event is therefore not merely an organisational occurrence, but a carrier of a particular message. In the case of a scientific conference, that message is above all knowledge, but also the value of cooperation, recognition of the scientific community and institutional potential.

From the meetings industry perspective, communication is one of the key elements of the event product. Events bring participants together not only to convey information, but also to enable its interpretation, exchange, confrontation and use in scientific or institutional practice. Especially in the case of international conferences, communication becomes a condition of participation because it enables audiences to understand the meaning of the event and decide whether to attend.

Marketing communication in relation to a scientific conference should not be understood as the commercialisation of science. Rather, it concerns conscious management of the message about the event, its purpose, value, programme and outcomes. This means identifying audiences, planning communication channels, preparing coherent materials, ensuring accessibility of information and maintaining contact after the conference.

In this approach, conference visibility results from integrated communication. Audiences should receive a coherent message regardless of whether they encounter the event through a website, email invitation, social media post, programme, registration form,



event report or publication announcement. Inconsistency among these elements weakens the conference's credibility and makes it harder to build international recognition.

Online communication as a factor extending conference reach

The development of information and communication technologies has significantly changed the way events are organised and communicated. Online communication enables faster outreach, participant registration, distribution of materials, streaming, content archiving and post-event contact. At the same time, it requires greater attention to information structure, currency of content, digital accessibility and message consistency.

In online communication, asynchronicity, independence from place, interactivity and individualisation of the message are particularly important. Asynchronicity means that audiences can access information at different times. Independence from place makes it possible to reach participants regardless of location. Interactivity enables registration, asking questions, contacting organisers and participating in remote sessions. Individualisation makes it possible to direct information to specific target groups.

These features are especially important for international conferences because participants operate across different time zones, academic systems, languages and organisational contexts. The website, registration form, email communications, online programme and digital materials become the first point of contact with the conference. In practice, online communication often determines whether an event is perceived as professional and worth attending.

Online communication should not, however, be reduced to the technical presence of information on the internet. Information architecture matters: the ease of finding the programme, submission rules, deadlines, fees, conference language, contact details, accessibility information and publication details. Online visibility also requires up-to-date content. An outdated conference website, lack of an English-language version or scattered information may limit participation by international attendees even when the conference has a strong scientific programme.

Pre-conference communication from a process perspective

From a process perspective, conference communication begins before the formal announcement of the event. At the concept stage, organisers should already define the communication objective, key audience groups, theme, problem scope and expected value of participation. Only on this basis can coherent messages be prepared.

The event website is the most important pre-conference communication tool. From a visibility perspective, it should perform not only an informational but also an interpretive function. Audiences should learn what the conference is about, why the theme matters, who forms its scientific community, what the participation rules are and what outcomes the event may generate.

An important element of pre-conference communication is the call for papers. From a review perspective, it may be regarded as a science communication tool because it defines the scope of the debate, invites particular communities to participate and organises the conference's subject matter. A call for papers should not be merely a technical announcement of the abstract submission deadline. It should explain which questions, problems and perspectives are important to the event.

For international conferences, pre-event communication should be conducted through multiple channels. These include the website, newsletters, email, social media, university channels, scientific networks, associations, international partners and disciplinary communities. Visibility does not arise automatically once information is published; it results from deliberate distribution of the message to appropriate target groups.

Communication during the conference as a condition of genuine participation

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During a conference, scientific and organisational communication overlap. Participants experience the value of the event not only through the quality of presentations, but also through programme accessibility, clear signage, moderation, opportunities to ask questions, the quality of technical information and opportunities to talk with other participants.

An international event requires particular transparency in communication. This concerns the programme, session descriptions, information for international participants, rules for online participation, the language of moderation, accessibility of materials and contact with organisers. In hybrid conferences, communication must address in-person and remote participants in parallel. If one group receives less information or has limited access to interaction, conference visibility may be only apparent and participation unequal.

Moderators and session chairs play an important role. Their task is not only to keep time, but also to structure the discussion, connect presentations with the conference theme and create conditions for knowledge exchange. Good moderation strengthens science communication by helping participants understand the significance of the research presented and its place in the wider debate.

Communication during the event also includes brief reports, announcements, photographs, quotations and summaries published through conference or university channels. From a visibility perspective, these should not merely confirm that the event is taking place. They should show which issues are being discussed, who is participating in the debate and what significance the conference has for the scientific community.

Post-conference communication and the durability of outcomes

One of the most important conditions for conference visibility is communication after the event. In many cases, communication activity weakens after the final session, even though the post-conference stage is precisely what determines the durability of outcomes. A conference that leaves no organised materials, reports, publications or further contact quickly disappears from the information landscape.

Post-conference communication may include thanks, certificates, materials, recordings, abstracts, an abstract book, publications, a report, gallery, press release, invitation to the next edition and an evaluation survey. From the science communication perspective, the most important elements are those that preserve knowledge and enable its further use: publications, recommendations, reports, recordings and accessible materials.

The post-conference stage also has relational significance. Participants should know how they can remain in contact with organisers, where to find publication information, when the next edition will take place and what opportunities for cooperation exist. In this sense, post-conference communication supports internationalisation by helping turn one-off participation into a longer academic relationship.

The durability of conference outcomes may be treated as one dimension of its visibility. A visible event is one that continues to function in scientific circulation after the programme ends. It remains present in publications, digital materials, reports, contact networks, invitations to further activities and plans for cooperation.

Science communication and the meetings industry as complementary perspectives

Science communication and the meetings industry may be treated as two complementary ways of describing a conference. The first concerns scientific content, the significance of research and the dissemination of knowledge. The second concerns event design, participant services, accessibility, technology, space, networking and follow-up activities.

From the science communication perspective, it is crucial that knowledge be communicated in a credible, understandable and accessible manner to the appropriate audiences. This requires clearly defining the conference theme, scientific problem, event purpose, significance of research results, programme structure, session descriptions, abstracts and materials.

From the meetings industry perspective, the participant experience must be designed. It includes registration, organisational communication, accessibility of information, technology, event space, services, networking and post-conference communication. If these elements are weak, participants may have difficulty making use of the scientific value of the conference.

Conference visibility emerges at the intersection of these perspectives. A high scientific standard requires effective communication, while professional organisation should support better circulation of knowledge. An international conference is therefore neither solely a scientific event nor solely an organisational service. It is a communication process in which knowledge, people, institutions and relationships must be combined into a clear participant experience.

A synthetic view of the conditions for international conference visibility

Based on a review of the literature and issues relating to event communication, several conditions for the visibility of an international scientific conference may be identified.

The first condition is a clearly defined conference identity. Audiences should understand what the event concerns, which problem it addresses, why it is timely and who constitutes its scientific community. The title, description, thematic scope and invitation to participate should form a coherent message.

The second condition is accessibility of information. Key content should be easy to find, up to date, understandable and digitally accessible. For an international conference, an English-language version of the most important information is essential. Accessibility also applies to the programme, forms, PDF documents, presentations and post-conference materials.

The third condition is communicating the value of participation. Participants should know what they can gain from the conference: knowledge, an opportunity to present research, a publication, contacts, participation in debate, a certificate, access to materials or an invitation to cooperate. Without communicating value, the event may be perceived as just one of many similar invitations.

The fourth condition is multi-channel communication. Information about the conference should be present in university channels, social media, newsletters, scientific networks, through international partners, in conference databases and disciplinary communities. Visibility requires planned distribution, not merely publishing information in a single place.

The fifth condition is durability of outcomes. A conference should leave a trace: materials, a report, publication, recordings, recommendations, a contact database or an invitation to the next edition. Only then does the event strengthen the visibility of research and institutions after the programme has ended.

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Conclusions

Science communication is a condition for the visibility of an international conference because it transforms an organisational event into a recognisable space for knowledge exchange. A conference that does not clearly communicate its purpose, value and outcomes may remain invisible despite a high academic standard.

A review of selected approaches to communication, marketing communication, event marketing and the meetings industry leads to the conclusion that conference visibility should be treated as the result of a process rather than a single promotional activity. This process includes the pre-event stage, the event itself and communication after the conference.

For organisers of international scientific conferences, this means combining two dimensions: communicating knowledge and professionally designing the participant experience. Science communication helps explain the significance of the conference, its theme and scientific value. The meetings industry provides an organisational perspective that enables participants to benefit from that value in practice.

The visibility of an international scientific conference is therefore not merely an effect of promotion. It is the result of coherent, accessible, multi-channel and multi-stage communication that enables participants to understand the meaning of the event, take part in it, use its outcomes and maintain relationships after it ends.

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CONCEPTUAL AND APPLIED ARTICLE: International Scientific Conference as a Communication Project

Title: International Scientific Conference as a Communication Project

Abstract: The article presents an international scientific conference as a communication project rather than merely an organisational event. The starting point is the assumption that a conference provides a space for knowledge exchange, presentation of research results, relationship building and strengthening the visibility of a scientific institution. The paper argues that conference quality depends not only on the academic programme but also on the way communication is planned before, during and after the event. Particular attention is paid to the role of the organiser, who is responsible for defining the communication objective, target groups, value of participation, forms of message delivery, accessibility of information and follow-up activities. The article also highlights the importance of a process-project approach, which allows a conference to be treated as a repeatable process improved through evaluation and experience gained from subsequent editions. The conclusions are applied in nature and may support organisers of international scientific conferences in designing events that are clearer, more accessible and more valuable for participants.

Keywords: scientific conference; communication project; science communication; meetings industry; participant experience; process-project approach

Introduction

An international scientific conference is one of the most important communication tools in the academic environment. It enables the presentation of research results, knowledge exchange, comparison of perspectives, development of cooperation and relationship building among researchers, scientific units and partner institutions. Its significance, however, extends beyond the programme of presentations itself. A conference is also a complex communication process that begins before the event is announced and continues after it has ended.

In the traditional view, a conference is perceived primarily as an organisational event: the date, venue, programme, scientific committee, registration rules, fees, publications and participant services must be defined. This perspective is necessary but insufficient. In the case of international conferences, it is equally important to ask what the conference communicates and to whom, how it builds the value of participation, how it supports international participants, how it strengthens research visibility and what outcomes remain after the event.

The aim of the article is to present an international scientific conference as a communication project. This means viewing the conference as a planned process of transmitting, interpreting and preserving knowledge, as well as a space for building scientific relationships. This approach combines the perspective of science communication with that of the meetings industry. The former focuses on communicating knowledge and the significance of research, while the latter focuses on professional event design and the participant experience.



The scientific conference as a space for communication

Communication is one of the fundamental social processes. It includes not only the transmission of information, but also the creation of meanings, relationships and an interpretive community (Dobek-Ostrowska, 2006; Fiske, 2003). In relation to a scientific conference, communication is not limited to delivering a paper. It encompasses the entire sequence of activities: the invitation to participate, call for papers, website, registration, correspondence with participants, programme, presentations, discussions, post-conference materials, publications, evaluation and further contact with participants.

A scientific conference is therefore an event in which communication takes place on several levels. The first level concerns science communication: presentation of research results, methodological discussion, exchange of arguments and dissemination of knowledge. The second level covers organisational communication: providing practical information, participation rules, schedules, links, certificates and instructions. The third level concerns relational communication: creating conditions for networking, meetings among researchers, initiating cooperation and maintaining contacts after the event.

Understood in this way, a conference is more than the sum of its presentations. It is a designed space for contact among people, topics, institutions and research outcomes. Its quality therefore depends not only on the academic standard of the presentations, but also on whether participants understand the purpose of the event, know how they can benefit from it, receive the information they need and have an opportunity to participate actively.

From an organisational event to a communication project

The concept of a communication project helps structure thinking about a conference as a purposeful, planned and evaluable activity. In this approach, the conference is not a one-off event but a process with a defined purpose, audiences, messages, channels, schedule, resources and outcome indicators.

The organiser's fundamental question is therefore not only "how should we organise the conference?", but also "what message should be communicated through the conference?". This may be a message about the significance of a particular research problem, the potential of a scientific unit, opportunities for international cooperation, project results, the achievements of a scientific community or the university's role in academic debate.

In a communication project, defining the audiences is also essential. An international conference may be directed to different groups: international researchers, doctoral candidates, keynote speakers, institutional partners, representatives of the socio-economic environment, university administration, the media or online participants. Each of these groups may perceive the value of the event differently and require different information.

In this sense, a conference as a communication project requires the value of participation to be designed in advance. The organiser should know what participants are expected to understand, whom they may meet, what materials they will receive, how they may use their participation after the conference and what barriers may hinder participation. Only

then does conference communication become a strategic rather than merely informational activity.

The organiser's role in designing conference communication

A conference organiser performs not only an administrative but also a communication role. The organiser is responsible for creating conditions in which knowledge can be transmitted, interpreted, discussed and used. In the event marketing literature, events are treated as communication tools that deliver a defined message to selected target groups (Kalinowska-Żeleźnik, 2009; Jaworowicz & Jaworowicz, 2016). In the case of a scientific conference, this message is above all knowledge, but also the value of cooperation, research visibility and the potential of the scientific community.

The organiser's role begins at the event concept stage. The conference theme, rationale, scientific and communication objectives, target groups and expected outcomes must be defined. These assumptions should then be translated into the programme, language of communication, website, registration process, information materials, digital accessibility and promotional activities.

In the case of international conferences, communication in English becomes particularly important. This is not only about translating the event title. It means preparing understandable information about the conference scope, submission rules, deadlines, fees, publication, event location, accommodation options, organisational support and participation format. A lack of clear communication may limit participation by international attendees even when the conference programme is academically strong.

The organiser is also responsible for communication during the event. The programme should be clear, sessions well described, moderators prepared, and participants should know where and when the individual parts of the conference take place. In hybrid and online events, technical instructions, links, accessibility of materials and opportunities to ask questions are additionally important.

Communication should not stop when the conference ends. The value of the event also includes publications, recordings, certificates, post-conference materials, thanks, evaluation surveys, invitations to further cooperation and information about future editions. Post-conference activities often determine whether an event remains a one-off meeting or becomes the beginning of a lasting scientific relationship.

The conference from a process-project perspective

The process-project approach makes it possible to view a conference as a repeatable process that can be improved in subsequent editions. This is especially important for recurring scientific conferences, because each edition generates organisational knowledge that can be used in the future.

From a process perspective, a conference includes the stages of planning, preparation, communication, delivery, evaluation and follow-up. From a project perspective, each edition has a defined scope, schedule, budget, team, risks and outcomes. Combining the two perspectives makes it possible to maintain repeatability of key activities while developing the event through improvement projects.

This approach is consistent with the logic of process management, which assumes the identification, organisation, monitoring and improvement of organisational activities (Bitkowska, 2013; Nowosielski, 2018). In the case of a scientific conference, this includes creating checklists, participant cards, communication templates, submission-handling procedures, evaluation rules and an archive of knowledge from previous editions.

The process-project approach also strengthens responsibility for conference outcomes. The organiser's work does not end when the final session closes. It should be checked whether communication objectives were achieved, whether participants received the information they needed, whether the programme met their needs, whether the event was accessible and which elements should be improved in the next edition.

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Designing the participant experience

A conference as a communication project should be designed from the participant's perspective. This means moving from the logic of "what does the organiser want to communicate?" to "what should the participant understand, receive and remember?". This shift is particularly important in international events, where participants differ in language, experience, organisational culture, academic status and expectations.

The participant experience begins with the first contact with information about the conference. The website, invitation, submission form and email correspondence shape the first assessment of the event's professionalism. If information is unclear, incomplete or available in only one language, a potential participant may decide not to attend.

During the conference, the participant experience is shaped by the programme, the course of sessions, accessibility of materials, opportunities to ask questions, quality of moderation, technical support, breaks, networking and the atmosphere of the event. After the conference, prompt communication, certificates, publications, recordings, summaries and invitations to remain in contact become important.

Designing the participant experience does not have to involve complex technological systems. It can begin with simple questions: who is attending the conference, what do they need, which information is crucial for them, what may constitute a barrier, what value should they receive and what should remain after the event? Such questions make it possible to connect science communication with professional event organisation.

The conference as a tool for visibility and internationalisation

An international scientific conference may be an important tool for university internationalisation. This does not happen automatically, however. Simply inviting international participants is not enough if the conference is not properly communicated, accessible and linked to a long-term strategy for relationship building.

Conference visibility depends on many elements: a clear theme, an understandable description in English, presence of information in international channels, a transparent website, recognisable keynote speakers, accessibility of the programme, materials and publications. It is also important whether the conference leaves a trace after it ends: a report, recordings, publication, abstracts, gallery, press release or invitation to the next edition.

A conference as a communication project may strengthen the university brand, showcase its research potential, present scientific teams and create conditions for future projects. In this sense, a scientific event becomes not only a place for presenting results but also a tool for building an institution's position in the international circulation of knowledge.

Applied conclusions

Viewing an international scientific conference as a communication project helps organisers structure their activities more effectively. A conference should have not only a theme and programme, but also a clearly defined communication objective, target groups, value of participation, communication channels and post-event activities.

The key conclusions for organisers are as follows:

- A conference should be designed starting from the communication objective. The organiser should know which content, ideas, research results or recommendations are to be communicated to participants and the wider scientific community.
- Participant groups should be identified before the event is announced. International researchers, doctoral candidates, keynote speakers, online participants and institutional partners require different forms of communication.
- Conference communication should cover three stages: before, during and after the event. Only then does the conference become a process rather than a one-off meeting. Accessibility of information is an element of conference quality. Clear messages, English-language versions, descriptive links, accessible PDF files and a readable programme support participants and strengthen the professional nature of the event.
- Evaluation should support improvement of future editions. Survey results, participant comments and organisers' experience should be used when planning subsequent conferences.

An international scientific conference understood as a communication project can more effectively support knowledge exchange, relationship building and university internationalisation. Its value does not end with the final session. It continues through publications, contacts, joint projects, university visibility and further scientific cooperation.

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RESEARCH NOTE / APPLIED ANALYSIS. Personalisation of the Participant Experience as an Element of Scientific Conference Quality

Title: Personalisation of Participant Experience as an Element of Scientific Conference Quality

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Abstract: This research note presents findings from a study on marketing communication management in the meetings industry from the perspective of organisers of industry events in Poland. Particular attention is given to message personalisation as one of the qualitative areas of communication, alongside matchmaking and evaluation. The findings indicate a statistically significant relationship between the declared use of a process-project approach and the implementation of personalisation. Among organisers who apply this approach, 59.62% declare that they personalise communication. The note interprets this result in the context of scientific conferences, showing that personalisation may support the design of more accessible, clear and valuable participant experiences. The applied conclusion emphasises the need to identify different participant groups already at the planning stage and to adapt communication before, during and after the conference.

Keywords: personalisation; participant experience; scientific conference; meetings industry; science communication; process-project approach

Introduction

A contemporary scientific event can increasingly rarely be understood solely as a programme of presentations, participant registration and organisational services. A scientific conference is also a communication process in which participants interact with the theme, organisers, programme, experts, materials and other participants. The quality of this interaction affects the assessment of the entire event as well as its post-conference outcomes.

In the literature on the meetings industry and marketing communication, events are viewed as spaces for information exchange, relationship building and experience creation. An event may be treated as a marketing communication tool, and the organiser is responsible not only for logistics but also for how participants are reached and how the value of the event is communicated to them (Gębarowski, 2010; Kalinowska-Żeleźnik, 2009; Jaworowicz & Jaworowicz, 2016).

One activity that may strengthen event quality is personalisation. In the context of a scientific conference, this does not mean only the use of advanced technological tools. Above all, it means consciously adapting information, messages and participation pathways to different audience groups. An international researcher needs different information from a doctoral candidate presenting a first paper, a keynote speaker, an online participant, an institutional partner or a practitioner interested in applying research findings.



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Personalisation is therefore closely linked to the participant perspective. It shifts the organiser's attention from the question "what do we need to prepare?" to "what value should a specific participant group receive?". This approach fits both the field of science communication, because it facilitates communication of knowledge and the significance of the conference, and the meetings industry, because it supports professional design of the participation experience.

About the study

This research note is based on findings from a study of the defining characteristics of the meetings industry, development trends and the use of a process-project approach in managing communication with event participants. The study involved 176 respondents, including 115 organisers of industry events and 61 respondents who were not organisers. The analysis covered, among other things, three qualitative areas of marketing communication: message personalisation, matchmaking and evaluation. These activities are particularly important from the perspective of designing the value of participation because they concern communication adaptation, relationship building and improvement of subsequent event editions (Kanabrocka, 2025).

The part of the study concerning the process-project approach examined whether its declared use was associated with more frequent implementation of activities in the areas of personalisation, matchmaking and evaluation. Respondents were asked whether they used a process-project approach in organising industry events. A "Yes" answer was treated as a declaration of using the approach. This group included 58 organisers. A chi-square test was used to assess the relationship between the process-project approach and selected activities (Kanabrocka, 2025).

Personalisation as a qualitative area of communication

Personalisation is an important direction in the development of marketing communication. In general terms, it means adapting a message, offer or experience to the needs of particular audiences. The literature indicates that personalisation may involve providing solutions tailored to individual audience expectations on the basis of collected information (Vesänen, 2007). It may also concern communication in which message content is adapted to the characteristics, needs or preferences of the recipient (Postma & Brokke, 2002; White et al., 2008).

Personalisation may increase communication relevance and improve audience experience, but at the same time it requires conscious management of data, participant expectations and the boundary between adaptation and excessive intrusion into privacy (Arora et al., 2008; Chellappa & Sin, 2005; Kaniewska-Sęba, 2017). In event organisation, it should therefore not be understood solely as a promotional technique, but as an element of participant relationship management.

In the meetings industry, personalisation takes on particular importance because an event is an experience distributed over time. Participants assess not only the programme itself, but also pre-event communication, ease of registration, accessibility of information, organisation of participation, opportunities to connect with other participants and post-conference activities. In this sense, personalisation is not merely a promotional activity, but an element of the quality of the entire communication process.



Its importance has increased with the development of information and communication technologies, event platforms, and hybrid and online formats. The ability to segment audiences, target messages to specific groups and design different participation pathways means that an event can be better adapted to participants' needs. At the same time, personalisation does not have to mean individual service for every person. In practice, it may begin with distinguishing the most important participant groups and preparing clearer communication for them.

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In scientific conferences, personalisation may apply at several stages. Before the event, it includes how participants are invited, how the conference theme is described, and information on registration, fees, publication, the programme, accessibility and the event language. During the conference, it may mean clear programme pathways, information for international participants, support for speakers, recommended thematic sessions, online participation options or solutions facilitating networking. After the conference, it may include sending materials, certificates, recordings, invitations to publish, information about future events or evaluation surveys tailored to the participant's role.

Key finding

The study results indicate a significant relationship between the declared use of a process-project approach and message personalisation. Among organisers who declared that they use a process-project approach, 59.62% implement message personalisation. The chi-square test confirmed a significant relationship between the use of this approach and personalisation: $\chi^2 = 42.37$; $p = 7.55e-11$ (Kanabrocka, 2025). This means that personalisation appears more often where event organisation is treated as a structured process requiring planning, delivery, outcome control and improvement. It is therefore not merely a promotional activity, but an element of more mature management of communication with participants.

This result is also relevant to organisers of scientific conferences. It shows that personalisation should be planned at the event design stage, not only in the final phase of promotion or participant service. If a conference is to be valuable to different target groups, organisers should identify in advance who the participants are, what needs they have, what barriers they may encounter and what value participation in the event should deliver to them.

Figure 1. Personalisation, matchmaking and evaluation among organisers declaring use of a process-project approach

Area of activity	Percentage of organisers declaring use of a process-project approach
Message personalisation	59.62%
Matchmaking	61.54%
Evaluation	78.85%

Source: author's own compilation based on a study of organisers of industry events (Kanabrocka, 2025).

Interpretation of the finding

Personalisation has a lower implementation level than evaluation, but its significance is particularly important from the perspective of participant experience design. Evaluation is better recognised and more frequently used because organisers naturally collect feedback after an event, analyse attendance or assess satisfaction. Personalisation, by contrast, requires audiences to be identified in advance and communication to be consciously designed before the event begins.



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The study results also show that personalisation has the largest gap between current and expected future use among the analysed activities. At present, 51.30% of organisers declare that they use personalisation, whereas 72.17% expect to use it in the future. The difference is 20.87 percentage points. This means that organisers recognise the growing importance of personalisation and anticipate intensified activity in this area (Kanabrocka, 2025).

Figure 2. Development gap in personalisation, matchmaking and evaluation

Area of activity	Current	Future	Gap
Personalisation	51.30%	72.17%	20.87 pp
Matchmaking	42.61%	61.74%	19.13 pp
Evaluation	66.96%	86.09%	19.13 pp

Source: author's own compilation based on a study of organisers of industry events (Kanabrocka, 2025).

The largest gap in personalisation indicates that event organisers are beginning to perceive it as an important direction for development. In the context of scientific conferences, this may mean a need to move away from one general message addressed to all participants. Communication tailored to the roles, motivations and needs of different audience groups is becoming increasingly important.

Significance for scientific conferences

At a scientific conference, personalisation may be applied at a very basic level while still being important to the quality of participation. The first step is to define the main participant groups. These may include international researchers, doctoral candidates, keynote speakers, panellists, online participants, institutional partners, representatives of administration, practitioners or people interested in publishing research results.

For each of these groups, it is useful to define what they need before, during and after the event. An international researcher may need clear information in English, travel and accommodation details, information about the conference venue and contact with organisers. A doctoral candidate may be looking for information about paper submission rules, publication opportunities, moderator support and the discussion format. A keynote speaker will pay attention to the status of the event, presentation conditions, communication with organisers and technical support. An online participant will assess digital accessibility, streaming quality, clarity of materials and opportunities for active participation.

Personalisation therefore helps to design conference communication more effectively. The issue is not merely to provide information, but to provide it in a way that is useful to a particular recipient. The same conference programme may have different value for different participant groups. For some, the opportunity to present research results will be most important; for others, contact with international partners, participation in a panel, publication, a certificate, networking or access to post-event materials will matter most.

From the science communication perspective, personalisation makes it easier to communicate the significance of a conference. It helps show why the event theme matters, who the conference is intended for and how participants can use their participation. From the meetings industry perspective, personalisation supports

participant experience design by structuring contact with the organiser, programme, technology, event space and follow-up activities.

Personalisation and the process-project approach

The relationship between personalisation and the process-project approach is particularly important. Personalisation should not be an accidental activity undertaken only when a communication problem arises. It should be embedded in the event planning process.

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In practice, this means that conference organisers should plan personalisation at several stages:

1. **Conference concept stage — defining the main participant groups and the value of participation for each of them.**
2. **Pre-event communication stage — preparing clear information, messages and materials tailored to the audiences.**
3. **Registration and participant service stage — collecting the data needed to provide better support, for example information about participation format, accessibility needs, language of communication or thematic interests.**
4. **Conference delivery stage — ensuring clear participation pathways, organisational information, technical support and opportunities for contact.**
5. **Post-conference stage — sending materials, certificates, publication information, invitations to cooperate or evaluation surveys tailored to the participant group.**

Personalisation understood in this way is an element of conference improvement. It can not only increase participant satisfaction, but also make better use of the event's potential for relationship building, scientific visibility and international cooperation.

Practical implications for organisers

The most important conclusion from the study is practical: personalisation of the participant experience may be treated as one indicator of scientific conference quality. If an event is to be international, accessible and valuable to different audience groups, it is not enough to prepare one general message and one general programme. Participants must be identified in advance and communication designed around their needs.

Personalisation does not have to begin with expensive technological systems. It may start with simple steps: distinguishing participant groups, preparing short descriptions of the value of participation for each group, providing information in English, marking programme pathways, indicating publication opportunities, describing online participation rules and preparing post-conference communication.

In this sense, personalisation is directly linked to the Participant Perspective Card. The Card helps organise questions about who the conference is designed for, what participants are expected to gain, what barriers may arise and how the organiser can better adapt communication and event services.



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Personalisation is therefore a bridge between science communication and professional event design. On the one hand, it supports better communication of knowledge, research findings and the significance of the conference. On the other, it strengthens the participant experience by helping participants understand how they can benefit from the event before, during and after the conference.

Recommendations

Recommendations for scientific conference organisers include:

1. **Identify participant groups before announcing the conference. It is worth defining who the event's main audiences are and what needs the individual groups have.**
2. **Prepare messages tailored to different audiences. Communication with international researchers should differ from communication with doctoral candidates or online participants.**
3. **Design participation pathways. Participants should know which elements of the programme are particularly relevant to them and how they can benefit from the event.**
4. **Include personalisation in post-conference activities. Materials, certificates, publication information, recordings and invitations to cooperate may be directed to different participant groups.**
5. **Connect personalisation with evaluation. Evaluation surveys should make it possible to assess whether the conference actually met the needs of different participant groups.**

Summary

Personalisation of the participant experience is becoming an important direction in the development of event organisation. The study results show that it is more prevalent among organisers who declare using a process-project approach, while at the same time remaining an area with substantial growth potential.

For scientific conferences, this means a need to design events not only from the perspective of the programme but also from the perspective of the audience. An international conference should be clear, accessible and valuable to different participant groups. Personalisation can help achieve this goal by enabling better communication of knowledge, supporting participants and strengthening post-event outcomes.

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CHECKLIST FOR SCIENTIFIC CONFERENCE ORGANISERS. 20 Decisions Before Announcing the Event and 5 Questions About the Participant Experience

Organising an international scientific conference requires combining two perspectives: science communication and professional event management within the meetings industry. A conference is simultaneously a tool for disseminating knowledge, promoting research results, building academic relationships and strengthening university visibility, as well as a complex organisational project requiring planning, participant service, accessibility, technology, evaluation and follow-up activities.

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The checklist below helps structure the most important decisions that should be made before an international scientific conference is announced. It can be used by the organising committee as a preliminary event-planning tool and as a starting point for discussing the value of the conference from the participant's perspective.

I. Conference purpose, profile and significance

☐ 1. Scientific objective of the conference

Has the main scientific objective of the conference and its significance for the development of the relevant discipline, research area or academic community been defined?

☐ 2. Communication objective of the conference

Is it clear which content, research results, ideas or recommendations are to be communicated to participants and the wider scientific community?

☐ 3. Rationale for organising the event

Has it been defined why the conference is needed and how it contributes to the development of the unit, university, region or international cooperation?

☐ 4. Target group

Has it been specified who the conference is intended for: researchers, doctoral candidates, experts, international partners, practitioners, institutions or representatives of the socio-economic environment?

II. Programme, format and event organisation

☐ 5. Main conference theme

Is the conference theme clearly formulated, timely, understandable to international audiences and suitable for communication in English?

☐ 6. Conference format

Has it been decided whether the conference will be in-person, online, hybrid, national, international or cross-sectoral?

☐ 7. Programme structure

Have the main thematic blocks, sessions, panels, workshops, keynote presentations, poster sessions, networking meetings or other forms of participation been defined?

☐ 8. Organising and scientific committees

Have people been appointed to be responsible for the scientific, organisational, financial, communication, technical and evaluation aspects of the conference?

III. Science communication and promotion

☐ 9. Conference website

Has a website been planned that contains the key information about the conference, registration, deadlines, programme, fees, publications and contact details?

☐ 10. Communication in English

Will all key information for international participants be available in English?

☐ 11. Science communication and promotion channels

Have channels for reaching the scientific community been identified: email, the university website, social media, international partners, scientific networks, conference databases, newsletters or academic associations?

☐ 12. Message consistency

Has consistent conference information been prepared for use in invitations, announcements, social media, promotional materials and communication with partners?

IV. Participant experience and accessibility

☐ 13. Participant registration

Is the registration form simple, understandable, digitally accessible and does it contain all the data required to support participants?

☐ 14. Support for international participants

Has information been prepared on travel, accommodation, fees, the programme, conference language, contact with organisers and on-site support?

☐ 15. Digital accessibility

Will the website, forms, programme, PDF materials, presentations and communications be prepared in accordance with digital accessibility principles?

☐ 16. Organisational accessibility

Have the needs of participants with specific requirements been considered, including venue accessibility, clear signage, the availability of support and clear organisational information?

V. Relationships, outcomes and post-conference value

☐ 17. Scientific networking

Will the conference create conditions for making contacts, conversations, thematic meetings, scientific matchmaking or cooperation among participants?

☐ 18. Post-conference communication outcomes

Has it been defined how the conference will be communicated after it ends: a report, post-conference materials, recordings, recommendations, a press release or social media communication?

☐ 19. Publication of conference outcomes

Has it been decided whether the conference will result in abstracts, a monograph, a special journal issue, scientific articles, a report or other materials, together with peer-review rules, licensing and editorial deadlines?

☐ 20. Evaluation and improvement

Has a method been planned for collecting participant feedback, analysing data and using evaluation results when organising future events?

Before announcing a conference, it is worth looking at the event from the participant's perspective and answering:

5 questions about the participant experience

1. What should the participant understand as a result of attending the conference?

Does the programme help participants structure their knowledge, learn about new research findings, understand current issues or discover new directions for scientific reflection?

2. What scientific value will the participant receive?

Does the conference give participants access to important presentations, experts, discussions, publications, materials or inspiration for further research?

3. What relationship value will the participant receive?

Does the event create genuine conditions for conversations, networking, scientific matchmaking and contacts that may continue after the conference?

4. Will participation in the conference be simple and accessible for the participant?

Is the information clear, digitally accessible and available in English, and is the process of registration, travel, participation and contact with organisers understandable?

5. What will the participant take away after the conference?

Will the participant leave the event with knowledge, materials, contacts, publication opportunities, inspiration for further activity or a concrete pathway for cooperation?

A conference designed from the participant's perspective has a better chance of becoming not only a scientific event, but also a valuable communication, relational and organisational experience for the participant. It is precisely in the participant perspective that two key areas relevant to contemporary scientific conferences meet: science communication and a professional approach to designing academic events within the meetings industry.

Science communication enables understandable communication of knowledge and research visibility, while the meetings industry contributes professional participant experience design. Only by combining these two perspectives can conferences become not only scientific events but also valuable communication, relational and organisational experiences.

TOOL FOR ORGANISERS. Scientific Conference Participant Perspective Card

The five questions about participant experience indicate what is worth considering before announcing an international scientific conference. They shift the focus from organising the event itself to its value for the audience. The next step is to translate this reflection into specific participant groups.

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The Participant Perspective Card serves this purpose. It is a practical tool for organisers that helps plan a conference from the viewpoint of different people taking part in the event. The Card should be completed separately for each key participant group, for example international researchers, doctoral candidates, keynote speakers, panellists, online participants, institutional partners or practitioners.

A single conference can create different value for different audiences. A doctoral candidate may primarily seek an opportunity to present initial research findings and obtain publication information. An international researcher may need clear communication in English, organisational support and space for conversations with potential partners. A keynote speaker will pay attention to the status of the event, programme quality and presentation conditions. An online participant will assess digital accessibility, streaming quality, clarity of materials and opportunities for active participation.

The Card helps capture these differences at the planning stage. It does not replace an organisational checklist and is not intended for ticking off tasks. Its purpose is to structure thinking about how a given participant group will enter the event, what may encourage them to participate, what may make participation difficult, what value they will receive and how the organiser will know that the conference was genuinely useful to them.

The tool consists of nine fields and one design task:

1. **Participant group** — defining who the participant is, which country, institution, community or discipline they come from and what level of conference experience they have.
2. **Motivation to participate** — identifying why a person may want to attend the conference, what knowledge, contacts or opportunities they seek and what may persuade them to register.
3. **Barriers to participation** — identifying what may make participation difficult, what the participant may not understand and which language, organisational, digital, financial or formal barriers may arise.
4. **Scientific value** — defining what participants should understand as a result of attending the conference, which research findings, ideas, problems or recommendations will be particularly important to them and how the programme may help them develop their own research or structure their knowledge.
5. **Science communication** — defining how the conference communicates knowledge in a way that is understandable to this participant group, which information should be available before the conference and which content should be available in English.



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6. Meetings industry — describing how participants will move through the participation process, which organisational elements are crucial for them and what support they should receive before, during and after the conference.

7. Relationship value — identifying whom participants should have an opportunity to talk to, which programme situations will facilitate networking or scientific matchmaking and how relationships can be maintained after the conference.

8. Post-conference outcome — defining what participants will take away from the event: knowledge, materials, contacts, publication opportunities, inspiration for further research or an invitation to cooperate.

9. Measure of success — identifying how organisers will know that the conference was valuable for this group, what question should be asked in the evaluation survey and what should be improved in the next edition.

- **Design statement** — a brief summary of the kind of experience the conference should provide for the selected participant group.

The first three fields concern understanding the participant: defining the group, motivation to participate and possible barriers. This is important because a well-designed conference starts with understanding its audience. The event should be communicated differently to experienced researchers, doctoral candidates and international participants who are unfamiliar with the university, city or local organisational procedures.

The next fields concern scientific, communication and organisational value. In the area of science communication, organisers define how the conference communicates knowledge, research findings, ideas and the significance of science. This concerns not only the content of presentations, but also how participants are invited, how the theme is described, the language of messages, accessibility of information, research visibility and post-event communication.

In the meetings industry area, attention is directed to the participation experience. This includes registration, participant service, digital and organisational accessibility, technology, programme clarity, contact with organisers, comfort of participation and follow-up activities. As a result, the conference is designed not only as a scientific event but also as a professionally prepared participant experience.

The final fields of the Card concern relationship value, post-conference outcomes and measures of success. Organisers can use them to determine which contacts participants should be able to establish, which programme situations will support conversations, networking or scientific matchmaking, what will remain after the event and how to assess whether participation was valuable to the group.

The Card can be used during an organising committee meeting, a planning workshop or a review of a previous conference edition. It is best used before final communications, registration forms, the programme and participant materials are prepared. Completing the Card for several target groups makes it possible to check whether the conference is understandable, accessible and valuable not only from the organiser's perspective but also from the perspective of the people it is intended for. The table below contains questions that help analyse the needs of the selected participant group.

SCIENTIFIC CONFERENCE PARTICIPANT PERSPECTIVE CARD

A tool for organisers to design the value of participation

Instructions: Complete the Card separately for each key participant group, e.g. international researchers, doctoral candidates, keynote speakers, online participants, institutional partners or practitioners.

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1. PARTICIPANT GROUP	2. MOTIVATION TO PARTICIPATE	3. BARRIERS TO PARTICIPATION
- Who is the participant? - Which country, institution, community or discipline do they come from? - What level of conference experience do they have?	- Why might they want to attend the conference? - What knowledge, contacts or opportunities are they seeking? - What may persuade them to register?	- What may make participation difficult? - What might they not understand? - What language, organisational, digital, financial or formal barriers may arise?
4. SCIENTIFIC VALUE	5. SCIENCE COMMUNICATION	6. MEETINGS INDUSTRY
- What should the participant understand as a result of attending the conference? - Which research findings, ideas, problems or recommendations will be most important to them? - How can the programme help them develop their own research or structure their knowledge?	- How does the conference communicate knowledge in a way that is understandable to this participant group? - What information should be available before the conference? - What content should be available in English?	- How will the participant move through the event participation process? - Which organisational elements are crucial for them? - What support should they receive before, during and after the conference?
7. RELATIONSHIP VALUE	8. POST-CONFERENCE OUTCOME	9. MEASURE OF SUCCESS
- Whom should the participant have an opportunity to talk to? - Which programme situations will facilitate networking or scientific matchmaking? - How can relationships be maintained after the conference?	- What will the participant take away after the event? - Knowledge? Materials? Contacts? - Publication opportunity? - Inspiration for further research? - Invitation to cooperate?	- How will we know that the conference was valuable for this group? - What question should be asked of this group in the evaluation survey? - What should be improved in the next edition?

DESIGN STATEMENT: For this participant group, the conference should be an experience that:

BEST PRACTICES. INTERVIEW WITH A CONFERENCE ORGANISER AND SCIENCE COMMUNICATION EXPERT: Prof. Jolanta Szempruch

From 24 to 26 September 2025, the University of Rzeszów hosted participants of the 5th Jubilee International Scientific Conference “Education in the Face of the Challenges and Tasks of the Present and the Future”, held under the motto “Cooperation Across Borders – Education as a Bridge to Global Solutions”. The event brought together more than 300 participants from 26 countries, representing universities, research institutes, schools, educational organisations and public administration. During the conference, 24 presentations were delivered in plenary sessions, 22 panellists took part in discussions, and participants presented 220 papers in 23 thematic sections, including 3 online sections. The programme was complemented by poster sessions, art exhibitions, concerts and integration meetings that supported the exchange of experience and relationship building. More about the conference: www.ur.edu.pl/edu2025

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From your perspective and experience, what determines the quality of an international scientific conference?

Prof. Jolanta Szempruch: The quality of an international scientific conference is determined above all by its academic and social significance. A conference should respond to important questions of the present while creating a space where people, ideas and experiences can meet. In the case of a conference devoted to education, it was particularly important for us to show that education is not only an area of research, but also a practice of responsibility for the future.

Conference quality is built on several levels. The first is the scientific level: the selection of the theme, plenary presentations, panels, sections and posters. The second is the communication level: whether participants understand the idea of the event, whether they can find their own place within it and whether they have an opportunity to share their research findings. The third is the relational level: whether the conference encourages conversation, cooperation and the building of lasting contacts. Only the combination of these dimensions makes a conference something more than a series of presentations.

How can a conference be designed from the participant's perspective rather than only from the organiser's perspective?

Prof. Jolanta Szempruch: Conference organisers very often focus on tasks: the programme, schedule, registration, rooms, technical support, communication and documentation. All of this is of course necessary. Participants, however, see the conference differently. What matters to them is whether they understand the theme of the event, know where they should be, feel welcome, can speak, meet people they want to talk to and leave the conference with a sense that their participation was valuable.

Designing a conference from the participant's perspective therefore means asking about the participant's experience from the first contact with information about the event through to post-conference activities. In our conference, it was very important that

participants from different countries, cultures, academic and professional environments could find a common language for discussing education. The motto “Cooperation Across Borders” was not merely a slogan. It was a principle guiding the design of the entire event.

What role does science communication — the way knowledge, research findings and the significance of the issues being addressed are communicated — play in a scientific conference?

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Prof. Jolanta Szempruch: Science communication is crucial because a scientific conference is not solely about presenting research findings. It is also about ensuring that those findings are properly contextualised, understood and incorporated into a wider discussion. A good conference helps participants see why a particular problem matters, what consequences it has and what questions it opens for the future.

In the case of an educational conference, science communication was particularly important. We discussed the challenges of the present and the future, cooperation across borders, global solutions and the humanistic dimension of education. Topics of this kind require clear communication of ideas because they connect different disciplines, countries, research traditions and practical experiences. The conference then becomes a space for translating science into a shared understanding of problems, rather than merely a venue for presenting papers.

How can the meetings industry perspective help design a good participant experience at a scientific conference?

Prof. Jolanta Szempruch: The meetings industry perspective reminds us that a conference is also a professionally designed event. Even the best scientific programme requires an appropriate organisational framework. Participants should have access to clear information, efficient registration, a readable programme, support from organisers, good communication, spaces for conversation and opportunities to continue contact after the event.

At an international conference, details also matter: communication in English, support for international guests, accessibility of information, opportunities for online participation, streaming quality, organisation of sections, punctuality, presentation conditions and integration spaces. These elements influence participants' comfort and their assessment of the event as a whole. The meetings industry therefore contributes professional thinking about the participant experience to scientific conferences.

What should remain after a well-organised scientific conference?

Prof. Jolanta Szempruch: A well-organised conference should leave behind not only materials, publications and documentation. What matters most are relationships, inspiration and readiness for further cooperation. A conference is valuable when participants return to their universities and institutions with new questions, contacts, research ideas and a sense that they were part of an important conversation.

In the case of our conference, the sense of an international community was particularly important. More than 300 participants from 26 countries showed that education can



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indeed be a bridge to global solutions. This is an outcome that cannot be measured solely by the number of presentations or panels. It is a value that continues through further contacts, projects and shared thinking about the future of education.

One piece of advice for organisers: what single practical recommendation would you give to people preparing an international scientific conference?

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Prof. Jolanta Szempruch: The most important advice is this: design the conference not only as a programme, but as a participant experience. From the beginning, it is worth thinking about what participants should understand, whom they should meet, what value they should receive and what they should take away when the event ends. If organisers can answer these questions, a conference has a better chance of becoming a space for genuine knowledge exchange, relationship building and cooperation across borders.

Thank you for the interview.

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[Thank-you video for participants of the 5th Jubilee International Scientific Conference “Education in the Face of the Challenges and Tasks of the Present and the Future”](#)

NEWS. Recommended International Scientific Conferences at the University of Rzeszów

One of the objectives of the project “UR Conference Welcome Centre – Conferences as a Global Catalyst for the Internationalisation of the University of Rzeszów” is to strengthen the visibility of the University of Rzeszów as a venue for international scientific conferences. Conferences are an important tool for knowledge exchange, presentation of research results, building academic relationships and developing cooperation with international partners.

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The News section presents international scientific conferences organised or co-organised at the University of Rzeszów in 2026 and 2027 and submitted to the FUTURA Editorial Board. Future issues of FUTURA will publish conference dates and titles together with links to their websites.

- 4th International Scientific Conference
SPACE MANAGEMENT AND NATURAL RESOURCES “SHARING SPACE”
- 27–28 April 2027
CCL 5. Culture and Cognition in Language: Dynamic Aspects of Meaning Construction
- 22–24 September 2027
6th International Scientific Conference: “Education in the Face of the Challenges and Tasks of the Present and the Future”

Submit a conference to the FUTURA newsletter

Units of the University of Rzeszów organising international scientific conferences may submit events for publication in future issues of FUTURA. A submission may concern either an upcoming conference or a short post-event summary.

The submission should include:

- date
- conference title,
- link to the conference website,

and should be sent to the FUTURA Editorial Secretary: Piotr Pączek, ppaczek@ur.edu.pl

Thank you!

FUTURA. PUBLICATION SCHEDULE

Themes of the scientific newsletter FUTURA. Journal of Science Communication and the Meetings Industry, prepared within the project “UR Conference Welcome Centre – Conferences as a Global Catalyst for the Internationalisation of the University of Rzeszów”:



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1. **No. 1/2026 — January 2026**
Key Challenges in the Management of International Scientific Conferences — From Planning to Delivery
2. **No. 2/2026 — February 2026**
Conference Planning Step by Step — Tools and Schedules
3. **No. 3/2026 — March 2026**
How to Promote International Conferences in the Scientific Community?
4. **No. 4/2026 — April 2026**
Supporting International Guests — Standards and Good Practices
5. **No. 5/2026 — May 2026**
Financing International Conferences — How to Secure Funding?
6. **No. 6/2026 — June 2026**
Digital Accessibility (WCAG) in the Organisation of Scientific Events
7. **No. 7/2026 — July 2026**
How to Publish E-Monographs? — Standards and Processes
8. **No. 8/2026 — August 2026**
An Environmentally Responsible Approach to Conference Organisation — Green Events
9. **No. 9/2026 — September 2026**
Building Relationships with International Conference Partners
10. **No. 10/2026 — October 2026**
Technologies in Conference Presentations — Tools and Applications
11. **No. 11/2026 — November 2026**
Networking at Conferences — How to Build Lasting Scientific Relationships?
12. **No. 12/2026 — December 2026**
The Impact of Conferences on University Development — Benefits for the University of Rzeszów
13. **No. 1/2027 — January 2027**
Translation as a Key Element of Organising International Events
14. **No. 2/2027 — February 2027**
Analysis of Evaluation Survey Results — Conclusions for Organisers
15. **No. 3/2027 — March 2027**
Trends in Conference Organisation — Innovations and Directions of Development
16. **No. 4/2027 — April 2027**
Case Study — Experience from Organising Conferences at the University of Rzeszów
17. **No. 5/2027 — May 2027**
Managing a Conference Project Team — How to Work Effectively?
18. **No. 6/2027 — June 2027**
Organising Mobile Participant Service Points — Why Does It Matter?
19. **No. 7/2027 — July 2027**
A Modern Approach to Publishing Conference Outcomes — Benefits of Digitalisation
20. **No. 8/2027 — August 2027**
The Future of International Scientific Conferences — Innovations and Challenges
21. **Special issue — September 2027. Summary of 20 newsletter issues**