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## PLANNING A NIVA COURSE - PLEASE READ CAREFULLY

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## 1. About NIVA

NIVA, The Nordic Institute for Advanced Training in Occupational Health, is an institute funded by the Nordic Council of Ministers, located in Helsinki. Educational activities have been arranged since 1982.

The main task of NIVA is to provide training activities on occupational health and safety for experts and researchers in the fields of occupational health and safety. One of the tasks is to build up Nordic as well as international networks among researchers, practitioners and trainers in the field of working life and environment.

## 2. Roles of the different actors

### 2.1 The course leader's role

The course leader's most important tasks are:

- To take responsibility of the academic curriculum of the course and invite lecturers
- To take responsibility of the planning and marketing of the course together with the NIVA project manager
- To follow up the budget limits for the course together with the NIVA project manager
- To submit a course leader presentation and a popular science article on the course topic to NIVA for marketing purposes

At first hand, the responsibility of the course leader is to plan the academic curriculum of the course. This includes establishing contact with the potential lecturers, key-note speakers and others.

The course leader is expected to build up a Nordic network of prominent experts in the field of the course. The course leader contacts the lecturers he/she wants to invite. The standard number of lecturers for a 3-day course is 6-8 persons (from at least two Nordic countries and preferably lecturers of both genders) including the course leader. For budgetary reasons this should not be exceeded without consulting the NIVA project manager.

The preliminary course program should be ready at the latest 6 months prior to the event. The earlier the program is ready the better are the marketing opportunities.

The course leader is responsible for the planning and management of a NIVA course together with the NIVA project management. It should also be noted that due to financial restraints, not all the lecturers can be offered full board for the duration of the on site course. It is also advised that should one lecturer have several lectures; these are scheduled close to each other.

Please prioritize Nordic experts, then European and if needed one lecturer from outside Europe.

The course leader is expected to be present during the entire course in order to engage and stimulate interaction and discussion between the lecturers and participants. His/her role is also to keep the schedule and to act 'chair' of the sessions.

The planning of a course is a long procedure lasting about one year. You will be assisted in this by the NIVA project manager. The director of NIVA can also be consulted on all matters.

## 2.2 The role of the NIVA project manager

The project manager is in charge of the course budget. In addition, she/he takes care of the general correspondence with the lecturers and participants. The project manager is also responsible for the practical arrangements of the course, this includes booking the venue, the possible accommodation for the course leader and lecturers and the social program (on site course).

## 2.3 The role of the NIVA director

The director of NIVA is ultimately responsible for all NIVA courses. Her/his role is to make sure that the planned course meets all the requirements set by the NIVA board and the Nordic Council of Ministers. The central requirements for a course are:

- adequate number of participants
- appropriate Nordic representation (within both lecturing staff and participants)
- keeping within the budgetary framework

## 3. Budgeting of the course

When planning your course, please follow up the budget limits for the course together with the NIVA project manager.

### 3.1 On-site course

You have to take into consideration the travelling expenses and accommodation which are the major costs of the budget.

As a rule, NIVA pays for the following for the lecturers:

- travel (economy)
- full board for 1-2 nights; this can, if necessary, be extended to additional nights (subject to prior approval)
- participation in the social program
- € 150 / 45min lecture fee (minus tax)

### 3.2 Online course

As a rule, NIVA pays for the following for the lecturers:

- € 150 / 45min lecture fee (minus tax)
- € 150 / 45 min facilitator fee (minus tax)

### 3.3 Compensation for the course leader

As a course leader you receive a course leader fee of € 3000, lecture fee (€ 150 / 45 min) and compensation of expenses. There will be a prior agreement between you and NIVA that states compensation that will be paid to either you or your institute (department) compensating the time you have used for planning and leading the course (course leader fee). Please check the compensation policy with your employer. Please note, that this sum will be paid in full only if the

course budget has not been exceeded. Otherwise, the compensation will be determined according to the final budget and total costs of the course. If there are two or more course leaders the compensation is divided according to agreement between course leaders.

#### 4. Planning schedule for 2024 courses

##### *Late spring 2023*

NIVA will contact you and ask you to give a description of your course for the NIVA web pages. The course proposal form that you have already filled in when applying for the course will probably provide most of the key information needed at this stage.

The project manager will clarify some practical matters with you and kick off the organisation of the course: booking the course venue and accommodation (on site course), general correspondence with the lecturers and participants and marketing are all the project manager's line of work (on site and online course).

##### *Course venue – on site course*

The choice of the course venue involves consideration of many aspects – the accessibility of the venue, the price, the quality of the facilities, sustainability and the general image. As a rule of thumb, NIVA uses easily accessible venues in the Nordic capitals.

#### 5. Marketing

- **Course planning and electronic marketing**
  - *In September 2023 and until the event*, course planning will continue and electronic marketing will kick in properly. Marketing of the event is a continuous process, and we aim to remind potential participants of the event a few times before the deadline for registration.
- **Definition of target groups and relevant networks**
  - You are thus encouraged to actively include a marketing perspective into the planning of the course at the earliest possible stage. **The more clearly the target groups are defined early on, the better the success of the course.** The cooperation between NIVA, the course leader and lecturers, is essential when marketing a course. Relevant networks are often most accessible through the course leader and the lecturers and we encourage you to spread the information in your networks. The earlier the marketing of the course can be started, the better results can be expected in attracting a sufficient number of participants to the course.
  - We kindly ask you to think of all relevant networks and events in which our course could be marketed. We are glad to do the bulk of the marketing for you, but you are the expert who knows the field and the networks that are most likely to be fruitful!
- **Course leader presentation**
  - The course leaders will be asked to write a short course leader presentation of themselves as a part of the marketing activities for the course. The presentation will be published on the NIVA web page and used in Facebook marketing, on Twitter, on LinkedIn and in our electronic newsletters.

- **Popular science article**

- A popular science article on the subject facilitates the marketing of the course. This can be used in Facebook marketing, Twitter, LinkedIn and electronic newsletters of different organisations.
- If possible, an interview about the topic (with the course leader or one of the lecturers) can also be published for marketing purposes.

## 6. Course materials

NIVA provides course material in electronic format. The course material can be your ppt. presentation, an abstract related to your presentation or an article related to your presentation. As a rule, paper copies are not provided. Please, be prepared to send in course materials well in advance before the course starts.

## 7. Cancellation

The average number of participants at an ordinary NIVA course is 22.

If there are less than 15 registered participants to the course, you will be invited to discuss this with the NIVA office. Before cancellation of the course, other solutions often used include:

- 1) the deadline for registration can be prolonged;
- 2) the course can be postponed to a later date;
- 3) new ways of additional marketing of the course are sought.

We try to do our best not to cancel a course and would like to stress that cancellation of a course is always the last resort.

## 8. Evaluation

Every course is evaluated by the participants, the course leader and the NIVA project manager. After the course you will be sent a summary based on the electronic evaluation forms filled out by the participants. We expect you to write a short (max one page) "*Course leader's report*" describing your impression of how the course turned out, perhaps with proposals for improvements for future courses.

Please do not hesitate to contact us should you require further information. We will be happy to help you in any way we can.

We look forward to working with you and to meeting you at the NIVA course.

Yours sincerely,  
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