

The conference hosts and co-organisers of **eucen** conferences have to prepare some publicity material in the form of a leaflet, postcard or other to help promoting the event. The hosts have freedom to choose the type of document to be used. However, there are a number of considerations to take into account when doing the design

ITEM	STATUS	LOCATION	GUIDELINES GIVEN BY eucen
Logos	Mandatory	Front of the publication (it can appear in other pages, if needed)	The current eucen logo must be inserted in the front page of the publication. The colours and shape cannot be modified. The size has to be big enough so it is recognisable and readable. The logo of the host institution should also appear in the front page of the publication.
Dates and location	Mandatory	Front of the publication	The city (country) and full dates of the event must be inserted in the front page of the publication in this format: City (Country), Day of the week, xx-xx Month year e.g. Warsaw (Poland), Wednesday, 11-13 June 2014
Event number	Mandatory	Front of the publication	The conference number must be inserted in the front page of the publication. eucen will confirm to the hosts the exact number to be inserted, in order to avoid mistakes.
Title	Mandatory	Front of the publication	The full title (and subtitle, if there is one) must be inserted in the front page of the publication with big letters and bold.
Web link	Mandatory	Recommended: Front of the publication	The website of the conference must be inserted in the publication. eucen recommends it to be located in the front page, so it is soon and easily seen.
Contacts	Mandatory	The hosts to decide location (probably not on the front page)	There should be a contact email address from the local hosts and eucen's specific email address for events: events@eucen.eu eucen recommends hosts not to put as contact person a Professor/academic because the majority of the questions arriving are more related to logistics or queries of web access, etc. It is always more useful to have as contact the secretary or administrator taking care of the day-to-day conference issues.
Sponsors and/or other collaborators	Mandatory (if there are)	Host to decide location (not on front page)	In the case that the hosts get agreements for cooperation with third parties or receive some kind of sponsoring, the names of those organisations involved should be mentioned in the publicity materials.
Content	Mandatory	Host to decide location (not on front page, usually)	The content must include: - a short background in relation with the topic, - a short explanation of what we want to talk about in the conference, - a list of themes or topics, and - the intended outputs that the conference will generate
Call for Contributions	Mandatory to mention it	Host to decide the location (usually follows the content)	The Call for Contributions can be announced only in this publicity (the full call does not need to be in the document), giving already deadlines and directions on how to obtain further details. Contributions normally are requested at early stage in the form of abstracts.

General recommendations:

- It is better to exclude images of faces in the publicity (that will avoid excluding groups by mistake)
- The publicity must be done in English language always, though the host could get a translated version into their own language if they are interested to do active marketing in their own country (which **eucen** would always encourage to happen)
- Size of the printed publicity can be decided by the hosts. The normal format in the past has been either postcard size (15x10 cm) or triptic size (A4 folded twice, which ends with size 10x21 cm and can fit inside a normal small envelope)
- We recommend using full colours (to make the publicity materials more interesting and lively)
- We recommend doing a good calculation of the number of units to be printed. The host should talk to **eucen** before deciding the quantity
- A printed publicity must be ready one year in advance so it can be distributed to participants in the previous **eucen** annual conference