Programme Design brief for the 48th Union World on Lung Health Conference, Guadalajara, Mexico 2017

Introduction
The International Union Against Tuberculosis and Lung Disease (The Union) is looking to commission a designer to create the printed programme for our next Union World Conference on Lung Health, which will be held in Guadalajara, Mexico, on 11 to 14 October 2017.

About The Union
The Union is a global scientific organisation with the mission to improve health among people living in poverty. We do that by conducting scientific research, working with governments and other agencies to translate research into better health for people around the world, and delivering projects directly in the field. The Union is made up of a membership body of people around the world who help to advance our mission, and a scientific institute that implements public health projects within countries. For close to 100 years, we have been leaders in the fight against some of the world’s biggest killers, including tuberculosis (TB), lung diseases and tobacco use.

Each year, we run The Union World Conference on Lung Health. With over 4,000 people in attendance, it is the world’s largest gathering of clinicians and public health workers, health programme managers, policymakers, researchers and advocates working to end the suffering caused by lung disease, with a focus specifically on the challenges faced by the low- and middle-income countries.

The Union World Conference 2017
The 48th Union World Conference on Lung Health will convene in Guadalajara, Mexico, on 11 to 14 October 2017. The annual Union World Conference is a four-day scientific programme and a vital meeting place for all those working on every aspect of lung health, including TB. It will create a forum to share our knowledge and unify our commitment to those actions that will make the greatest improvements to public health.

The conference will unite researchers, global advocates, civil society, scientists, healthcare professionals and students working on all aspects of lung health, under the theme ‘Accelerating Toward Elimination’. It will focus on how to accelerate toward elimination on multiple fronts including TB and co-infections, improving tobacco control and reducing air pollution.

The Design Brief
A crucial part of the conference is ensuring delegates know what the session are, and when and where they are happening. There are over 200 sessions running over the four days, and the information about them needs to be easy to find and read within a printed programme. The printed programme is A4, full colour, and usually around 200 pages long.
There is an existing conference brand theme, and the programme design should reflect this existing brand. The design should also consider The Union main brand. You will be provided with full details of both brands.

The key design elements will be the layout for

- General information
- Plenary sessions, scientific sessions and community session sections
- Day divider pages
- Schedule at a glance (a summary of all sessions, usually laid out over 4 pages).
- Spanish section

Taking content from the main programme, we also need you to design a reduced pocket programme. Details of this are below.

**Programme contents**

Here is an approximate idea of the contents for the programme, with an idea of previous page numbers. This can only be an approximation at this stage, but it gives a clear idea of the design needs.

- Contents page
- General information (6 pages)
- Schedule at a glance (4 pages)
- Union Awards – section summary (use design to highlight awards on day-by-day plenary pages too) (2 pages)
- Conference centre map (2 pages)
- Daily plenary sessions (4 pages)
- Scientific sessions (approx. 200 sessions, with title, time, location, summary, speakers, and session breakdown. Usually covers 100 pages)
- Community sessions (approx. 50 sessions, usually covering 20 pages)
- Spanish translation – approx. 10 pages of text will be translated.
- Back pages – partner and exhibitor list, speaker list, reviewer list, working group list. (8 pages)
- Inserting filler ads (20 pages)

**Pocket programme**

This is a flier, which folds down to A6 size – showing a summary of the sessions, broken down by day. This can be based heavily on the Schedule at a Glance from inside the main programme.

**Content process**

There is a significant amount of content to share with you, with hundreds of sessions each with speaker details, rooms, timings etc. You will be sent all content in Word files as a table (or Excel if you prefer), with fields we have agreed earlier, and planned in to the agreed layout design.
**Required experience**

Designers should have experience of laying out programmes, (ideally having previous experience on conference programmes of this nature), working to tight print deadlines and will need to be flexible and available to deliver a programme that will have content changes right up to the last minute. As with any large event, the conference has many changes to speakers, sessions etc and we endeavour to make the programme that goes to print as accurate as possible with changes until we need to go to print.

**Timeline**

This is a loose timeline – it will be subject to change, as print deadlines are finalised.

There are two final drafts scheduled in the timeline here, but there will be additions and amendments as we receive additional content and corrections. It is an iterative process, though we are happy to discuss the best process for handling this with the designer.

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal deadline</td>
<td>12 May</td>
</tr>
<tr>
<td>Designer selected and briefed</td>
<td>19 May</td>
</tr>
<tr>
<td>Submit designs for layout of scientific sessions, community session sections, day divider pages, plenary sessions, schedule at a glance</td>
<td>25 May</td>
</tr>
<tr>
<td>Finalise template design</td>
<td>31 May</td>
</tr>
<tr>
<td>Pocket programme design</td>
<td>8 June</td>
</tr>
<tr>
<td>Text for general information, scientific sessions, satellite sessions</td>
<td>14 June</td>
</tr>
<tr>
<td>Text for additional sessions</td>
<td>8 Aug</td>
</tr>
<tr>
<td>Translated text sent and added</td>
<td>10 Aug</td>
</tr>
<tr>
<td>Text for plenaries and remaining satellite sessions</td>
<td>14 Aug</td>
</tr>
<tr>
<td>Delivery of first draft</td>
<td>24 Aug</td>
</tr>
<tr>
<td>Delivery of second draft</td>
<td>1 Sept</td>
</tr>
<tr>
<td>Final updates for plenaries and satellite sessions</td>
<td>12 Sept</td>
</tr>
<tr>
<td>Print deadline</td>
<td>18 Sept</td>
</tr>
<tr>
<td>Work on pocket programme</td>
<td>19 Sept</td>
</tr>
<tr>
<td>Pocket programme print deadline</td>
<td>22 Sept</td>
</tr>
</tbody>
</table>

**Proposal deadline**

Please send your proposal, with examples of your work, by 12 May 2017 to:

Kate Ebbutt, Global Marketing kate.ebbutt@theunion.org