

Policy for MMU Sponsorship of Conferences

Eligibility:

- the conference covers an area relevant to MMU's **strategic R&D focus**
- the conference has **proceedings indexed** by Scopus/Web of Science
- the conference must have an **international presence** (e.g. in technical program committee, from past papers in previous proceedings, ...)
- organised by an **MMU champion** (MMU academic staff) and/or hosted/co-hosted by MMU

In the event of many competing bids, MMU has the right to give priority to conferences of high international standing

MMU sponsorship & finance matters:

- MMU will bear the **financial liability** of the conference, but the MMU champion is tasked to aim for at least *breakeven*, otherwise the UCoE/RC/Faculty to which the MMU champion belongs to, will be given lower priority for future sponsorship bids
- MMU will provide a **seed fund** of up to RM10,000 (or higher, based on justification) to enable the organising committee led by the MMU champion to settle venue deposit requirements, before the registration fees are received to recoup this initial amount. The seed money must be returned to MMU within 1 month after the completion of the conference
- A **separate account** will be set up by the MMU finance for the purpose of the conference, parked under the UCoE/RC/Faculty to which the MMU champion belongs. The seed fund will be deposited into this account
- All registration fees, other forms of payment and any sponsorships are to be made *payable* to Universiti Multimedia Sdn Bhd, and will be deposited into this conference account.
- Profit sharing:
 - In the event of surplus, profit sharing will be as follows:
 - UCoE/RC/Faculty: 50% (the UCoE/RC/Faculty may decide how best to use this for organizing future conferences and/or other R&D activities),
 - MMU CRPP Admin Fund: 50% to be deposited into the MMU R&D conferences sponsorship pool for use in supporting future conference bids
- MMU can also provide *technical sponsorship*, i.e. have an MMU academic staff who is expert in the main area(s) of the conference to lead the technical program committee and be involved in the editing of the conference proceedings. In this case, the technical chair has to ensure that a high-quality review process is in place, and that proceedings are properly handled (printed or softcopy), and submitted to Scopus/Web of Science for indexing

MMU's expectations:

- MMU's official **logo** (as well as logos of UCoE/RC/Faculty, if any) has to be prominently displayed in all publicity materials (web, printed, social media, etc) as the sponsor of the conference
- the organising committee should aim for *breakeven*
- the organising committee should allocate *x* **free registration seats** for MMU's academic staff, to be selected on a competitive basis by the MMU University R&D division
- the organising committee is also recommended to explore whether HRDF/SDEC can be used to further support MMU academic staff participation at the conference
- some **space** (counters, poster boards, etc) to be allocated for MMU's R&D team to set up showcases or demos of its R&D expertise/research/products/PG programmes
- ideally MMU Uni R&D should be contacted minimally **1 year before** the planned date of the conference for consideration of sponsoring the conference. Contact the MMU Uni R&D secretariat to present a proposal at any of the monthly Uni R&D meetings

SoP & Timeline:

The basic SoP according to timeline (all times are in months from time T of the conference) are as follows.

Note that these refer to the organising matters, whereas it is assumed that the technical matters will be handled by a separate technical program committee and therefore such matters are omitted here:

- T-13: Decide on the planned dates, venue, organising committee and draft a rough budget including expected attendees, anticipated revenue and expenses.
- T-12: Contact the MMU Uni R&D secretariat to schedule to present a proposal for MMU sponsorship of a conference at the monthly Uni R&D meeting, to obtain sponsorship approval
- T-12: Create the website for the conference & the Call for Papers
- T-11: Approach other prospective sponsors, e.g. souvenirs, receptions, etc through MMU's CCU
- T-9: Decide on the registration payment mechanism and set it up
- T-6: Refine and finalise the budget, decide on the registration fee and open the registration system
- T-3: Double check with the technical programme chair that the reviewing process and proceedings are on track. Release the finalised technical programme
- T-3: Double check that all major things are in place and booked: meals, coffee breaks, reception, social program, AV equipment, internet access, souvenirs, tags, etc
- T+1: Send a conference report (including financial details) to the Uni R&D secretariat and present the summary at the next Uni R&D meeting
- T+1: Ensure that the seed amount is available in the conference account, as well as any surplus