ECCNA39

REPORT

INTRO

HEARTFELT THANKS!

Our committee wants to extend thanks again for giving us the opportunity to organize ECCNA 39 in Helsinki. It was a lot of work, but the experience during the convention weekend was incredible - the convention was such a success in many ways, most importantly in the evident joy in visitors' faces and the overwhelming positive feedback we received.

We were also keeping in mind that ECCNA is an EDM fundraising event, and were very happy to turn a great profit from ECCNA 39:

The funds of €38,474 profit were distributed on the 20th of January 2025 by the following formula:

60% EDM = € 23084,69
20% WSO = € 7694,90
20% Finnish Region = € 7694,90

In the following report we try to cover as best we can what worked, what challenges we had and what things we learned made the event a success or worked particularly well.

SOME GENERAL FINDINGS

WORK! There is more work involved than can be imagined - this is why the 2 years is a good time cycle for organization! One thing at a time, everything gets done. Having a clear meeting cycle and good tools helps. After the Organizing Committee has been formed (Chair and Vice, Treasurer and Vice, Secretaries), the subcommittee chairs selection right away is essential to get the work going and to form the larger Host Committee.

BASIC THINGS MATTER! | ECCNA is a team effort, and ECCNA could be the first committee service for some, while some could have vast experiece. It is helpful to keep an eye on basics and keep reminding about them.

- It's good to discuss and decide early on as the larger host committee: what kind of event do we want to create? What are the main things we want to make sure of?
- All contracts and agreements need to be made in writing
- It's good to gather an online folder where all contracts are stored as they are made
- It's helpful to have strong ties to the Region, especially for administrative things
- Negotiation is our friend. The first offer is just a conversation starter.
- A budget is a forecast of expenses and income!
- Studying the budget development often in the larger host committee meetings together, gives everyone an understanding on needed improvements and makes it a common tool
- Web and pre-payments are preferred by many members and they are secure and reportable. We found that investing time to search and find the perfect tech and financial solutions is worthwhile.
- Flexibility and ad hoc situations: While it's important to be very organised to ensure a good service experience, flexibility is really key. We made quick decisions, scheduled extra meetings to resolve arisen situations, jumped on calls and rearranged things when needed.

SPEAKER SEARCH & BALANCE | We came to the conclusion that the method of speaker search could use some planning and updating, and perhaps some attention in the ECCNA guidelines. Our Agenda Committee focused on getting a global speaker palette with the majority of speakers from Europe since ECCNA is a European convention, under the theme of *Living Clean.* The speaker search that was widely distributed, was effective and yielded many contacts, noticeably many from the US and with a male bias. After the committee had done their selections, the larger host committee decided to recruit 3 speakers by directly asking them, in order to bring a better male-female balance.

ABOUT EXTERNAL VENDORS | Another topic that could be better covered in the ECCNA guidelines are external vendors - it could be useful to for example establish a uniform profit percentage that is expected from external vendors in ECCNAs, and to clarify the need of vendors to have the NAWS licence.

We also had challenges with one external vendor, that we wish to note for your information. A vendor attempted to post to the ECCNA Facebook page before the convention to announce they were coming and to welcome anyone to come and do service at their booth. The page admins blocked this post. There was also an incident at the beginning of ECCNA where the same vendor had addicts doing service at the booth. At this point, our organizing committee informed the vendor that in case they continued to invite addicts to do "service" at their shop, we would invite them to leave the convention, as helping a business is not NA service and this could be very misleading to especially younger members.

CONTENTS

TREASURY: FINANCIALS

BUDGETING for ECCNA began as soon as the organizing committee was formed, with an initial focus on gathering information. Subcommittees were encouraged to plan their expenses early, and the treasury provided necessary support and tools. For income-generating subcommittees, early revenue estimates were crucial to ensure that income exceeds expenses.

TREASURERS within the organizing committee were responsible for planning a cashless convention. This required implementing a flexible payment system that could handle card payments as well as MobilePay, which is widely used in Finland. Zettle provided a suitable solution for this purpose. The Finnish fellowship already had an existing Zettle account, eliminating the need to create a new one from scratch. We set up the convention's products with their respective prices in the Zettle system.

TRAINING was provided to volunteers on how to use the cash register system. At least one responsible person from each subcommittee handling money participated in the training. They were then responsible for training their respective subcommittee members.

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TREASURY: FINANCIALS

DETERMINED to avoid seed money from EDM, we launched ECCNA t-shirt presales in April 2023 at regional and international events. The Entertainment subcommittee also organized a successful New Year's fundraising event, allowing us to achieve financial independence.

UNEXPECTED issue arose when our bank charged a €9 fee per international transaction to our Finnish account. We chose Klarna for our webshop payments, and Klarna transferred the funds from abroad. Although Klarna was the best option with the widest global usage, some countries faced payment restrictions. To reduce costs, we consolidated and processed orders weekly, which resulted in significant savings but still incurred a total of €787 in fees.

ADDITIONALLY, the treasurers reviewed and signed all agreements, including the venue rental contract, equipment rentals, and food supplier agreements.

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TREASURY: FINANCIALS

DESPITE CHALLENGES, the event was highly profitable. With a revenue of €141,194 and expenses of €102,719, we achieved a €38,474 profit, translating to a 28.11% profit margin—just shy of our 30% goal. The funds were distributed on the 20th of January 2025 by the following formula:

60% EDM = **€ 23084,69**

20% WSO = **€ 7694,90**

20% Finnish Region = € **7694,90**

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TREASURY: FINANCIALS

OUR SUCCESS resulted from diligent budgeting, continuous adjustments, and strategic pre-marketing. Entertainment events sold out, and the phased registration approach encouraged early sign-ups with lower fees.

KEY ELEMENTS:

- **BUDGETING:** Started early with subcommittees planning expenses; treasury provided tools and support. Income-generating subcommittees estimated revenue early to ensure profitability.

- **CASHLESS SYSTEM:** Implemented using Zettle for card and MobilePay transactions.

- **FUNDRAISING:** Avoided external seed money through t-shirt presales and fundraising events, ensuring financial independence.

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TREASURY: FINANCIALS

REGISTRATION	#	ENTERTAINMENT TICKETS	#
EARLY BIRD REGISTRATION	306	FRIDAY NIGHT MENTAL HOSPITAL PARTY	445
LAZY BIRD REGISTRATION	509	RAVECCNA & FUNKECCNA	516
THE BIRD REGISTRATION	456	JAILS, INSTITUTIONS AND DEATH TOUR	124
ON-SITE REGISTRATION	158	**TOTAL**	**1085**
FUND A NEWCOMER!	22		
TOTAL	**1451**		

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TREASURY: FINANCIALS

COMMITTEE	INCOME	COMMITTEE	EXPENSE	PROFIT
ENTERTAINMENT	€34,576.01	ENTERTAINMENT	€18,094.52	€16,481.49
VENUE	0	VENUE	€36,408.94	0
INFORMATION	0	INFORMATION	€244.92	0
IT	0	IT	€996.57	0
TRANSLATIONS	0	TRANSLATIONS	€388.33	0
MERCHANDISE	€25,190.40	MERCHANDISE	€14,805.39	€10,385.01
WELCOMING	€43,800.28	WELCOMING	€1,087.51	€42,712.77
GRAPHIC VISUALS	0	GRAPHIC VISUALS	€2,991.08	0
ORGANIZING	€10,891.52	ORGANIZING	€4,932.69	€5,958.83
CATERING	€26,651.82	CATERING	€22,769.92	€3,881.90
OTHER	€84.32	OTHER	0	€84.32

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TREASURY: FINANCIALS

INCOME TOTAL	EXPENSE TOTAL	PROFIT
€141,194.35	€102,719.98	€38,474.48

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WELCOMING

THE COMMITTEE consisted of 6 active members, which formed a well-functioning team. We designated a secretary, vice-chairperson, and individuals responsible for the information desk and registration. The chairperson managed the meeting schedule, invitations, hotel collaborations, and served as the primary contact for EDM, handling all reporting to the organizing committee.

While the chairperson took on multiple tasks, including managing hotel logistics, it became clear that having a separate person responsible for hotels could have been beneficial. This would ensure a consistent point of contact with the hotel and avoid potential misunderstandings, especially as the event date approached.

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WELCOMING

THE ORGANIZATION OF REGISTRATION AND THE INFORMATION DESK was effective, thanks to clearly defined roles for each responsible person. We started recruiting volunteers in May, which gave us ample time to select and confirm all volunteers before the event. Although we experienced a few cancellations, the committee was able to address them quickly.

When it comes to registration systems, it's crucial to consider the event's platform. For this event, we used MyCashFlow webshop for pre-registration, which allowed us to easily track all purchases. This system eliminated the need for product bagging, as all purchases could be quickly verified through the cash register system. Keeping pre-registration open throughout the event was also a smart decision, allowing attendees to make payments through Klarna if needed. Additionally, the decision not to accept cash payments at the event streamlined the registration process and ensured smoother transactions.

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WELCOMING

WE ENCOURAGED pre-registrations online and generally all transactions, including entertainment tickets, through the Eccna website and its webshop. This included also the opportunity to purchase merchandise beforehand either when pre-registering, or separately in the webshop.

There are always surprises - during pre-reg we found out that due to international banking restrictions, all countries could not access Klarna as a payment method. We quickly came up with a Google form for those members and used the ECCNA website as well as social media to inform about this. Everything went smoothly in the end.

The volume or purchases came as a bit of a pleasant surprise, so the committee had sessions pre-ECCNA where they created ready envelope packages for every event visitor, including the registration package and entertainment tickets. This was crucial to make the pre-registration desk run as smoothly as possible.

Other good practices were to split the registration desk into two sections, pre-reg side and other business, and to have many servants on the pre-reg desk welcoming event visitors.

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KEY ELEMENTS FOR FUTURE EVENTS:

1. **CLEAR ROLES:** Designating specific responsibilities for areas like hotel management can ease the workload of the chairperson and prevent potential misunderstandings.

2. **EFFICIENT REGISTRATION SYSTEM:** Utilizing a reliable system like MyCashFlow ensures smooth pre-registration tracking, eliminating the need for manual product bagging.

3. **CASHLESS PAYMENTS:** Avoiding cash transactions speeds up the registration process and improves clarity for attendees.

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WAYS OF WORK & TOOLS

The whole host committee met for the most part once a month regularly in central Helsinki. Meetings were held in person, but they were also hybrid: This meant that members outside Helsinki, visitors or host committee servants who were unable to come in person, could join.
We were able to use the Finnish Region Zoom account for these meetings. For some smaller ones we also used Google Meet. All subcommittees chose their own meeting frequency and method.

Google Workspace: Our IT committee created the email addresses for all subcommittees, and was also the admin for Google. We used Google widely, in addition to email we used Google Drive for all documents, and Google Sheets for workbooks and project plans.

Big workbook in Google Sheets, with a sheet for each subcommittee, where every committee had access. We aimed to collect all the main information there, for example offers, to-do lists, list of all contracts and agreements made, committee members, plans and reports.
We also used this to collect info and answers internally, for example by creating a list of visual work needs where each committee could list what they needed from the Visual Graphics committee.

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WAYS OF WORK & TOOLS

Whatsapp We created countless Whatsapp groups - who knows how many in the end! We had one main group for the whole host committee that included the chair and vice chair of each committee and the organizing committee members. Then topic specific groups were used and based on need, smaller cross-committee groups were used a lot to communicate efficiently and resolve things quickly. Truly the most crucial tool.

Financial and payment tools

We had to use a good amount of time to search for options for webshop and payment tools - for example, some platforms are open for businesses but not associations like us. We needed:

1- a webshop solution that also provides reporting

2- an online payment service

3- an on-site mobile payment method

1- MyCashflow is a Finnish e-commerce platform that provides businesses with the tools to set up and manage an online store. It includes ready-made payment methods, delivery options, and integrations with various systems, such as accounting and inventory management.

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2- Klarna is a Swedish fintech company that provides various payment services for online stores and consumers. It is best known for its flexible payment options, such as “Buy now, pay later” and installment plans. Klarna acts as an intermediary between merchants and customers, enabling secure and fast transactions without an immediate payment requirement.

3- Zettle

Zettle (formerly iZettle) is a Swedish financial technology company that provides **mobile point-of-sale (mPOS) solutions** for small businesses. Zettle offers hardware and software that allow merchants to accept **card payments, contactless transactions, and mobile payments** via a smartphone or tablet.

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INITIATING THE WORK

The program committee was formed 18 months before the convention and consisted of five members: a chairperson, vice-chairperson, secretary, and two additional members. From the start, the committee established a clear timeline, which helped keep the planning process on track. Key tasks included releasing the flyer, selecting speakers, finding meeting facilitators, and finalizing meeting themes based on the book *Living Clean*.

The committee began by drafting the speaker search flyer, which was approved by the organizing committee for publication. However, upon reflection, it became clear that the flyer needed further adjustment to attract a broader range of applicants, as the original design seemed to favor native English speakers. Unfortunately, these changes could not be made after publication. The speaker search ran for six months, receiving 54 applicants, with a noticeable male bias. In response, the committee made direct efforts to recruit more female speakers. All non-selected applicants were contacted and thanked for their interest.

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SPEAKERS & PROGRAM

DURING THE CONVENTION

On the day of the event, all speakers were asked to check in at the registration desk and sign a release form allowing the recording of their meetings. However, communication gaps became apparent when it was discovered that only the main hall meetings were recorded. Although written instructions were provided for meeting facilitators (chairs and speakers), some of them, likely due to nervousness, forgot to follow them. For future events, it would be beneficial to provide verbal instructions just before the meeting and offer more emotional support.

The convention venue provided a room for marathon meetings and allowed for reservations for meetings in different languages, although these were made on-site, rather than in advance. We considered whether the room reservations should be available beforehand, but came to the conclusion that on-site & using the information board is the simplest and easiest solution. The venue successfully handled the larger-than-expected number of participants.

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SPEAKERS & PROGRAM

KEY ELEMENTS FOR FUTURE CONVENTIONS:

1. **Inclusive Speaker Selection:**
   Ensure that the speaker search process encourages diverse applicants, particularly by incorporating various submission formats, such as self-recorded audio or written recovery stories.

2. **Improved Communication**: Focus on improving communication, particularly regarding the release of recordings and clear instructions for speakers and facilitators.

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BEFORE THE EVENT

Preparation and Planning

We collaborated with the organizing committee and subcommittees to gain a comprehensive understanding of the event. Our contributions included applications, website development, and a promotion plan. The primary focus was on promoting the event through ECCNA's Facebook page, emphasizing a recovery celebration in the north. However, we identified the need for better coordination with newsletters and additional social media platforms.

Internal Communication

We worked closely with the Visuals Committee during monthly meetings and utilized instant messaging for planning and execution. A significant challenge was ensuring effective communication with non-English-speaking members in the Finnish fellowship.

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External Communication

We compiled a media contact list with recovery as the key theme. A press release was sent three weeks in advance, offering media access while addressing anonymity concerns. We prepared a pool of members for interviews and provided a prepaid phone for media use. Additionally, we developed a crisis communication plan, though it was not required.

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DURING THE EVENT

Responsibilities and Internal Communication

On-site, we managed internal and external communications and staffed the information desk to provide real-time updates. Internal updates were communicated verbally, but attendee-generated Facebook posts often overshadowed official announcements. We recommend using tools like WhatsApp for more streamlined communication in future events.

External Communication

We coordinated media interviews by pre-selecting members and ensuring that anonymity protocols were clearly understood. Attendees were informed about media presence through Facebook updates. The resulting media coverage effectively conveyed NA's message and maintained a high standard of quality.

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LESSONS LEARNED

1. Improve coordination between newsletters and social media.

2. Introduce multilingual communication to engage non-English-speaking members.

3. Utilize more effective tools, such as WhatsApp, for live internal communication.

4. Maintain clear processes for media engagement and anonymity protocols.

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KEY FACTORS OF MEDIA SUCCESS:

1. **We** compiled, refined, and profiled a list of media outlets operating in Finland, complete with contact details.
2. **We** established a dedicated email account and phone number for media communication.
3. **We** analyzed the public discussion on addiction in Finland and concluded that there is a demand for recovery stories.
4. **We** ensured that we had suitable NA members for interviews and prepared them for media appearances.
5. **We** invited the media to the event well in advance. The invitation was repeated twice as the event approached. The invitation also served as a press release, sharing engaging data based on member surveys. (It remains newsworthy that recovery from drug addiction is possible!) The invitation openly explained the anonymity requirements, outlining conditions for photos and interviews. We promised to help in finding suitable interviewees based on the media's requests.
6. **We** responded promptly to emails, phone calls, and media inquiries – and delivered! Requests included young addicts, international visitors, individuals with a short history of use, and more.

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THE OUTCOME:

Multiple excellent stories in the biggest media outlets in Finland where anonymity was preserved, and the message of hope spread far and wide.

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ENTERTAINMENT

ACTIVITIES AND PARTICIPATION

Overall, the activities exceeded expectations. All events were fully booked, and the bus tour, limited in capacity, had more demand than anticipated. While additional service members on-site would have been helpful, the team managed to ensure everything ran smoothly with the resources available.

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Audiovisual Technology

Three weeks before the event, the team took on the additional responsibility of managing audiovisual technology. This extra workload led to some issues, such as lost speaker recordings. Moving forward, it is strongly recommended that future committees establish a dedicated audiovisual subcommittee to handle this area.

Especially as ECCNA expands year by year, audiovisual solutions become more and more demanding. We are proposing for your consideration that it is justified to have a dedicated Audiovisual subcommittee, that can then evaluate the need for potential/ partial external professionals.

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HIGHLIGHTS OF KEY EVENTS

Bus Tour: Jails, Institutions, and Death Tour

The bus tours on Wednesday and Saturday were a resounding success, with all seats sold out. The feedback of the tourwas overwhelmingly positive, and many members came to give thanks for this specifically. Traffic delays extended the tour slightly, so that is good to notice with tours in big cities.Many suggested this type of tour could be a recurring activity at future ECCNAs, offering attendees a unique way to explore host cities through the lens of recovery.

Friday Night: Mental Hospital and Sauna Party

The Friday night events drew a larger crowd than expected, offering a memorable introduction to Finnish sauna culture. For some, it was their first sauna experience. The seaside dance party was well-received, with attendees eager to stay longer than city regulations allowed. However, the meeting room and sauna facilities were slightly over capacity, leading to space constraints. Despite this, attendees showed great patience, and the event remained a highlight.

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SATURDAY EVENING SHOW

The Saturday evening show was a tremendous success. Although it required significant effort and time, the result was rewarding and well worth the investment. The team is happy to share insights with others interested in organizing similar shows in the future.

RAVECCNA/FUNKECCNA

The Saturday night dances were a hit, with 800 tickets sold. Attendees danced until the party ended at 3:30 am. Although the FUNKECCNA area was slightly difficult to locate, this was a minor issue.

While more service members in key locations would have been helpful, support from other committee members ensured everything ran smoothly.

The original plan to sell only mocktails at the party was adjusted to include the full cafe menu, as attendees purchased more from the cafe than the mocktails. While this made some planning unnecessary, it did not significantly impact the event's success.

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RECOMMENDATIONS FOR FUTURE EVENTS

1. **Construction and Dismantling**: Consider outsourcing some setup and teardown work to reduce volunteer workload.

3. **Audiovisual Technology**: Establish a dedicated subcommittee for audiovisual needs to avoid overburdening other teams.

5. **Capacity Planning**: Ensure larger spaces are available for high-demand activities like meetings and sauna events.

7. **Activity Success**: Continue incorporating unique cultural experiences, such as city tours and local traditions, into the program.

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MERCHANDISE

MERCH COMMITTEE – CHALLENGES AND RESTRUCTURING

The merchandise subcommittee was established early in the planning phase. However, it disbanded due to a significant difference in vision between the subcommittee and the host committee regarding the event's merchandise. The subcommittee initially proposed an extensive selection of nearly 40 products, which was not supported by the host committee, including other subcommittee chairs. As a result, the entire merchandise subcommittee stepped down from their roles.

Efforts were made to find a new leader for the merchandise committee, but no suitable candidate emerged. As the event drew closer, the organizing committee took on the responsibility of handling merchandise themselves.

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MERCHANDISE

PRODUCT SELECTION AND PRODUCTION PROCESS

Ideas for merchandise were collected from all members, with the hope that those suggesting products would also oversee their design, production, and ordering. Some of these ideas successfully made it into the final product lineup.

Ultimately, the merchandise committee consisted of a few members from the organizing committee and two subcommittee chairs. Collaboration with the graphics subcommittee ensured that the product designs and branding aligned with ECCNA39's visual identity.

A notable success was the handmade soaps produced for the convention. These soaps were crafted by various volunteers, including those outside of the merchandise committee, making them a unique and engaging product.

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MERCHANDISE

SALES PERFORMANCE AND PROFITABILITY

Despite the absence of a dedicated merchandise team, the product selection and sales performance were strong. The profit margins across most items ranged from 20% to 70%. Some outliers included pens, which yielded only a 1% profit, and silicone wristbands, which operated at a loss. However, since wristbands were inexpensive and widely distributed for free, their negative revenue impact was negligible.

All merchandise sold out completely, with hoodies being in particularly high demand. Additional sales could have been made if more hoodies had been available, as they continued to be requested even after stock ran out. One remaining hoodie was discovered on the final day, leading to an impromptu auction where it sold for well above its original price.

CONCLUSION

Despite initial setbacks, ECCNA39's merchandise effort was a success. The streamlined selection process, collaborative design approach, and high demand contributed to a profitable and well-received merchandise lineup. Future events could benefit from a more structured merchandise team while maintaining the flexibility and creativity that made this year's products a hit.

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VENUE WORK

POSITIVE ATMOSPHERE AND TEAMWORK

The Facilities Committee benefited from a positive atmosphere, with members appreciating that the committee was formed well in advance of the event. Regular meetings and careful planning fostered a strong service-oriented mindset among the members. Many had served for two years, bringing a wealth of expertise in property management, which proved invaluable. For most, ECCNA39 was their largest service role within NA, offering a valuable learning experience in service, building maintenance, and event logistics.

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UNEXPECTED WORKLOAD AND CHALLENGES

The physical demands of the event were an unexpected challenge for some members, especially the volume of maintenance tasks. Cleaning was the biggest hurdle, but the committee, along with volunteer helpers, managed it well. In hindsight, forming an internal service task force as soon as the committee was established could have helped distribute the workload more evenly. More volunteers would have been beneficial, as some who signed up didn't show up for their shifts.

HEALTH AND SAFETY INCIDENTS

During the event, there was one medical emergency and one accident. Both were handled promptly, with emergency services contacted when necessary. One person experienced a health issue that was managed before the ambulance arrived, and the injured person received treatment from first responders. After the event, one committee member contracted COVID-19, but no other cases were reported within the committee. Hand sanitizers were available at all sales and information points, ensuring safety precautions were followed.

For possible incidents and First Aid needs, there was a special Emergency whatsapp group of trusted servants that was active during the event. If anything happened, all necessary people received the information instantly, and the situation was also updated there.

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VENUE WORK

EVENT SETUP, COSTS AND FINAL THOUGHTS

The event's construction and dismantling phases went smoothly, thanks to the experience within the committee. However, some unexpected costs arose during the event, but the team quickly adapted and managed the situation. Despite these challenges, the committee was able to focus on their service tasks throughout the event. Overall, all committee members felt positive about the experience, as the service role provided a unique and rewarding experience.

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KEY ELEMENTS FOR FUTURE EVENTS

1. **Early Volunteer Recruitment**: Establish an internal service task force immediately upon forming the committee to ensure a balanced workload.
2. **More Volunteers**: Aim to recruit additional volunteers in advance to prevent shortages, as some may not show up.
3. **Health and Safety Measures**: Continue to prioritize safety by providing hand sanitizers at key points and ensuring clear protocols for medical emergencies.
4. **Anticipate Hidden Costs**: Prepare for potential unexpected costs and have a plan in place to manage them swiftly during the event.

Effective Communication: Ensure regular and effective communication between committee members and other event organizers to anticipate and address any challenges early.

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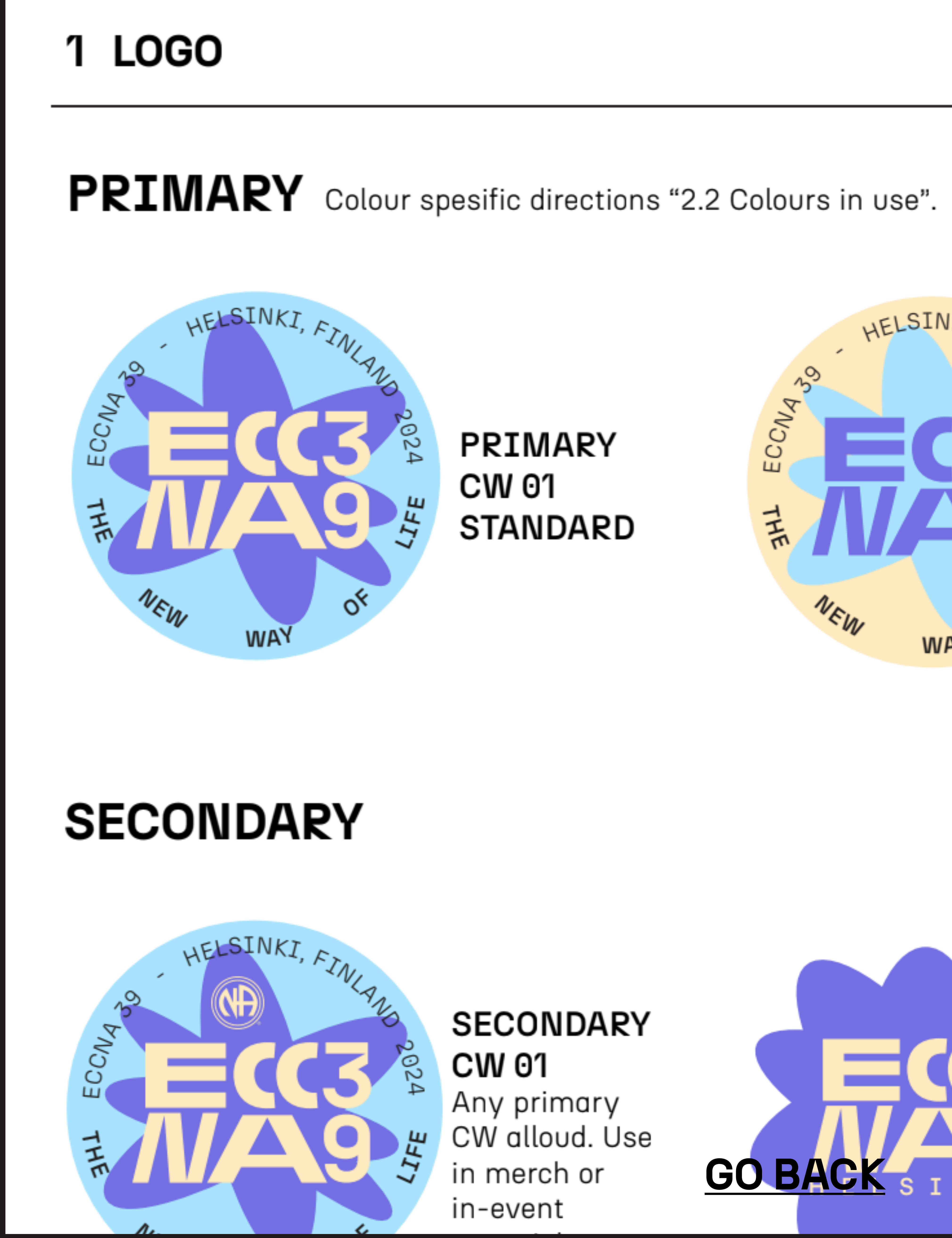
GRAPHIC VIS***

GRAPHIC GUIDELINES I We began by creating several visual proposals to establish the convention's brand identity. The final option was selected by consensus at the organizing committee meeting. Implementing a professional graphic guideline greatly streamlined the design process for marketing materials and convention products, ensuring consistency and efficiency.

PROMO VIDEO I A promotional video was produced using a mix of stock footage and clips from a previously created PR video. The video aimed to create an emotionally engaging narrative that showcased the transition from an old way of life to a new one while providing a glimpse of Helsinki as the event venue. While the video was generally well-received, some members were uncomfortable with brief clips depicting drug use. This feedback highlights the need for careful consideration of such content in future promotional materials.


1 LOGO

PRIMARY Colour spesific directions "2.2 Colours in use".

PRIMARY
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SECONDARY

SECONDARY
CW 01
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in merch or
in-event

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GRAPHIC VIS***

SUBCOMMITTEE OR WORK GROUP | The visual identity committee operated with minimal personnel, which proved manageable due to the nature of the tasks. A small, skilled team with expertise in visual design was sufficient to produce the necessary materials. Close collaboration with other subcommittees, particularly the Information Committee, ensured timely delivery of visuals as needed.

CONVENTION PRODUCTS | The committee also worked a lot on merch product designs. Product ideas and quantities were decided collectively by a small ad hoc work group consisting of a few members from the organizing committee and two subcommittee chairs. While it made sense for merchandise design to fall under the visual identity team, the lack of a dedicated product design team increased the workload on an already limited group.

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GRAPHIC VISUALS

RECOMMENDATIONS FOR FUTURE EVENTS

1. **Content Sensitivity**: Avoid potentially upsetting content, such as depictions of drug use, in promotional materials.
2. **Team Structure**: Maintain a small, specialized team for visual identity work but consider appointing dedicated members for merchandise design.

Collaboration: Continue intensive collaboration with other committees to ensure cohesive and timely delivery of materials.

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CATERING

EARLY PLANNING AND FORMATION I The Catering Committee was established in October 2023, with members gradually joining and responsibilities assigned. The planning process involved creating guidelines, assessing the venue's limitations (such as lack of cold storage and cooking facilities), and recruiting volunteers. As the event approached, meetings became more frequent to ensure everything was ready.

EVENT EXECUTION I Setup began on Thursday, with everything prepared by Friday. Each area had a designated leader to oversee volunteers, and despite a few no-shows, additional volunteers from international attendees helped. Communication was managed via phone calls and WhatsApp groups, and teamwork ensured tasks were completed despite challenges.

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CATERING

Challenges and Lessons Learned

A broad product range made organizing difficult, and homemade items added complexity. Poor grill sales were partly due to inadequate signage. Communication between the Catering Committee and the main organizing committee was misaligned, leading to last-minute changes and internal pressure. However, strong teamwork helped overcome these challenges, and the broad cafe offering also received much appreciation and thanks from convention visitors.

The Cable Factory venue was challenging food-wise: there were no restaurants in the immediate vicinity, and the only restaurant on location was supposed to be closed for the month of July.

Due to this situation, the Catering Committee had a big task: to feed all the masses during the whole convention, while also generating profit as well as making sure the food offering had local foods for the visitors to try. The menu consisted of these items:

- Warm lunch dish
- Savoury bagels with filling
- Rye sandwich with salmon
- Ham roll sandwich & Vegan filled sandwich
- Baguettes chicken/mozza/vegan
- Chicken salad & Tofu salad
- Cinnamon buns
- Blueberry pie
- Berry cups, mixed berries
- Blueberries, strawberries, cherries,

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CATERING

- Sweet peas
- Oat snack bars with berries or chocolate
- Ice cream
- Mixed candy bags
- Chips
- Hot coffee and tea
- Iced coffee with oat milk and vanilla flavoured ice coffee
- Finnish energy drinks in different flavors
- Other varied cold drinks and soft drinks
- Cold pressed health shots
- Outside in the grill: grilled sausages and hot dogs
- In the sauna party: outdoor grill with hot sausages
- During the saturday rave: Eccna-themed Mocktails

ECCNA39

"WE GOT IT ALL!!!"

CATERING

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KEY RECOMMENDATION FOR FUTURE EVENTS

1. **Simplify Offerings**: Focus on fewer categories to streamline the planning process

3. **Better Communication**: Ensure early alignment between the Catering and organizing committees to avoid last-minute changes

5. **Volunteer Management**: Adopt an early and highly organized approach to organizing and managing volunteers

7. **Service opportunity:** The cafe was a perfect place for younger members to do convention service, and many shared afterwards what a great experience it was for them

Despite the challenges faced, the event was a huge success. Moving forward, clearer communication and a more focused approach will help improve the planning and execution of similar events.

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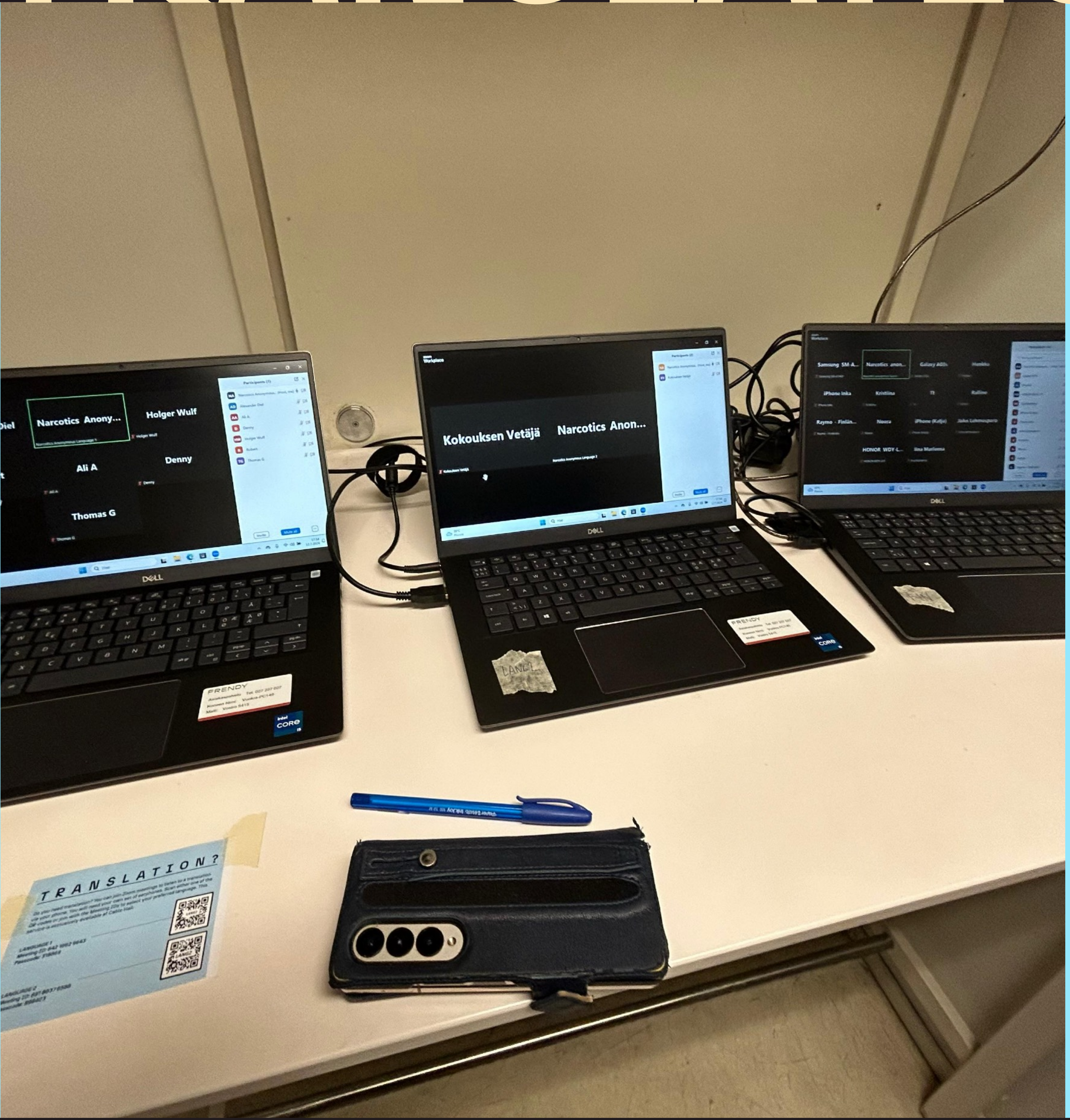
TRANSLATION



TECHNICAL OVERVIEW

The translation services for the event were provided using the Zoom platform. We set up altogether three Zoom Pro -accounts: one for Finnish and two other languages. Three laptops were used, with an operator overseeing the process. To manage the audio, three USB microphones were placed in different rooms with some sound insulation. These microphones were connected to the laptops using 10-15 meter USB-C cables. Translation was provided only for the main meetings to keep the process simple.

For the main meetings, the sound was transmitted wirelessly from the mixer near the stage to a receiver in the translation hub. From there, three translators received the audio signal through wireless headset earphones.

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TRANSLATION

BUDGET | Our budget for the translation service was approximately 400 euros. This covered the equipment costs, with the Zoom Pro accounts costing around 180 euros. Zoom was able to provide a minimum one-month subscription for the service.

PROCESS | We prepared printed instructions for the trusted translation team members on how to operate the microphones and headsets, along with general translation guidelines (e.g., translating in the first person as the speaker, muting the microphone when taking breaks). Operators also received instructions. At least one of the three coordinators was always present to supervise. The coordinators welcomed the translators and briefed them on their tasks.

We began accepting translation slot bookings at midday each day, though some inquiries came in ahead of time. The translator and operator schedule was finalized well in advance of the event.

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TRANSLATION

MARKETING | Information about the translation services was distributed via prints at registration and across tables throughout the venue. We approached international guests in person, inviting them to use the translation service in their preferred language. We also took to the stage before meetings to introduce the service.

The printed materials featured QR codes for Finnish and two other language channels. Guests needed their own headphones to access the translation, though we encouraged those without headphones to use their phone's loudspeaker at a low volume. Hosts were provided with information about the languages offered and the corresponding channels prior to each meeting.

SUMMARY | Overall, the translation service was a success. The sound quality was excellent, the connection remained stable, and the equipment worked without any major interruptions. The translators and operators were punctual and eager to assist. Despite starting our work relatively late in March, we were able to source most of the required equipment from the audio company. Though there were some communication challenges with the company initially, the service went smoothly in the end. The vice-chairperson, with extensive experience in managing schedules, ensured everything ran efficiently, and our tech team showed great resilience in resolving any issues that arose.

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KEY ELEMENTS FOR FUTURE EVENTS

- **Timely Planning**: Start coordinating translation services earlier to avoid last-minute issues.
- **Clear Communication**: Ensure that all teams are responsive and clear in their communication leading up to the event.
- **User-Friendly Setup**: Continue using QR codes and encourage the use of personal headphones for a seamless experience.

Keep in mind: success translation operations requires a silent space within the venue, which is good to note early in the process

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IT-COMMITTEE

RESPONSIBILITIES

The IT Subcommittee was responsible for the creation and ongoing management of the organization's website, using WordPress. This involved close collaboration with the Visual and Information teams to ensure the website's design and content were aligned with the overall event branding and communication needs. Additionally, the IT team managed the main administrative and recovery-related email accounts, hosted on edmna.org, with other team communications handled via Gmail.

Another significant role was assisting with the setup of the online store, working in partnership with the Financial and Visual teams to ensure its functionality. The IT Subcommittee also provided support to other teams, addressing various technical issues that arose during the event planning process. They developed and managed a Google Form for Clean Day event registrations, streamlining the data collection process.

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IT-COMMITTEE

TEAM STRUCTURE AND DATA RESOURCES

The IT Subcommittee was composed of one primary member, with technical support and consultation provided by other members of the fellowship. Data for visual reports was gathered from multiple sources, including the web store, Google Forms, and clean time registration data collected at the event's registration desk.

KEY ELEMENTS FOR FUTURE EVENTS

1. **Collaborative Communication:** Strong coordination between IT, Visual, and Financial teams is essential for seamless integration across all technical aspects of the event.
2. **Centralized Data Management:** Utilizing platforms like Google Forms and WordPress for data collection and management streamlines event processes and ensures consistency.

Dedicated IT Support: Having a dedicated IT member or team is crucial, with backup support to address technical challenges quickly and efficiently.

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REPORT