

V<sup>e</sup> Conférence  
internationale sur le

SIDA



V International  
Conference on

AIDS

**Le défi  
scientifique  
et social**

**The Scientific  
and Social  
Challenge**



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THE V INTERNATIONAL CONFERENCE ON AIDS  
"The Scientific and Social Challenge"

REPORTS BY THE ORGANIZERS

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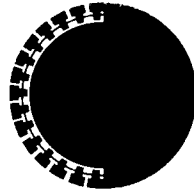
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V International  
Conference on AIDS  
Montreal, June 4 - 9, 1989



V<sup>e</sup> Conférence  
internationale sur le SIDA  
Montréal, 4 au 9 juin 1989

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The V International Conference on AIDS was much more than the largest scientific gathering ever held in Canada. It drew together for the first time -- not always harmoniously -- the several groups that must participate in the quest for solutions. And it did so in a fully international way, involving many hundreds of scientists and experts from the developing countries; another first.

The critical core of these annual conferences is the bio-medical component. At Montreal, more program time was dedicated to this component (virology, immunology, epidemiology, basic research, clinical issues) than at any of the previous conferences in the series. More scientific abstracts of this kind were received, and more published in the 1,200 page abstract volume, than in any of the first four conferences.

The full involvement of the behavioral and social scientists, the attention given to legal, ethical, economic, and political issues, the involvement of the pharmaceutical firms engaged in research, the presence of sometimes raucous activists -- these elements confirmed in a lively yet overwhelmingly serious fashion that AIDS is not simply a laboratory issue. Seldom in human history has there been a question which is so universal, so oblivious to geography or gender, as is AIDS. The Conference itself, and the artistic manifestations that were designed to accompany it, conveyed to Canadians and others the need for awareness, for prevention, for compassion.

The series of international AIDS conferences has been an evolution. Each meeting has benefited from the experience of its predecessors and has built on their successes. We are extremely grateful to those who organized the first four conferences. The model they put in place and their advice was absolutely invaluable to us in organizing the Montreal Conference.

To assist organizers of future conferences, my colleagues have prepared the reports that follow. They express their views on how things went, and put forward recommendations for the planning and organization of similar events in the future. I hope the compilation of these reports will be useful to you.

We wish complete success to those who face the exhilarating challenge of organizing future conferences in this series.

Yours sincerely,

Ivan L. Head  
Conference Chairman  
President of the  
International Development  
Research Centre



V International Conference on AIDS  
Montreal, June 4-9, 1989

INTRODUCTION  
to the Conference reports

by Claude Paul Boivin  
Executive Director  
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"AIDS is a soft nuclear bomb on human life...it cannot be defeated by scientists alone."

**Kenneth Kaunda**  
President of Zambia

"The V Conference theme takes the form of a challenge, one addressed to scientists in the biomedical and the other disciplines; one addressed to community organizations; one addressed to governments in all regions of the world. That challenge reflects as well, we must never forget, one other: the struggle faced daily by those solitary, anguished individuals living with AIDS."

**Ivan L. Head**  
Conference Chairman  
President of the  
International  
Development Research  
Centre

"The human dimension is as much a part of the epidemic as the virus ... This is one time of the year when social scientists, caregivers, the people with AIDS and biomedical scientists all have an opportunity to refresh their sense of unity. We have to keep crossing those professionals boundaries if we are going to deal with this epidemic effectively."

**Jonathan Mann**  
Director, WHO's  
Global Programme on  
AIDS

## **1. A CONFERENCE INSPIRED BY ITS THEME**

From the moment that the Steering Group identified: "the scientific and social challenge" as the theme of the Conference, organizers set out to approach the pandemic in a holistic fashion. The goal was to view AIDS globally and to integrate fully the social and human dimensions with the biomedical component. The theme was to be reflected in the scientific programme as well as in all of the other aspects of the Conference: the cultural activities; the education programmes;

the communications; the logistics (i.e. special services and rest areas for PWAs); and, even in establishing the budget (special allocation for developing country delegate travel). The entire Conference was built around its theme. The theme is what brought about the additional conference objective to reach beyond the walls of the Congress Centre to inform and sensitize the general public on AIDS and HIV-related issues.

## **2. PLANNING: ESTABLISHING THE CONFERENCE'S MISSION**

From the outset, the Steering Group clearly identified the Conference's objective. A "mission statement" was then formally adopted. The statement (attached as appendix L.2 under the logistics section of this report) defined the Conference objectives, its priorities and put forward a preliminary organizational strategy.

### **2.1 The Mission**

The Conference mission statement read as follows:  
"the mission of the V International Conference on AIDS is to advance the collective understanding of the nature of AIDS and HIV infection and its multi-faceted impact. The Conference programme recognizes that AIDS/HIV infection is a scientific and a social challenge of global dimensions and will promote an interdisciplinary approach to the study of AIDS/HIV infection without diluting in any way the biomedical component."

### **2.2 Conference Objectives**

The objectives of the Conference were:

- . To organize and stage an international Conference on AIDS/HIV infection that will be of the highest standards of scientific integrity and quality.
- . To integrate fully into the scientific programme the biomedical, social, human, ethical, legal, educational and economic dimensions of AIDS/HIV infection.
- . To expand the international nature of the Conference by fostering a global examination of the pandemic by increasing significantly the active participation of representatives from developing countries throughout the programme.

To add new dimensions to knowledge and understanding of the AIDS pandemic by presenting the issues in a global, philosophical and humanistic fashion.

Four words summarized the objectives. The Conference was to be:

- . **SCIENTIFIC**
- . **INTERDISCIPLINARY**
- . **INTERNATIONAL**
- . **VISIONARY**

### 2.3 Priorities

The "mission statement" also set out to establish the Conference's organizational priorities. The various components of the Conference were prioritized and ranked as follows:

- . a strong scientific programme
- . well planned logistics to facilitate communications among delegates
- . a communications programme to reach beyond the conference delegates
- . a budget which is as self-financing as possible

Again, four words could summarize the Conference's organizational priorities:

- . **PROGRAMME**
- . **LOGISTICS**
- . **COMMUNICATIONS**
- . **BUDGET**

Decisions dealing with the use of resources were made by considering the above priorities.

#### Observation:

The V Conference mission statement proved to be most useful in planning and organizing the Conference. It was a clear point of reference, continually reminding us of our ultimate purpose.

We were very pleased to learn that WHO and the International AIDS Society adopted a general mission statement, for future conferences, based on the Montreal one.

#### 2.4 Seeking Out Developing Country Participation - Regional Planning Meetings

At the onset of the planning process, the Conference sponsors decided to expand the international nature of the meetings by promoting a global examination of the pandemic and by increasing the participation of developing country representatives. It was agreed that the concerns of developing countries with respect to AIDS and HIV infection should be addressed as fully as possible. The Steering Group subsequently decided that the best way to achieve this goal would be to seek the views of Third World scientists during the planning stage and to consult directly with individuals from developing countries to seek their direction and advice. A series of four regional planning meetings were organized. The details of these meetings are described in the last paragraphs of this introduction.

The Conference was also able to obtain substantial funding from the Government of Canada to support the travel of developing country delegates.

#### Observations:

The V Conference set out to be truly international and to promote and facilitate a significant participation from developing countries. We were pleased with the results and recommend strongly that future conferences make special efforts to integrate international issues into the programme and promote the presence and active participation of Third World delegates. Coordinating the funding for travel to the Conference is, however, an immense task. In Part 3 of this report, Lyse Lavictoire outlines the challenges of supporting developing country travel.

### **3. DECISION MAKING: A COOPERATIVE APPROACH AND A CLEAR DIVISION OF RESPONSIBILITIES**

As the Conference was to be organized by a large number of people who would be working on committees, mechanisms for collaborative policy formulation and decision-making were put in place. These mechanisms were devised to involve as many of the key people as possible and to ensure the agreement of the three sponsor organizations.

The division of responsibility and the authority for decision-making needed to be very clear. An organizational chart (appendix L.1) was established early in the planning process and made available widely. In addition a detailed computerized "critical path/Gantt chart" (appendix L.3) was produced showing deadlines, persons responsible for accomplishing tasks and authority levels. This Gantt chart was made available to all those involved in organizing the Conference.

### 3.1 Committee Approach

The responsibility for the many activities of the Conference was shared among the Steering Group and the three Conference committees: the Programme Committee, the Communications Committee, and the Operations Committee.

The committee structure ensured that there was wide consultation and allowed for the checks and balances that are necessary for an event of this magnitude. The responsibilities of the committees can be summarized as follows:

Steering Group .....	overall policy
Programme Committee .....	scientific content
Operations Committee .....	budget administration and control
Communications Committee ....	communications strategy

### 3.2 Financial Commitments, Administrative Procedures

Responsibility for the execution of the policies was assigned to a central secretariat under the direction of the Executive Director.

As IDRC was acting as executing agent for the organization of the Conference, authority for approving financial commitment was established by an IDRC Board resolution. Authority to make financial commitments on behalf of the Conference was given to only two persons:

Financial commitments	
up to \$150,000 .....	Executive Director
Financial commitments	
over \$150,000 .....	President, IDRC

IDRC administrative policies and practices were followed throughout the organization of the Conference.

The Deputy Executive Director, Lyse Lavictoire, oversaw the budget administration and approved payments of bills and invoices.

### 3.3 Decision-Making during the Week of the Conference

A separate organizational chart was adopted for the week of the Conference (it is attached as appendix L.9). It was important that a clear chain of command be in place and followed during the week of the Conference.

### 3.4 Conference Spokespersons

In the communications report under Part 4 of this report the role of the Conference spokesperson is outlined. In our view, it was crucial for the Conference to assign the responsibility of "official spokespersons" to certain organizers who were authorized to speak on behalf of the Conference, both prior and during the event.

#### Observation:

We found it important that roles be clearly defined. It was absolutely invaluable to have a Programme Committee with a strong mandate to build the scientific programme. This committee worked extremely well and determined the scientific content of the Conference. The Operations Committee fulfilled its mandate in a most effective way. It played a key role in overseeing the many administrative issues and in monitoring the budget. For its part, the Communications Committee provided inspiration and advice to set the tone of the Conference.

It was also indispensable in a Conference of this importance, with such a large budget, that one single person be accountable for the overall administrative and financial management of the Conference. That responsibility was given to the Executive Director who, with the assistance of the permanent secretariat, coordinated the planning and the use of resources, controlled the budget, oversaw internal and external communications and liaised with the Programme Committee.

The legal implications of the many contracts that the Conference entered into, the importance of having contractors and others meet deadlines and the sheer complexity of managing such a large budget requires full-time attention and direction.

#### 4. PRODUCING THE ABSTRACT BOOK - AN ORGANIZATIONAL CHALLENGE IN ITSELF

Without a doubt, the single most important and complex element of a scientific conference of the magnitude of the Montreal Conference is the production of the abstract book.

In other parts of this report, Dr. Morisset, the Chairman of the Programme Committee and Lyne Champoux, the Conference's Director of Communications, will expand on the production of the abstract and the programme books. It needs to be noted, however, that putting the abstract book together is inevitably going to be expensive, labour intensive, and it is an exercise that must be undertaken under very strict time pressures. Systems to monitor deadlines and control budgets must be in place.

The organizers of the Montreal Conference were very proud of the V Conference abstract and programme books, and the delegates were extremely pleased with their documents. In addition to the fact that the abstract book had more abstracts than any previous conference, it had a complete index which will facilitate the use of the material after the Conference. The quality of its physical production will also ensure that the abstract book will become a useful reference book for future work on AIDS.

The production of the V Conference abstract and programme books was not an easy task. It demanded enormous efforts. A lot of time would have been saved if the exact format of the abstract book (order of presentations, index, etc.) had been clearly decided well in advance. Our recommendation is that organizers of future conferences define the presentation that their abstract book is to take, many months in advance of production time.

##### Observation:

The production of the abstract and programme books has to be the absolute organizational priority. Nothing else is more important. As early as possible, preferably 10 months before the Conference, the format of these two books should be agreed upon. As well a detailed plan of action should be in place including a complete critical path with deadlines and indicating specific responsibilities.

As much of the introduction material should be prepared by the deadline for the submission of abstracts (5 months before the Conference). A "dummy" abstract book should be prepared at that time.

We cannot emphasize enough that the real organizational challenge of a Conference like this one is the production of the abstract book. Congratulations go out to all our colleagues who participated in this effort; it was a job well done.

## 5. BUDGETS AND FUNDING

Every conference aims at being self-financed. We are pleased to report that the V Conference met this goal, and actually generated a significant surplus. This was due not from raising funds from the private sector, but rather because of 1) tight controls on expenditures, which made it possible for us to stay well within the budget and, 2) the larger than expected number of registered delegates. The budgetary process is outlined in the logistics part of this report.

### 5.1 Fundraising

Outside financial support for the Conference, which came in the form of grants, represented less than 20% of the total operating budget. This came for the greater part from Canadian government departments. The main financial sponsor was Health and Welfare Canada.

The contributions from the private sector were negligible. This can be explained in part by the Conference's policy not to permit any advertising on the Conference site (except for the exhibition hall) nor in any of the official Conference publications (except for the daily newspaper and in the delegate guide). In keeping with the policy, the Conference turned down several offers from private sector companies to sponsor the abstract book and even some scientific sessions. The change in the fundraising approach was made to ensure that the Conference was, and appeared to be, meeting the highest standards of scientific integrity. Early in the process, the Conference had come under some press criticism when it had been reported that companies might be able to purchase high visibility during the meetings. The new policy certainly eliminated any criticism and prevented companies from having exclusive and high visibility based on their financial contribution.

Institutions and companies which contributed to the Conference were given formal recognition and thanks on the inside cover of the abstract and programme books as well as on signs in the lobbies of the Congress Centre. Those who

contributed more than \$25,000 were invited to include a "corporate description" of their organization in the back pages of the abstract book. The length of the corporate description depended on the amount of the contribution. This was the extent of the visibility that companies could get in exchange for a financial contribution.

**Observation:**

Fundraising is important. Our recommendation is that organizers have from the outset a well-defined policy on what "visibility" can be given in exchange for financial contributions.

**5.2 Bridge Financing**

Organizers can expect to require bridge financing to carry them through until the day significant revenue begins to be generated (usually not until February). The Montreal Conference was able to get \$600,000 bridge financing from the International Development Research Centre (IDRC). This was in addition to some start-up funding from Health and Welfare Canada. This covered all sorts of early costs such as: the first and second announcement, staff office costs, travel, committee expenses, graphic designers, first payment on early major contracts, etc.

We would recommend that organizers take steps early to secure bridge financing. It will most likely be required.

**6. INVOLVEMENT OF HEALTH AND WELFARE CANADA**

1. Health and Welfare Canada (HWC), as one of the co-sponsors, was the major financial contributor (\$1.655 million) to the hosting of the Conference.
2. The department played an active role in the planning and organization of the Conference through the involvement of the Federal Centre for AIDS. This involvement included membership in the Steering Group and chairmanship of the Operations Group, as well as coordination of the input of other federal government departments having a substantive interest in the hosting of an event of this nature and magnitude.
3. HWC developed the initial concept for the SIDART programme and provided funding towards its implementation.

4. Federal government involvement in the planning and organization of the Conference was coordinated through an interdepartmental committee structured for this purpose under the chairmanship of the Federal Centre for AIDS. Committee members served as Departmental focal points for addressing various issues including:
  - 4.1 South African participation
  - 4.2 Sponsorship of delegates from developing nations.
  - 4.3 Importation of items for educational/display purposes
  - 4.4 Importation of drugs
  - 4.5 Satisfaction of requirements related to refusal to work provisions under the Canada Labour Code
  - 4.6 Security requirements
  - 4.7 Staff support for media relations
  - 4.8 AIDS awareness sessions
  - 4.9 Entry of short-term visitors into Canada
  - 4.10 Office space requirements
  - 4.11 Interpretation services
5. HWC staff actively participated through presentations at both the specialty and poster sessions. The Deputy Minister co-chaired the first plenary session of the Conference, and the Minister addressed delegates at the closing ceremony.
6. To bid farewell to Conference delegates the Minister hosted a closing reception on June 8 at the Montreal Botanical Gardens. Over 8,000 delegates attended.

**Observation:**

The staff of the Conference is very grateful to Health and Welfare Canada for its strong and sustained support throughout the planning and organization of the Conference. We benefitted from their fullest collaboration at all stages.

**7. IDRC INVOLVEMENT**

The International Development Research Centre (IDRC) was one of the three sponsors, and its President, Ivan Head, chaired the Steering Group and was Conference Chairman. As executing agency for the organization of the Conference, the IDRC assumed responsibility for the day-to-day management, coordination and financial administration of the events. IDRC procedures were adopted for the administrative and financial management of the Conference. The Conference finances were subject to the control of the IDRC's Treasurer's Office. In addition the following services were provided:

- . IDRC seconded two of its staff members to head the Conference management team: the Executive Director and the Deputy Executive Director.
- . IDRC regional offices provided assistance in the planning and organization of the four regional planning meetings held in developing countries.
- . IDRC provided, at no cost to the Conference, the offices of the Conference executive staff in Ottawa.
- . IDRC provided at no cost, the financial support of the Treasurer's Office. Three staff members were assigned to control and oversee all of the financial matters.
- . The IDRC Director of Communications served as Chairman of the Conference's Communications Committee.
- . IDRC's Communications Division assumed overall responsibility for and produced the Conference film "At Risk" which was shown during the opening ceremony.
- . Staff of the Communications Division provided advisory services and technical assistance in planning the Conference.
- . The Communications Division of IDRC co-sponsored a pre-Conference media seminar for Third World journalists.
- . The IDRC legal section provided in-house legal services and advice throughout the planning and organization of the Conference, and drafted or reviewed every contractual document that was signed.
- . IDRC had two of its senior staff members serving on the Programme Committee and one on the Operations Committee.
- . IDRC seconded and covered the cost of more than 30 staff members who worked in various positions during the week of the Conference.
- . IDRC provided \$600,000 in bridge financing.

## 8. SATELLITE CONFERENCES

The Conference received many requests from pharmaceutical companies as well as from professional and academic bodies to include different "satellite conferences" in the V Conference. For a number of reasons, the Steering Group decided early in the planning process not to sanction either formally or unofficially

any satellite meeting being held in conjunction with the Montreal Conference (either before, during or after). The Conference did facilitate the holding of such conferences by sharing information with the organizers on available meeting rooms in Montreal and on the Conference's own activities throughout the week. We did, however, as matter of policy, turn down all requests for rooms in the Palais des congrès or allow the Conference's name to be used to advertise satellite meetings.

There were simply too many meetings planned around the Conference to make it viable for the Conference to evaluate them and sanction them in any way. Another reason is that we could not be associated with activities which might conflict with the timing of the official Conference programme.

#### **Observation:**

With the above policy, the Conference did lose some opportunity for additional revenue (rental of rooms, fee for use of name, etc.). One inconvenience for us as well as for the delegates is that we were not fully informed of satellite meetings and consequently, we could not adequately inform delegates.

I would recommend that future conferences, if they do not formally recognize satellite conferences, try, at least, to gather the information and make it available in the conference information booths and in the Conference newspaper (as long as these do not clash with the official scientific programme).

#### **9. CLOSING A CONFERENCE**

All of us knew that the planning and organization of a Conference like this one would be demanding in terms of time, energy and hard work. We did not realize, however, that winding down and closing such an event would require as much work. If anything, we underestimated the time it would take to close offices, wind down contracts, finalize accounts, and prepare the final reports. We planned to have everything wrapped up by the end of September. That date has been moved back to the end of December, with the independent audit beginning in early January.

It is the final accounting that is most complex. Before the last bills are paid, a thorough review of each account needs to be made to prevent double payments and to ensure that there are no outstanding balances on either side. Also, we received many requests from delegates who, for one reason or another did not

attend the Conference, and who requested either total or partial reimbursements. The settling of the Third World travel is a mammoth task in itself. With well over three hundred developing country delegates receiving travel support directly from the Conference, there are numerous tasks to be accomplished to close these files.

#### Observation

The final accounting of the Conference is a time-consuming exercise. The greatest burden rests with the accounting staff. We were very fortunate to have the services of IDRC in this task. We would recommend that future conferences plan sufficient time after the conference to close it down, probably a good six months.

### **11. REGIONAL PLANNING MEETINGS - ORGANIZATIONAL DETAILS**

With the assistance of the International Development Research Centre (IDRC), and through IDRC network of regional offices around the world, the Conference held four formal consultative sessions. These regional planning meetings were held in Nairobi, Kenya (19 March 1988), Cotonou, Benin (21 June 1988), New Delhi, India (22 September 1988) and Rio de Janeiro, Brazil (December 1988). Each meeting was attended by key individuals from developing countries from as many countries as possible in the region in which the regional planning meeting was held. The participants represented a wide variety of backgrounds and experiences such as social and biomedical scientists, policy makers, administrators, health care professionals, and clinicians.

The Conference was represented at each regional planning meeting by the Chairman of the Programme Committee and representatives from the Steering Group. The meetings all followed a similar format and agenda. They commenced in a plenary session where the objectives of the meeting were discussed and an opportunity was given to participants to add to the agenda. The groups then split into two working groups, one biomedical, the other social aspects of the AIDS pandemic. Following completion of their discussions the two groups reconvened in a plenary session to present a summary of deliberations and recommendations. The summaries were prepared by rapporteurs who were mainly senior IDRC staff members from the Regional Office in which the meeting occurred.

The objectives and discussion points of each regional planning meeting were as follows:

A. Objectives:

To consult with key individuals from developing countries who are concerned with either scientific or social aspects of the AIDS pandemic regarding the following:

- a) how the Conference can best serve their interests;
- b) how potential participants from developing countries could best be assisted to participate effectively in the Conference.

B. Discussion Points:

a) Programme

- 1. In general, does the programme adequately address the problems caused in the developing world by AIDS?
- 2. What is missing from the programme?
- 3. Does there seem to be emphasis which is misplaced?
- 4. Are there speakers whose presence should be assured?

b) Participation

- 1. What type of assistance is required to enhance participation by developing country participants at the Conference?
- 2. Are there individuals whose participation you deem essential?

The open and comprehensive dialogue which occurred at every regional planning meeting resulted in a most productive exchange of ideas. The Chairman of the Programme Committee was able to incorporate many of the suggestions for topics, roundtables and workshops into the Conference programme. Conference organizers were given a clear idea of how developing country participants wanted to take part in the Conference and practical suggestions for facilitating this. Also, participants in the meetings frequently commented that this was the first time that a major scientific conference had ever gone to such lengths to consult with them in an effort to ensure that their concerns were addressed.

A final report from each RPM was produced and is available from the International Development Research Centre.

#### 10. STAFFING

As Executive Director, I had the pleasure of working with the best group of professionals one could ever hope to be associated with. The team approach proved to be absolutely indispensable. In closing this part of the report, I can only hope that future conferences will benefit from the same dedication and professionalism that this conference received from its staff. My sincere gratitude goes out to all of my colleagues for their extraordinary support and commitment.



## INTRODUCTION

This report will address the **logistics aspect** of the V International Conference on AIDS with a view to assist future organizers of these conferences in both the planning and the executing stages.

The V International Conference on AIDS took place in Montreal from June 4 - 9, 1989. 11,091 delegates attended, 1,371 media representatives registered and 1,071 representatives of companies in the exhibit area were also present.

### a) Sponsors

The Conference had three main sponsors: the International Development Research Centre (IDRC), Health and Welfare Canada and the World Health Organization (WHO).

### b) Structure

The Management of the Conference consisted of the Executive Director, Claude Paul Boivin, the Deputy Executive Director, Lyse Lavictoire and the Director of Communications, Lyne Champoux. Each member of the management team was assigned specific and clearly defined duties, and a number of contractors reported directly to them (see **appendix L.1** for organigram and job descriptions).

The Executive Director, the Deputy, two administrative assistants, the Coordinator of the Travel Assistance Program and one secretary were located in the IDRC Headquarters in Ottawa, while the Communications Director and her staff operated out of Montreal, where all the contractors were also located. This physical lay-out made it very necessary to take the train at a moment's notice and travel two hours to/from Montreal. Both the Executive Director and the Deputy Director had an apartment in Montreal and spent many hours going back and forth.

### c) Committees

As you will note from the attached organigram, a number of Committees were also formed.

**The Steering Group** provided direction to the management team and was a decision-making body involved at the policy level of the organization. This group was also directly involved

in the selection of plenary speakers.

The Programme Committee was involved in the formulation of policies and procedures directly related to the program content of the Conference. Its Executive Committee composed of the module coordinators, met on a regular basis, while the whole of the Committee met approximately three times prior to the event. The Programme Committee reported to its Chairman, who in turn made a report to the Steering Group.

The Communications Committee was established to articulate a communications strategy for the Conference and ensure that effective mechanisms were in place for its implementation. The Committee provided guidance to the management team and made recommendations to the Steering Group.

The Operations Committee oversaw the general administration. Its members were the Executive Director and his Deputy, the Treasurer of IDRC, the Chairman of the Conference, two staff members from Health & Welfare Canada, one of which was later appointed by the Chairman to preside future meetings on his behalf. This Committee would decide what matters needed to be brought to the Steering Group attention.

d) Objectives

A "mission statement" (see appendix L.2) was presented to the Steering Group and approved early in 1989. This document clearly stated the Conference's objectives, as well as the responsibilities of the various committees. It addressed the overall policies affecting all aspects of the Conference.

PLANNING TOOLS

Although the planning process had been ongoing since mid 1987, my appointment as Deputy Executive Director was made only in September 1988, at the same time as the nomination of the new Executive Director. With my appointment came the responsibility of logistics. This area included the supervision of the following elements: hotels, registration, convention facilities, security, exhibition, budgets, interpretation, services to delegates on-site, travel assistance program, social events and many more. Hence, the most important planning tool at this late stage was one that would encompass all these elements, as well as outline the contractor responsible for its execution and the deadlines to be respected.

a) Gantt Charts

The Gantt Chart approach to project management in the form of a software program entitled "time line" was chosen to accommodate our needs (see appendix L.3). This system was to help put into perspective what tasks had already been performed, which ones were anticipated, the deadlines imposed as well as the person(s) responsible for the execution of these tasks. It is hoped that the incorporation of this data in the report will give future organizers a perspective on the major tasks at hand and the time constraints associated with them. This exercise was a very constructive consultative process which inevitably served to rally all the players on board...these tasks and deadlines were not imposed by management, but rather were the direct result of consultation with and feedback from all the contractors.

Seven key elements were narrowed down. They represented the areas which encompassed related activities. They were:

1) Programme 2) Communications 3) Logistics 4) Social Events 5) Travel Assistance Program 6) Fundraising 7) AIDS and the Arts (SIDART)

b) Meetings

Another planning tool was, of course, the on-going meetings with the numerous contractors as well as with the Committees. The Executive Director served on all the Committees and I tried to attend most of these myself to obtain a sense of direction (first hand). Because I was the only person who had contacts with all the contractors, this meant that I was the only person who could see the "global" picture forming. This proved essential in knowing and assessing how one contractor's work impacted on another contractor; it was also indispensable at all stages of the project for various reasons: Financially, it enabled the organizers to negotiate better rates from such suppliers as the registration badge contractor, the courier service, the office supplies store, printers, telecommunication equipment rental, etc. In many instances, this global perspective also avoided duplication of work and effort. These regular meetings were of the utmost importance to the success of the Conference.

Another important tool was the type of information prepared by the Palais des congrès, in conjunction with Kenness. This was a one-page document per convention room that contained all the information relating to this room (i.e. set-up arrangement, water pitchers, microphones, a/v equipment, etc.).

c) Files

Part of the planning process was also the setting up of a file system which would facilitate the retrieval of information and store the awesome amount of correspondence and minutes which we accumulated. I will not go into the details of this system, but rather will refer you to the annex prepared by Diane Goltz, our administrative assistant in Ottawa (see appendix L.4).

BACKGROUND TO PLANNING

Several contractors traveled to Stockholm for the IV International Conference on AIDS in June 1988. Their visit provided us with a valuable insight into the work that goes into organizing such an event, as well as the problems which were encountered. These contractors were:

**Kenness Canada** (responsible for registration and associated bookkeeping, processing of abstracts, liaison with hotels, mailing of first and second announcements, general correspondence and mailing lists, as well as provided some of the initial budget estimates).

**Media Mix Team** (responsible for media-oriented planning such as media registration, compilation of media mailing lists, preparation of the four news Bulletins, pre-conference media briefings, accreditation and the on-site services offered to the media).

**Le Groupe d'Expositions** (turn key operation) in charge of the planning of the exhibit, the sale of exhibit space and the on-site management of this portion of the Conference.

All have expressed their indebtedness to our "predecessors" who organized the Stockholm and the Washington (1987) Conferences. Thanks to their readiness to share their knowledge, the Montreal Conference was able to build on their past experiences.

HOTELS

The Montreal Tourism and Convention Bureau was given the mandate of reserving blocks of rooms throughout the City of Montreal and managing the individual reservations of these rooms on a first come first served basis. The Bureau's role was to act as intermediary between the Kenness office who first received the accommodation

forms and the hotel where the Bureau had placed the delegate. A request for the first night's deposit, as a guarantee (in the case where no credit card number was given) and the confirmation for a room was sent by the hotels directly to the client.

It is important to note that we had devised a reservation method for those delegates who, due to currency restrictions in their country, were unable to send the first night deposit to guarantee the room. A form letter was immediately sent out to these individuals explaining that they had to report to the hotel prior to 6:00 p.m. in order to keep this reservation. The housing form was then stamped "not guaranteed" and sent to the Housing Bureau for processing.

a) Reports

A hinderance to the process of hotel reservations was the fact that the Bureau was not yet computerized...although they had assured us back in 1987 that they would be for our Conference. This meant that in order to obtain status reports time had to be allocated for a search "by hand" by the Bureau staff. They were hard-working and dedicated, but could not accomplish some of the tasks the organizers would have liked. For instance, we had anticipated that the week prior to the Conference, as well as during the Conference, we would be receiving requests from various embassies, asking for a list of all their own country delegates and the name of the hotels where they were residing. Mostly, this information was required to distribute invitation cards. Because the Bureau could not compile such information, it meant that the Kenness Office had to comply with these requests by providing the embassies with a list of the country delegates (without any hotel information), then letting the embassy representative rummage through the registrants envelopes (which were in alphabetical order) to insert their invitation cards. Ideally, had time permitted, Kenness could have charged these organizations an amount per name to hire someone to do this tedious work in an organized fashion. Several of these requests came in at the very last minute, and because we did want to be cooperative, the compromise was reached that these requests would be accepted only as long as the embassy/organization was willing to do the searching and stuffing themselves.

b) Block Bookings

The Conference organizers had protected a number of hotel room blocks to be used for various reasons. Details of these blocks managed by the organizers were:

- 350 rooms: For travel assistance (developing country participants subsidized by the Conference);
- 130 rooms: To be released to journalists (because it was thought that they might register at the very last minute);
- 140 rooms: At the headquarters hotel, the Meridien, to be used for the Steering Group, all coordinating staff, VIPs (including plenary speakers), the Chairman of the Conference, the Chairman of the Programme Committee and all of his programme coordinators;
- 300 rooms: For the Canadian members of the Programme Committee and for the invited speakers and session chairpersons who, upon receiving their invitations, expressed a need for hotel accommodation.
- 30 rooms: For the interpreters living outside Montreal.

Blocks of rooms were also reserved for organisations subsidizing their own developing country participants such as WHO (80 rooms) and USAID (70 rooms). These reservations did not include the blocks reserved for their staff members.

c) Room Nights

As early as December 1988, when registration picked up, it became evident that out of a total of 6,269 rooms, an additional number would be needed. It was decided that the Conference would reserve blocks in the various hotels in the outlying areas and that a shuttle service would be offered. 1,635 additional rooms were found in the suburbs. As of May 1, reservation reports indicated that all hotel accommodation had been allocated.

The post-conference report from the Convention Bureau revealed that only 6,023 of the original rooms were occupied which meant that 1,700 rooms were released prior to and during the week of the Conference. This represented a greater amount than the usual 10% room releases predicted by the Bureau.

d) Complimentary Rooms

The Steering Group had approved a policy for complimentary room nights during the Conference. Briefly, it stated that members of the Steering Group, plenary speakers and key coordinating staff members would have their accommodation paid by the Conference. However, members from the three funding agencies (IDRC, WHO and HWC) were expected to pay their own hotel accommodation. The Conference made available to the Chairman of the Programme Committee a number of complimentary room nights at the various

hotels in Montreal. These rooms were to be allocated to invited speakers at the Chairman's discretion. The organizers also used a certain number of complimentary rooms to house staff members whose presence was required at the Palais des congrès either very early in the mornings or very late at night.

e) Observations:

Four main recommendations with regard to the housing should be made:

- 1) Our housing form did not stipulate that a delegate had to register in order to qualify for hotel accommodation at the Conference rate. Many headaches and telephone calls could have been avoided had this been clear from the start. Many travel agents (especially from Europe and Japan) were booking large blocks of rooms with a first night deposit, in the hopes of attracting future clients. There were also those delegates who didn't know whether or not they would come to Montreal, but in order to avoid being placed in a suburban hotel at the last moment (as was the case for many delegates in Stockholm), they reserved a hotel room early, BUT did not register for the Conference.
- 2) Large companies were not told at the outset that they could not reserve more than a certain number of rooms per company. This meant that some companies "ate into the Conference block of rooms" at a rate sometimes of 200-300 rooms at a time.
- 3) Although the Conference had made the first night deposit for the 350 rooms to be used by sponsored delegates from developing countries, many of these delegates checked into the hotel for the first night and checked out the next day. Because they had been given their living allowance for the remainder of their stay in Montreal, many preferred to pocket the difference and moved to a University campus or a YMCA. Future organizers may want to examine the feasibility of paying the hotels in advance for the entire stay of these delegates and only handing out a per diem upon arrival. Hotels had warned us that they feared this would happen and as a result were very hesitant to keep such a large block booking in these delegates' names.

- 4) We recommend that the organizers keep "buffer blocks" in a variety of hotels until the very last deadline. We found that these extras enabled us to shuffle some people around when we received calls with valid requests. For example a hotel room at close proximity to the Convention Hall because a delegate was restricted to a wheelchair. In some cases, delegates were so upset at being placed in outlying areas that they telephoned repeatedly...the squeaky wheel usually gets the oil!

### ABSTRACTS

Kenness was responsible for the receipt of abstracts and the input of the data into a specially designed computer programme. This programme had to produce relevant statistics and eventually provide final format on desk top publishing for the printing of the final programme and the abstract book.

The Conference had to rent a high capacity computer for this purpose. This computer was used to process the information input in the seven micro computers on a regular basis (back-ups were done several times during the day, in case of a power failure). There was one computer assigned to each module of the programme (except for the smaller modules whose data was all input into one).

While the selection and recording process was somewhat cumbersome and intensive, the situation was compounded by the fact that an enormous amount of abstracts was received very close to the deadline date of January 31. These had to be processed, logged, distributed to several hundred international reviewers and the results of these reviews also input. This exercise was completed by the time the Programme Committee met on February 13 and print-outs of authors, abstract titles, sections and sub-sections with relevant statistics were distributed at the meeting.

Print-outs produced were as follows:

- a) Lists by section with authors in alphabetical order;
- b) List in alphabetical order for entire data;
- c) List by country in alphabetical order with authors in alphabetical order within a given country.

Of course, more abstracts (an additional 281) were received during the month of February and March, mostly from developing countries, and all were logged and processed. Extensive ongoing verification permitted the deletion of duplicates. In all, 5,819 abstracts were

processed and evaluated. This figure does not include the many abstracts which were logged prior to the verification of duplicates, as well as those which were later removed at the request of the authors.

Once the Programme Committee members had made the selection of "oral, poster, published and rejected" abstracts and in which sessions/sections these belonged to, the information was also entered in the computer with the accompanying verifications and corresponding corrections.

A total of 993 oral presenters were selected by the Programme Committee, as well as 3,600 posters.

a) Keywords

Originally, when the abstract form was devised, it was felt that if the author was to indicate the keywords himself, the Conference could compile an extensive keyword index from this information and thus have a good keyword index in the abstract book. This approach, however, was not successful as many authors selected keywords which could not be used (i.e. HIV, clinic, clinical, AIDS).

In early April, the Conference solicited the assistance of the module coordinators to find students/staff to reindex all selected abstracts and a coordinator was hired to oversee this one week exercise. Not only did this represent added costs to the Conference, but more expenses were incurred for reentering these new keywords in the computers.

b) Observations:

- 1) Although Kenness was responsible for both the registration computer lists and the abstract computer lists, these were input on two systems which were not compatible. Moreover, the programme for inputting of abstracts did not accept author information such as address, telephone number and fax or telex details. This created endless delays in finding out such information as:
  - which abstract presenter did not pay his registration fee? As of March 3, we had 308 unpaid authors from developing countries and 837 from industrialized countries.
  - did Dr. X from Botswana send a more complete address with his registration form than with his author information sheet? (in some cases two totally different addresses were provided by the author).These questions meant that part-time staff had to be hired to manually retrieve this information. On one occasion, I can recall having to pay a student for a period of three days, just to find telephone or telex numbers in order for us to contact developing country abstract presenters.
- 2) There should be a note in the address portion of the author information sheet, advising that a postal box number does not enable the organizers to send material by courier service. You will find that a proper postal address is vital during the last 6 weeks prior to the Conference. This problem was very frequent with developing country authors.
- 3) I cannot emphasize enough the need to anticipate all the types of report you and your committees will require from the computers before inputting begins. Changing one's mind in mid-stream or wanting more information than what was originally anticipated can be very costly or may not even be possible.
- 4) Finally, think of taking insurance on your data. These records are critical to the success of the Conference...without the abstract information you have no abstract book and without an abstract book, why hold a conference? We spent between \$800-\$1,000 for this insurance which we thankfully never had to use. Had we had a power failure, for instance, and lost the data which had not yet been backed up on the main computer, the insurance would have covered all costs associated with re-entering the data.

## PRE-REGISTRATION

### a) Payments

In order to facilitate the pre-registration process, it was decided that VISA and MasterCard would be accepted, as well as cheques drawn in Canadian funds on Canadian banks.

The volume of registrations received by credit cards exceeded 70% and reached the point where the credit card offices refused to accept the numerous telephone calls from Kenness which were necessary in order to obtain an authorization number. As a result, a terminal was installed in the Kenness office and an operator assigned to the recording of credit card transactions and the associated deposits. This process proved to be exceptionally efficient.

Just to give you an indication of the flow of registrations received, you will find attached a "comparison of registration statistics between Stockholm and Montreal (appendix L.5). These were compiled starting in December 1988 (6 months prior to the Conference).

Kenness staff spent a great deal of time following up on cheques that had to be returned for collection. Part of the problem was the wording used in the second announcement which read:

"...cheque drawn in Canadian funds on a Canadian bank payable to..."

In fact, the paragraph should have explained that cheques drawn on a foreign bank were acceptable only IF they were in the same currency as that of the country where the bank was located. What we could NOT ACCEPT was a mixture (i.e. a cheque in Canadian funds drawn from a French bank).

### b) Computerized Registration

A sample of the computer program on D-base used to compile the pre-registrants is attached (appendix L.6). You will note that the headings included information such as number of gala or concert tickets bought per person, when and if bank charges were applicable (depending on mode of payment received), sometimes double payments were received for the same individual (one by the employer and one by the delegate). All these entries were given a registration number (in the order in which they were processed) and the information could be sorted in alphabetically order for quick reference.

c) Currency Restrictions

We had devised a form letter which we sent to all those persons writing to say that because of currency restrictions in their country, they could not send the money ahead of time. The letter stated that arrangements had been made to enable them to register upon arrival at the Conference at the same pre-registration fee presently in effect and that they had to present this letter with their passport on-site in order to benefit from this arrangement. Often the information contained in this letter was combined with an explanation about our system of "not guaranteed" hotel accommodation (see paragraph on page 5).

d) Observations:

The policy on registration was not intended to offer a one or two day registration rate. Although such a policy would have meant implementing more control mechanisms and a different type of badge (or colour), the on-site demand for such rates was astounding. A poster presenter, for instance, whose poster was scheduled for showing on the Thursday and who had not registered to the Conference (and there were many) would refuse to pay the full registration rate, for only a half day activity. There are several options offered to the organizers:

- Have a clear policy concerning persons whose role during the Conference is clearly established and whose registration fees were never received (i.e. chairpersons or poster presenters). These could include assigning a temporary pass for one day only (the day of their presentation) at no charge, or, offering a reduced rate on site (i.e. a one day charge). We opted for the one day temporary pass. Whatever the organizers decide, make sure that these policies are spelled-out in the correspondence with these delegates.

As you will quickly realize, it becomes even more important that your computer programs for both the abstract and the registration processing are interconnected so it can produce for you the list of poster presenters, for example, who have not already registered.

### COMPLIMENTARY REGISTRATIONS

Early in 1988, a proposal regarding complimentary registrations was presented to the Steering Group for its approval. In essence, it stated that the following groups/persons would not be required to pay registration fees:

- The Management Team
- The Steering Group
- The Canadian members of the Programme Committee
- The members of the Communications Committee
- The members of the Operations Committee
- Plenary Speakers (incl. Opening & Closing ceremonies)
- Any staff member working for the Conference organizers
- Major sponsors whose donations amounted to \$200,000 or more would be given 3 passes per contribution)
- Funding agencies were given a set amount of passes:
  - IDRC (10)
  - HWC (10)
  - WHO (30)

### SUBSIDIES FOR SPEAKERS

You will find annexed to this report the Conference's policy on sponsorship of speakers (Appendix L.7). This policy, of course, excluded developing country speakers as they were covered by the Travel Assistance Program. The document is self-explanatory. The monitoring of these guidelines was the responsibility of the Chairman of the Programme Committee and his office. Suffice to say, that although each module was to be restricted to a maximum of \$9,000 under these terms and that there were 9 modules in total, not all of the allocated \$81,000 was spent. This amount did not include any registration fees waived for these speakers.

The organizers wanted to adopt an approach similar to that of Washington...an allowance which was set according to the place of origin of the speaker. It was felt to be a feasible and equitable method.

### MONITORING AND CONTROLLING THE BUDGET

Although almost all of the expenses associated with the Conference are by now processed, the organizers cannot include in this report, the final detailed figures of this major event. Policies clearly dictate that any official budget must first be approved by the Steering Group which is scheduled to meet in early January 1990. We realize however how necessary a planning tool these figures are to future organizers. Consequently, you will find annexed to this report a synopsis of expenses by cost centres (see Appendix L.8). These cost centres include:

- Programme Committee
- Steering Group
- Regional Planning Meetings
- Administration Costs
- Communications Activities
- On-Site Expenses
- Social Events
- Travel Assistance Programme
- AIDS and the arts (SIDART).

#### a) Costs not included

A word of caution must be made here regarding the figures provided in the annex. Some costs associated with this Conference are not reflected in the figures because services or goods were obtained through the Federal Government and IDRC at no charge. Some of these include the salary for the Coordinator of the Travel Assistance Program, the fees for the interpreters (approx. \$400/day/interpreter), the cost of renting prime office space in downtown Montreal for the Communications Office, the salary and overtime of the executive secretary to the Coordinator of the Programme Committee, all accounting fees and the office space for the Executive Director, his Deputy and a minimum of 4 staff members.

At the onset, a contingency of 10% was built into the budget. This percentage was later removed when we re-evaluated the figures for a final budget submitted in March 1989.

In total, the organizers presented three budgets to the Steering Group. This, of course, does not include the final presentation to the Steering Group scheduled in early 1990.

b) Spending vs Revenues

In January 1988, it had been forecasted that the Conference, with a sponsorship revenue of \$1,200,000 and an estimated minimum of 6,500 delegates would break even.

As of February 1988, the spending was \$251,185. Money from registration was so slow coming in that in January 1988, the Board of Governors of IDRC passed a resolution permitting the Centre's bridge financing of the Conference for an amount up to \$200,000. This proved to be most necessary at that stage of the organization. In the Fall of the same year, it was necessary to ask HWC for an additional amount to meet the expenses which inevitably were being incurred. Fortunately, as the registration fees started picking up (before the January 31, 1989 deadline, when the fees increased an extra \$50), sufficient money was collected to make the organizers more comfortable with whatever financial commitments had to be made at the time.

EXHIBITS

This contract was allocated early in the planning process to "Le Groupe d'Expositions" in Montreal. As I mentioned earlier in this report, the early selection of this contractor enabled the company's officials to visit the Stockholm Conference and assess first hand this event's exhibition area. As a matter of fact, some companies took advantage of Le Groupe Exposition's presence in Stockholm to buy exhibit space for Montreal.

Hence, upon their return to Montreal, these officials, in consultation with the organizers of the Conference, set the price per square footage at CAN \$35 (\$375/sq.m). The prospectus was released later in the Fall of 1988 and sent to all the companies which were on the exhibitors' list of the Stockholm Conference (plus more names from other sources).

Space in Montreal for the exhibit was not as large as that of Stockholm, but all exhibitors were to be placed in the same area of the Palais (unlike Stockholm). At the Palais des congrès, the organizers had designated a total of 28,000 square footage as exhibit space.

In January, the Chairman of the Programme Committee expressed the desire to see some poster sessions spread-out in the exhibitors' area...he felt that it would benefit both the exhibitors and allow the Committee more space for poster sessions. As a result, 5,800 feet were allocated for this purpose. As well, 3,200 feet were given to the main sponsors of the Conference for their organization's own exhibit booth. These were strategically placed at the entrance of the exhibit area. As a consequence of this reallocation of space, by February 1989 all exhibit space had been sold.

a) Complimentary Space/Badges

In November 1988, the Steering Group considered the question of complimentary exhibit space for non-profit organizations. It was agreed that a limited number of Canadian-based community groups would be provided with space by Health and Welfare Canada, which had initially reserved more square footage in its name for this purpose. However, because of the high number of other organization that might request space, it was also decided that the Conference would not be in a position to provide complimentary booth space, with the possible exception of organizations from the Third World. As a consequence, the organizers allocated booth space to the San Francisco organizers and the International Red Cross at cost price.

Complimentary registration was allocated to exhibitors at the rate of four (4) passes for every 10x10 booth. It is important to note that in Montreal, exhibitors' badges did not allow access to specialty sessions - only to the plenary sessions. However, exhibitors were allowed in the overflow areas, if they were interested in following a particular session.

b) Exhibitors' Products

Once the applications for booth space started to come in, we were concerned with some of the company's and/or products which they wanted to exhibit. An approval process was consequently put in place:

A copy of every exhibitor's contract was sent simultaneously to WHO and HWC. These organizations would pre-screen these requests and flag us by fax if anything "out of the ordinary" was to be taken into consideration. This process meant a two-week delay on the confirmation of space, which in retrospect was well worth it. In the case of HWC, they were concerned mostly with the importation into Canada of new products not yet approved by the Food and Drugs Act.

Only after this verification had taken place did either the Executive Director or the Deputy sign the contract on the dotted line.

As a result of this process, two companies had to be informed that one of their product could not be allowed in Montreal.

c) Observations:

- 1) As early as one year before the event (and as soon as you know where you will hold your exhibit), the organizers should block at least 1,000 square feet in a prime location for the purpose of placing the main sponsors in strategically placed areas.
- 2) In Montreal, posters pertaining to sections "A" and "C" were located in the exhibit area. Even though procedures were in place to manage these activities, the organizers found these difficult to administer them in conjunction with exhibition requirements. A good example involves the security aspect...presenters were required to prepare their posters early in the mornings and dismantle them at the end of the day. Both these schedules meant that there were people near the unattended exhibitors' booths.
- 3) Poster presenters, had three main comments about the set-up:
  - they would have preferred that all poster sessions be kept in the same area; or
  - if this were not possible, they would have preferred that the organizers stick to a chronological order in the placement of the sections.
  - presenters (and organizers) also felt that the poster aisles were too narrow. We had allocated the required minimum of ten feet which was not sufficient to ease the flow of visitors, as well as the wheelchairs.

TRAVEL ASSISTANCE PROGRAM

One of the main objectives of the V International AIDS Conference was to increase significantly the active participation of representatives from developing countries throughout the Conference programme. With this in mind, the organizers were committed to making the travel assistance program one that would subsidize as many developing country participants as was financially possible.

We had been forewarned by the Stockholm organizers that this component of the Conference could be a headache. Their recommendation to us was to start as early as possible and assign one person full time to coordinate this element.

a) Funds

In order to meet these objectives, the organizers solicited funds from the Canadian International Development Agency (CIDA) in the Fall of 1988. The Conference was granted an amount of 2 million dollars for this project by CIDA. As well, the Conference obtained subsidies from the British Overseas Development Administration, the Australian International Development Assistance Bureau and the International Development Research Centre (IDRC). Since our aim from the beginning was to subsidize at least 400 individuals from developing countries, these contributions enabled us to plan ahead. This subsidy would include the following components:

- air ticket (excursion rate whenever possible)
- living allowance which included hotel accommodation (persons were given between CAN \$110 and \$145 per day, depending on the cost of their hotel accommodation)
- registration fees
- a 10% administrative fee was included for each individual subsidized.

b) Coordination

We were successful in obtaining by December 1988 the services of Ms. Hélène Morand, a conference coordinator at the federal level, to act as Coordinator of the Travel Assistance Program. She was seconded to the Conference for a period of 7 months and her salary continued to be paid by the Federal Government.

One of the first tasks was to prepare letters for the Chairman of the Conference addressed to every Canadian Mission in developing countries. This letter informed them of the venue of the Conference, its objectives and our intention to encourage and subsidize the participation of developing country delegates.

c) Other Sponsors

We met with the officials of USAID at the beginning of the year and they informed us that they would subsidize 60-70 persons from developing countries to attend the Montreal Conference. These individuals, however, were not selected from the Conference's inventory of possible candidates, but rather from USAID regional projects. Nevertheless, it was important for us to obtain these names and input them in our computer to inform USAID of any duplication in sponsorship. Arrangements were also made to receive in advance a cheque from USAID covering 60 registration fees. It was understood that they would provide us with the appropriate names to match with these registrations by April 1989.

The same system was adopted for delegates sponsored by WHO (approximately 80 participants from developing countries chosen from their regional programs). However, we did not receive the complete list of names prior to the Conference. This created some confusion on site because our Travel Assistance desk was located in a very visible area (in the lobby of the Palais) and was constantly handling enquiries from WHO-sponsored delegates.

d) Computerization

With the assistance of the computer experts at IDRC a program was developed whereby all existing subsidized participants, as well as those who were still waiting to be financed were input. Most importantly, the information also included which organization had accepted to subsidize them, as well as those being subsidized privately by USAID, the International Red Cross and WHO. This information proved indispensable for tracing double (and sometimes triple) subsidies which had been one of Stockholm's major headaches. Also included in the computer information was whether or not a person had been selected as plenary speaker, invited specialty session speaker, oral presenter, poster presenter, chairperson of a session, published author, or not. Again, this information was mandatory since priority for financing these individuals was directly related to the above categories (listed in order of priority).

Reports could then be generated by country, by sponsoring organization (i.e. WHO, USAID, OAG, CIDA, IDRC and Commonwealth Secretariat) as well as by the role persons would play during the Conference (i.e. speaker, poster presenter, etc.).

Even though our system for compiling all the sponsored delegates was in place by early 1989, we depended on the selection of key players (i.e. speakers, oral, poster presenters) to finalize this process. Unfortunately, we did not dare inform poster presenters from developing countries that they had been selected until the Programme Committee had finalized its list of invited speakers because this category had a higher priority for subsidy than the poster presenters. These tight deadlines created undue pressure on all concerned. Finally, the selection of invited speakers was only made in early May 1989. Staff members had to work many nights till 3:00 and 4:00 a.m. in order to finalize the travel details of all these participants. During its busiest time (6 weeks prior to the Conference), the Travel Assistance Desk was staffed by 4 full-time persons and the phone never stopped ringing.

e) Travel Arrangements

We had approached two corporate travel agents who also handled the travel to/from developing countries for IDRC. It was agreed that the ticketing would be divided between them by continent. In turn, they would monitor and report back to us the prepaid ticket number, the ticket number (once it had been issued) and the airline to which the ticket was issued. At the end, they would also assist in retrieving any unused prepaid ticket advice for refund. To this date we still have approximately 20 prepaid ticket refunds which are pending. It is very difficult to obtain a refund for unused prepaids in such countries as Nigeria and the Dominican Republic, for instance. These countries had been flagged to us by the travel agents ahead of time. Consequently, we did not send prepaids to some of these places unless we were certain that a participant had been contacted and had confirmed his/her willingness to attend.

f) Correspondence

Our procedures for informing participants of developing countries that they had been selected were as follows:

- A telex, cable, or fax was sent as soon as we were informed by the Programme Committee of the selection. This message informed the participants of the good news and it requested that they acknowledge their willingness to attend under this subsidy by return telex or fax in the 48-hours following receipt of the message. Participants were also asked to provide us with their complete name, telephone numbers, address with telex or fax, no postal box number and finally passport details.

- In the meantime, prepaid tickets were sent.
  - Often, by the time a participant responded, we were able to immediately inform him (again by telex, cable or fax) of the details that follow:
    - airline company where prepaid ticket had been sent;
    - number of prepaid ticket advice;
    - expected date of arrival and departure in Montreal;
    - amount he/she will receive per day;
    - hotel in Montreal where reservation had been made;
    - arrangements for shuttle bus from airport to hotel.
- It is important to note that whenever possible, a list of those delegates we were subsidizing was sent to the Canadian Mission in that country, in order to expedite the entry visa process.

g) Observations:

- 1) In retrospect, had we been able to allocate at the Palais des congrès a special room for the Travel Assistance staff, they would have been better served. As it was, they were in the middle of the lobby, at the mercy of the masses and telephone communication was almost impossible. We had equipped them with a cellular phone, but the noise level was so high, that they had to go outside of the Palais to hear anything.
- 2) A travel expert was on site at all times with the Travel Assistance secretariat. Her presence proved indispensable to handle the multitude of requests to change air tickets, or just to reconfirm them.
- 3) We had arranged for staff from the Bank of Nova Scotia to be close to the Travel Assistance Desk (behind a wicket) to distribute the living allowances in travellers' cheques. The Bank had been given a list outlining the person's name, country, money to be received and how it had been calculated. Next to each person's name was space for the recipient signature to attest that he/she had indeed received the said amount. We recommend that if at all possible, this system of money distribution be given to a Bank and its experienced staff. In return for this service, the Conference was asked to pay the salary of three tellers during the time of the Conference and the standard 1% commission on all travellers' cheques issued.

- 4) If at all possible, make an arrangement with WHO to have one of their staff members with you during the Conference. This person could take care of their own subsidized participants. Often, a person would tell us that they were subsidized by WHO, yet there was no record of registration fees having been paid. We would send them to the WHO office in the next building and they would come back moments later telling us that they hadn't received any help, or that WHO had said to let them in free! Out of respect for these people who have come from very far away and who suffer from jetlag, a "one stop" office would be more efficient.
- 5) Try to consult all sponsoring organizations regarding the rate of the per diem which they intend to give. We had followed the IDRC per diem rate, but found that some organizations were giving more money. This information was quickly known among the sponsored delegates, who kept trying to obtain more money on that basis.
- 6) An absolute comfortable deadline to start contacting sponsored delegates and to make travel arrangements should be early April. This would give developing country participants enough time to obtain permission from their own country to travel (required for instance by the Indian Government), as well as sufficient time to apply and obtain an entry visa. With this deadline in mind, two options I believe are open to future organizers:
  - a) disregard whether or not a developing country participant will be selected as oral or poster and sponsor all of them as soon as the computer spits out the list of submitted abstracts. This early selection would mean that whatever money is left would then be allocated to invited speakers and/or chairpersons;  
or
  - b) wait until the very last minute, once the selection has been done by the Programme Committee and hope that your Coordinator will be able to process and ticket the number of delegates equivalent to the amount of money you have allocated for this activity. This alternative is more costly because APEX fares are difficult to obtain on short notice.

7) From the beginning of this coordination process, try to input the information on a computer system that will give you the reporting features you will need both during the exercise and after the Conference. For instance, some of the information which we required was:

- names, addresses, tel. numbers, etc. of all developing country participants eligible for subsidies;
- a report by country (i.e. number of persons from Sénégal, Brazil, etc.);
- cost associated with each sponsored delegate (airfare, registration, per diem, ticketing costs);
- a math function programme which calculates the many figures as they are input;
- reporting by sponsoring agency (i.e. names of delegates sponsored by USAID, WHO, Red Cross International, IDRC, etc.)

Finally, our figures now indicate that we were able to subsidize 329 participants from developing countries. This amount does not include those sponsored by other agencies such as IDRC, WHO, USAID, etc. The cost incurred by the Conference to date for the travel assistance program of developing country delegates totals close to one million dollars.

## ON-SITE

### a) Line of Authority

An organigram was developed for the actual week of the Conference which differed somewhat from the general chart presented earlier in this report (appendix L.9). A clear line of authority was most important because so many persons were involved and all needed to know which individuals were responsible for certain areas. It was understood by the Management Team that we would not "play in each others' sandbox".

b) Staffing

The Conference was fortunate to be able to minimize its hiring expenses for staff to work during the Conference because both HWC and IDRC allowed those staff members who wanted to be volunteers, time from their regular duties to spend the week at the Conference. Two main areas were identified and staff members were divided accordingly - logistics and media.

- 50 persons in the media areas (two shifts);
- 22 persons in the Speaker Centre (including 5 runners)
- 21 attendants for the Poster Areas
- 14 persons for satchel distribution on the weekend
- 12 persons as information hosts during the weekend (in the registration area)
- 24 room monitors during the opening ceremonies
- a dispatcher and two assistants in the Secretariat
- 2 logistics liaison persons in the media area (tent)
- 23 room monitors for other session rooms
- 12 persons for distribution and cleaning of headsets (interpretation) - two shifts (incl. two supervisors)
- 2 room monitors supervisors (operating from the Secretariat)
- 16 experienced registration personnel
- one staff at the general information desk in the lobby (along with two staff members from the Palais des congrès)

Briefing

Because many volunteers had to travel from Ottawa (2-hour drive), we were not able to schedule the general briefing session until Friday, June 2, at the same time as our "move-in day" into the Palais des congrès. The briefing lasted a total of 4 hours and included separate training workshops for each of the functions outlined above. The intensity of the session proved to be more of an information overload session to the staff than anything else. A full one-day briefing a week prior to the Conference would have been preferable, followed by a short question and answer period a few days before the event, after the staff has had time to digest and review the material handed to them.

c) Registration

You will find attached a statistics sheet (**appendix L.10**) showing the representation by country/continent.

In Montreal, we opted to open registration on the Saturday afternoon. This proved to be most helpful because it permitted us and the staff to do a "dry run" and enabled us to correct some of the inconsistencies after that first day. Registration on the Saturday and Sunday were conducted in the part of the exhibition hall which was later to be converted into the poster area. Eight booths were set up for pre-registered delegates in alphabetical order. Each booth was equipped with an updated computer print-out of registrants. Sixteen experienced registration staff were recruited and they were assisted by Kenness staff members and a registration supervisor. In addition there were five booths for on site registrations and three computers to service them. Badge corrections were handled by two computers. It became evident after the first two days that the amount of badge corrections warranted an additional computer. A desk for registration information was kept quite busy because any delegate who had been to the pre-registration counter and was told that he/she was not on the computer list was asked to verify at the registration information desk where two computers were set up with all the pre-registrants' detailed information. The principal accounts supervisor was responsible for this operation. In many cases, people had registered just a week prior to the Conference, but their fees and forms had not arrived in time to be included in the print-outs.

This is one reason (and only one of many reasons) why it became very important to have a senior official constantly present in the area of the registration information desk. In our case, the Treasurer of IDRC assumed this responsibility and proved to be indispensable to the process. As he puts it: "Registration policies and procedures are for on-going operations when all is well; contractors do not have the authority to deviate from these. However, someone must look at the individual cases to determine whether or not payment is required (for instance). That person must have financial authority which enables him to make allowances, as well as represent the interests of the Conference."

Some of his comments are outlined herewith in point form:

- in some cases (especially for delegates from East Block Countries and Developing Countries), I approved the student rate so that those persons with currency restrictions could also attend the Conference;
- when the organizers decided to close the on-site registration because there were too many persons in the Palais des congrès, I continued to allow foreigners ONLY to register;
- although no personal cheques were accepted, I did accept a few on Sunday and held them until these delegates could go to the bank on Monday and obtain cash;
- I accepted a delegation of seven persons from Iraq to attend, although we had no proof of ever having received their payment. They, however, had a government document showing that money had been transferred to our bank in Montreal. To this day, we haven't been able to trace this transfer.
- although VISA and MasterCard were accepted in Montreal, had we also made provisions to accept American Express (on-site only), we would have made many American delegates very happy. Many only had that card in their possession.

On Sunday night, the registration area was dismantled to make space for the posters and overflow theatres, while registration was installed in the main entrance hall of the Palais. On Monday morning alone, 3,000 persons arrived to register! The line-ups were so long that we waived the process for a few hours and allowed (as well as encouraged) those persons with a pre-registration receipt to attend the morning sessions without a badge and to return to the booths at their convenience during the day.

### Observation

In retrospect, the organizers recognize that the registration exercise should have been held outside the Palais des congrès, possibly in the ballroom of the closest hotel. The benefits would have been twofold:

- it would have enabled us to set up the poster area and the overflow areas during the weekend and conduct more tests on the system.
- it would have permitted better control of badges at the entrance of the Palais, thereby improving security checks;

Just one word of caution about the opening time of your registration...ensure that you have some staff starting at least a half hour BEFORE the poster presenters arrive to set up in the mornings because many of them do not register ahead of the Conference.

If at all possible, have a separate registration counter for your speakers at the convention centre. We tried to offer this facility in the hotel where our plenary speakers were staying, but many came directly to the Palais des congrès instead of their hotel where their documentation (including badges) was waiting for them.

### d) Badges

In Montreal, delegates' badges were colour coded:

BLUE for general delegates  
ORANGE for exhibitors  
YELLOW for staff (media staff had a green dot)  
BLACK for all Committee members  
GREEN for media

Badges were printed in advance and an envelope for each pre-registered person was prepared in alphabetical order. It contained the badge, a coupon for the satchel, any tickets the delegate may have purchased to social events and invitation cards to various functions.

Unfortunately, some of the demonstrators were able to find in a Montreal stationary store a green colored plastic badge which, at first glance, looked identical to the media badges which the Conference had sanctioned. They were also able to reproduce the badge insert by having one badge copied by a colour copier at the printing shop close to the Palais. On the second day of the Conference, security guards confiscated 38 of these duplicated badges.

We also experienced problems with the type of badge itself...they were set loosely in plastic and many were reported lost as a result. A laminated version, or one mounted securely on a chain would have been preferable.

e) Secretariat Office

Kenness Canada was also responsible for operating the central coordination office during the week of the Conference. Its responsibilities included handling complaints (a form was devised), acting as central dispatcher for the communications system, answering general enquiries, briefing the room monitors and assisting the Speaker Centre whenever possible. Because this office was located on the second floor and quite removed from the general conference activities, many conference-related enquiries had to be handled by the general information desk in the main lobby. Furthermore, by the number of calls received by this office, it became apparent very quickly that the dispatcher and the two assistants could not handle anything else but incoming telephone calls. For future organizers' information, we have enclosed (appendix L.11) a list of some of the questions which were handled by the general information desk (3 persons were assigned to this desk at the entrance of the Palais).

f) Sandoz Service Desk

The Company SANDOZ is quite experienced in providing services to delegates at medical meetings. An agreement was reached whereby SANDOZ would provide some of its services to our delegates in an area provided by the Conference organizers for both the Sandoz office and its welcome booth. This service was acknowledged as a contribution to the Conference in its abstract book and on the acknowledgement boards set up in the Palais.

Sandoz was equipped with two large photocopying machines, computers and printers, as well as a fax machine and lots of personnel to service the delegates. They allowed a maximum of 20 pages per time per customer, sold stamps, accepted incoming faxes for delegates, assisted many poster presenters with their poster presentations by enlarging texts on their copiers or typing them, they made all the back-up copies of the speakers' presentations for the Speaker Centre and the interpreters and they also provided Spanish, German and Japanese speaking hostesses. It was thought originally, that Sandoz could, in a 24-hour turnaround period, convert transparencies to slides...this would have prevented the organizers from setting up an overhead projector in each session room in order to accommodate the maximum number of chairs in each of these rooms. On Tuesday, we were forced to review this decision due to the unexpectedly large number of speakers who had arrived with overhead transparencies. Consequently, by Wednesday, overhead projectors were installed in each room.

All these services were deemed indispensable to the success of the Conference and many delegates complimented us on all the facilities which were available to them during that week. Had the Conference paid to provide this exact same service, it is estimated that we could have easily spent \$80,000.

g) Security

From the beginning, the organizers had solicited the assistance of the Royal Canadian Mounted Police (RCMP) to estimate the level of security which would be required at this Conference. Assessments were done by the RCMP and the Montreal City Police in consultation with their counterparts in both Washington and Stockholm.

As a result of these assessments and of the on-going consultative process that followed with the organizers, we knew that demonstrators would try to infiltrate and we had agreed on a strategy to appease them and bring them out peacefully if hecklers were disrupting the sessions. However, no major incidents were anticipated that could warrant an "airport style security".

Consequently, provisions were made to recruit 30 security guards to cover the entire Palais des congrès and the broadcast tent. This number was felt by all concerned to be adequate for the types of scenarios anticipated. Furthermore, the RCMP would have 30 officers in the Palais during the opening ceremonies because they had to ensure the security of the Prime Minister of Canada, as well as that of the President of Zambia. On Sunday, one hour before the start of the ceremonies (when the doors of the plenary hall were opened), 250 demonstrators stormed the entrance and occupied the stage demanding the microphone in order to read a manifesto. An emergency security meeting was held after the ceremonies to reevaluate our security measures and to clarify the role of the RCMP, the Montreal Police (who had issued the demonstration permit for 50 persons only) and the Palais des congrès security service. As a result, an additional 15 guards were brought in for the next day. Their main task was to watch the entrances of the Palais and question anyone who did not wear a badge. In the meantime, the RCMP would question anyone whom they believed was wearing a duplicated badge. The Montreal Police assured us that they would inform us well ahead of time if any other demonstration permits were to be granted and assured us of their presence during any demonstration held outside the Palais grounds.

Observation: In hindsight, the organizers would still have adopted the same security measures. What we would have done differently, however, as mentioned previously, is change the venue of the registration to a location OUTSIDE the Palais des congrès in order to ensure that anyone walking through the doors of the Palais was duly accredited and wearing a badge. This would have insured a more controlled access to the grounds.

h) Insurance:

An amount of \$10,000 was spent on insurance coverage for the week of the Conference: Five million dollars for comprehensive general liability and an additional five million as an umbrella liability. So far, we have had only to place a claim for \$3,000 for damaged equipment.

i) Interpretation:

The official languages of the Conference were French and English for all sessions plus Spanish during the plenary sessions.

This policy necessitated a range of logistics support. On the one hand, all meeting rooms had to be equipped with one translation booth (portable) and one technician to operate the microphones and ensure that the recorded proceedings were indeed being recorded. The plenary hall was permanently equipped with a multilingual interpretation facility.

Fifty-two (52) professional interpreters with two coordinators were recruited from the Government of Canada's Secretary of State Department, including four sign language interpreters (for the plenary sessions only). The coordinators worked very closely with the Speaker Centre in order to obtain "hot off the press" any speeches which were handed in at the Centre. As a matter of fact, the interpreters' lounge was located next to the Speaker Centre, especially for this reason.

A multitude of documents was sent well in advance to the interpreters in order to help them prepare for this enormous task, including copies of selected abstracts, any speeches received ahead of time and a glossary of HIV/AIDS related terminology. Because this glossary had to be in French, English and Spanish, the only useful document we found was published by World Bank.

We had ordered 3,000 receivers from ISTS (the interpretation equipment company). In retrospect, we found that an additional 1,000 receivers could have been used because, in many instances, receivers were not returned at the end of each day to be recharged. Delegates were asked to leave some kind of identity card with the attendants in exchange for a receiver. In the end, 10 receivers were lost at a cost of \$250 each and 43 earpieces were broken.

Insofar as the number of staff needed to operate this service, we had two supervisors and 10 students. They worked in two shifts: the evening shift had to clean all the earpieces and charge the receivers for the next morning.

j) Communication Devices:

The Management Team had cellular telephones during the month prior to the Conference...this mode of communication proved indispensable since we had to be in constant communication during that critical period when everything must come to a successful climax.

On site, the following modes of communication were used:

**8 cellular telephones** which weren't very useful because some areas in the Palais des congrès were "dead zones";

**21 pagers:** one for each of the Programme Committee Coordinators, the Chairman of the Conference, the Chairman of the Programme Committee, some for the coordinators of the PWHIV/PWA centre, some members of the Steering Group and key coordinating staff.

**30 walkie-talkies:** 12 in the media coordination area; 4 in the exhibit area; 4 during the opening ceremonies for the stage manager and event coordinators; 13 for logistics coordination (including 3 to the company responsible for a/v systems and overflow, one for the coordinator of the interpreters, one for the host broadcaster, one for the manager of the interpretation equipment company, one for each member of the management team, one to our coordinator from the Palais des congrès, two in the poster area, four to security coordinators and the rest for key coordinating staff).

Each of the main groups (exhibit, media and logistics) were to have their own frequencies with some walkie-talkies for key staff having all three frequencies. Unfortunately, a malfunction made it impossible to operate as planned...we found ourselves all on the same frequency which made for some interesting garble sometimes.

A **loudspeaker** system throughout the Palais was used on several occasions because of situations which we considered critical. These were mostly for doctors who had to be reached because one of their patients was dying or because of illness in their family.

The message boards which were installed in alphabetical order were not the original system we had been promised. Bell Canada was offering a message system which "in theory" looked very promising IF they could upgrade it to meet our needs. Their present system consisted of only one television monitor on which appeared the names of anyone who had a message to pick-up at the Bell Canada counter. Unfortunately, it would have taken 20 minutes to run through 300 names...much too slow for a Conference of 12,000 persons! Six months prior to the Conference, we requested that they expand their system to add at least one more monitor and to split the alphabet between these two screens. One week before the Conference started, we were informed that our request was financially not feasible because it would cost \$60,000. to upgrade the system. Hence, the good old fashioned peg your message to a board system!

It should be pointed out that we did investigate other systems originally, at the same time as Bell Canada was approached. The Envoy 100 system seemed to be a close alternative at the time, but we were advised by communication experts not to opt for this system because users (the delegates) would need to be trained before using the computers.

Another system of communication which we had in place in order to obtain feedback was an evaluation sheet which the staff completed at the end of each day and handed to the Secretariat. Their comments gave us a good insight into the problems and complaints which they were experiencing first hand. The sheet also included a section on positive remarks.

Observations: All the walkie-talkies we had were definitely needed. I wish to emphasize however, that a hindrance to the good functioning of this equipment is the valuable air time that is sometimes taken by staff at the expense of others who really need the channel. Consequently, an extensive briefing/training session with emphasis on communication etiquette is highly recommended. You could even determine in advance some codes to facilitate this communication (i.e. code #1 could mean this is an emergency...clear the channel).

k) VIP Salon

A very comfortable lounge was identified at the Palais des congrès as the Chairman's lounge. Every morning, half an hour before the beginning of the plenary sessions, the plenary speakers of the day met in this room with the Chairman of the Conference, Mr. Ivan L. Head. They were served coffee, muffins and three hostesses were at their service to "grab" speeches which hadn't yet been received, copy them for the Speaker Centre and the interpreters and return them to the owner before the session started.

Keeping the plenary speakers in this area made it possible for the Chairman to enter the plenary hall accompanied by all the speakers at the same time. Every morning, as part of his briefing, the Chairman would also emphasize the need to adhere to the time schedule (20 minutes per speech). Unfortunately most spoke for 30 minutes.

The staff assigned to the Salon proved indispensable...not only were they kept busy every morning with the plenary speeches, but throughout the week, plenary speakers returned with enquiries or typing to be done, faxes to be sent, etc.

The organizers also found this room to be an "oasis" away from the crowds where we could conduct production meetings in a more relaxed environment. HWC also borrowed this Salon during the week to host a cocktail reception for all visiting Ministers of Health.

- l) University Accreditation was made possible during the Conference by the Centre for Continuing Medical Education of McGill University which provided applicants with an individual study credit letter. These letters were mailed immediately after the Conference. A total of 713 requests were received by the Centre that week. These certificates were recognized by both the Canadian and the American Medical Associations.

m) Social Events:

Besides the opening evening reception offered by the Conference and the closing reception hosted by HWC (both of which were complimentary for all persons attending the Conference), only two paying events were scheduled:

- the Concert in the Basilica (3,000 persons) at \$15./ticket;
- the Gala evening on the site of Expo '67 (2,000 persons) at \$85./ticket.

We sold all the tickets to the Concert. Part of the reason it was so popular was because the price was so affordable. This activity generated revenue for the Conference.

The Gala evening included admission to a world class cinema exhibition which was being presented at the same time in the pavilion where the reception was taking place. The evening also incorporated first class performances by ballet dancers, Argentinean dancers and an African band, as well as a jazz ensemble. Food and as much wine as one wanted to drink were offered. Unfortunately, the formula we had adopted necessitated long queues in order to get any food. Should we be able to do a repeat performance, we would have had lots of waiters circulating with canapés as people arrived, so as to relieve the congestion of hungry delegates waiting in line.

The entertainment part of the evening however was greatly appreciated...we found that people needed to let their hair down on the dance floor!

n) Rest Areas for People with HIV/AIDS:

The Canadian Red Cross was responsible for organizing the Rest and Welcome Centre for PWHIV/PWA. This Centre was operated in cooperation with several community-based organizations. Although the organizers would have liked to accommodate these facilities in the Palais des congrès, the shortage of space made it impossible - the Centre was set up in a nearby hotel. Twenty-three volunteers helped with this operation. An infirmary with an adjoining resting room were located on site for persons who only needed a temporary resting place. This facility was also the responsibility of the Canadian Red Cross. A doctor and an assisting nurse were present as well as an ambulance with crew parked in the Palais' underground parking.

A shuttle bus with wheelchair facilities was offered to anyone needing assistance to get to the hotel where the rest centre was located (5 minutes from the Palais). There, two meeting rooms had been converted into a welcome lounge with an adjacent rest area containing four beds.

It is estimated that 400 persons visited the Welcome Centre where light refreshments, information, support and referral to social and health services was available.

A total of 203 clients were seen by the first aid emergency nurse of which 52 required rest only. Statistics associated with this service include:

- 9% referred to clinics, hospitals, or pharmacies;
- 3% requesting A.Z.T. or wanting to renew their prescription;
- 14% wanting medication - mostly for headaches;
- 39% for strictly first aid care;
- 21% for a medical consultation;
- 3% identified themselves as PWHIV and requested a medical consultation;
- 11% for various other reasons;

See appendix L.12 for the Red Cross organizers' budget and recommendation to future organizers of the Conference.

o) Shuttle Service:

Buses were used to shuttle the participants residing in the outlying areas of Montreal. The contract was given to a company which handled only this aspect of the logistics. Buses were running on average every 20 minutes and the furthest distance took 40 minutes driving time during peak hours. For the most part, people were happy with the system, although some would have preferred that the buses run later in the evenings to permit them to have dinner downtown before retiring for the night at their hotel.

A smaller shuttle service was offered to developing country participants arriving at Mirabel International Airport (located an hour from Montreal). This was necessary for the most part because many of these delegates originated from countries where foreign currency restrictions did not permit them to exchange money for this trip. Hence, many had no money in their pocket when they arrived.

D) Other Services:

Some of the other services offered during the Conference by various contractors were:

An airline reservation system, a hotel accommodation desk, a restaurant reservation service, a local tours desk, sale of bus/subway passes. A money exchange desk was also located in the Palais des congrès. It was constantly busy and the two persons operating this service could not handle the ever-increasing demand. This situation was further aggravated by the location of this desk...in the middle of the entrance hall, which made lining up quite confusing. Although people were constantly being told that there were many banks in the immediate vicinity of the Palais, they seemed to prefer waiting in line and paying a higher rate of exchange than at the banks for the convenience of this on-site service.

PHASE-DOWN

Mailing List Requests: The policy of the Conference for setting the price of its mailing lists (sold on adhesive labels) of delegates, exhibitors, media, etc. was twofold:

- for non-profit and governmental organizations, the cost per name and address (on labels) was 10 cents which was the Conference's cost price;
- for all others, the cost was 25 cents per name and address.

To this date, we are still being solicited for these lists.

Refunds: Over 100 requests for refunds were received before the Conference and after. The requests received prior to the Conference were processed according to clear guidelines as outlined on the registration form and in the Second Announcement:

- Cancellations received prior to January 31/89 = full refund;
- Cancellations received after February 1/89 = minus a 20% administration charge
- Cancellations received after May 1/89 = no refund.

Once the Conference was over, we received some requests for refunds based on medical reasons or because some delegates were not able to obtain a visitor's visa. These refunds were granted (minus a 20% administration charge).

Observation:

Many abstract authors requested a refund of their registration fee once they were informed that their abstract had been selected for poster presentation or for publication. Because they did not receive notice until the first week in May that their abstract had been accepted (instead of the end of March as had been originally anticipated), the organizers extended the deadline of May 1 to mid-May.

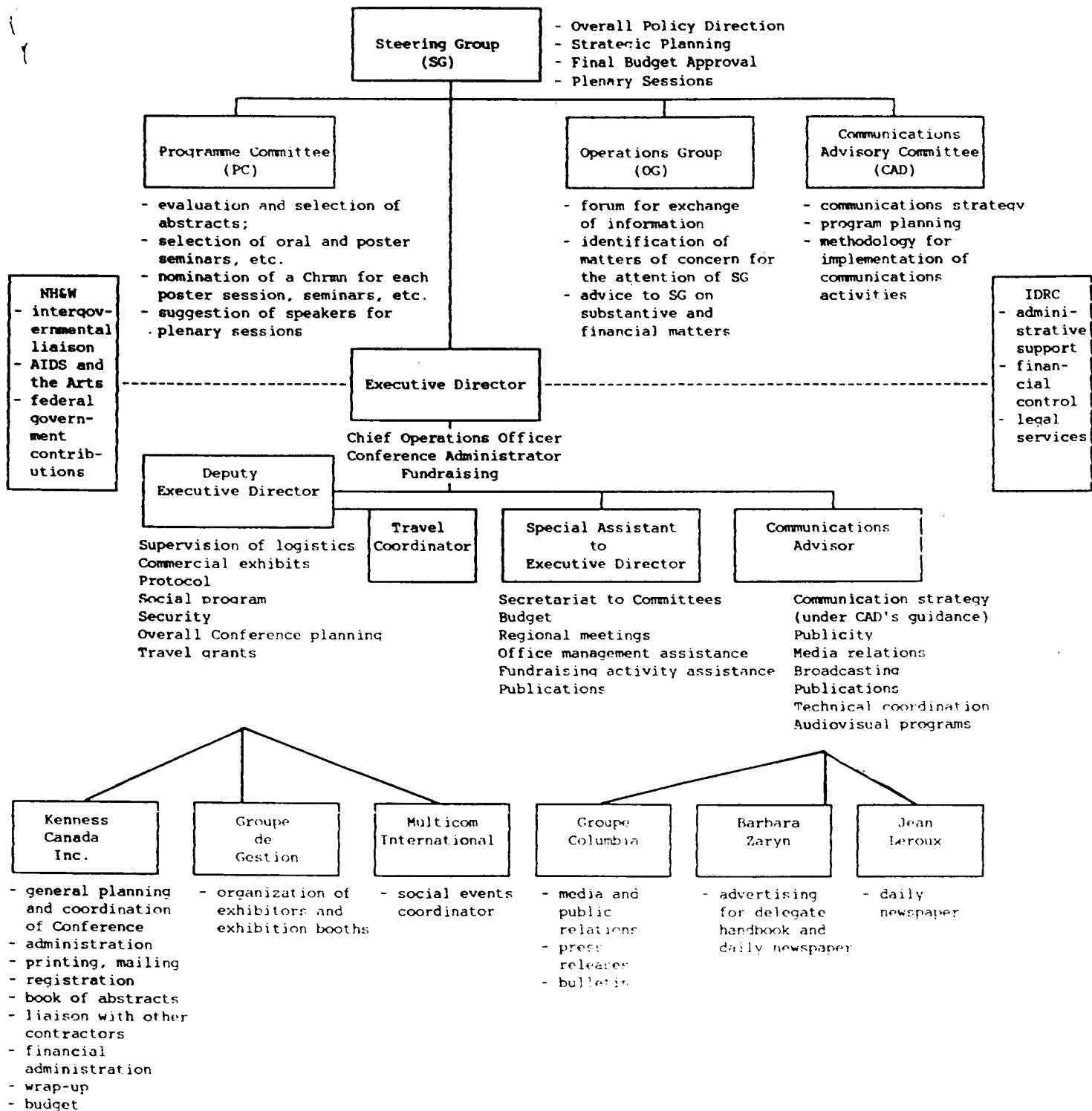
Audit: The Organizers have made provisions in the budget for an audit to be done at the closing of its accounting books by the Office of the Auditor General of Canada. This exercise will only take place early in 1990 after the final budget has been approved to the Steering Group.

Follow-up: The Conference Office of the International Development Research Centre will be responsible for responding to further enquiries regarding the V International Conference on AIDS. This arrangement is quite convenient from all aspects since the Deputy Executive Director of the Conference has now resumed her functions as Manager of this unit and will therefore be in a position of handling these requests.

# TASK-ORIENTED ORGANIGRAM

File: 100-4.1  
25 October 1988

L.1



21 October 1988  
File: 700-1.2

## V International Conference on AIDS

### Executive Director

#### Job Description

##### General:

- As Conference Administrator and Chief Operations Officer, to carry out the planning and organization of the Conference and assume full responsibility for the implementation of plans and programs.

##### Specific:

- To direct the planning of the Conference.
- To direct the formulation of a Conference communications strategy and oversee its implementation.
- To be fully responsible for the formulation of the Conference operating budget, its update, administration and monitoring.
- To negotiate and sign, or for contracts with a value over \$150,000, to recommend to have signed, contracts and commitments for the planning and operation of the Conference.
- To establish and direct the revenue generating and fundraising activities of the Conference by seeking out institutional and corporate grants, promoting the sale of exhibit space, coordinating the publicity campaign, and obtaining services free or at a reduced rate.
- To assign and manage the work of the staff of the Conference Secretariat, determine personnel requirements and recruit appropriate staff.
- To coordinate all facets of the functioning of the Conference and direct, supervise and evaluate the work of the different contractors and sub-contractors.

- To liaise with the Chairman of the Programme Committee and provide the Committee with a budget, a fully staffed secretariat in Montreal and all other services it will require to function properly.
- To sit as a full member of the Steering Group, the Operations Committee, the Communications Advisory Committee and to act as a principal resource and liaison person to the Programme Committee.
- To establish a complete logistical plan for the Conference and coordinate and oversee its implementation.
- To direct the secretariat services for all the Committees of the Conference.

Budget

-	Conference Operating Budget	\$7.5 million
	Delegate-assisted Travel	<u>\$2.5 million</u>
	Budget Total	\$10 million
	Level of Signing Authority	\$150,000

19 October 1988  
File: 700-1.3

### JOB DESCRIPTION

TITLE: Deputy Executive Director,  
V International Conference on AIDS

#### OVERALL RESPONSIBILITIES:

Under the general direction of the Executive Director of the conference, the incumbent coordinates overall planning for the Conference, is responsible for all logistic components including the Conference Secretariat and registration activities, the commercial exhibits, protocol, security measures and the travel assistance program. The incumbent must also represent the Executive Director at meetings and act as his replacement, when other matters require his full attention.

#### SPECIFIC DUTIES:

- Plans, manages and controls the full range of logistical requirements by supervising the contractors and suppliers assigned to work for the conference. Specifically, the incumbent must ensure that a very close collaboration exists between the Executive Office in Ottawa and the following suppliers in Montreal:
  - Kenness Canada Inc. (principal organizer)
  - Le Groupe de Gestion et d'Expositions
  - Multicom International (social program)
  - Le Groupe Columbia (press relations)
- Supervises the work of the Programme Committee Secretariat to ensure that administrative and budgetary procedures are followed concerning abstract processing, daily correspondence with speakers, chairpersons, module coordinators, programme-related matters, on-site operations.
- Develop and manage the effective scheduling of all conference-related activities.
- Develop and communicate the critical path for all conference activities, ensuring that it is followed.
- Establish and implement a system to process all requests from recipients of travel assistance funding by serving as a focal point for communication among donor agencies, ensuring that no double funding occurs and coordinating the travel and accommodation of those delegates.

- 2 -

- Formulate criteria for the selection of recipients applying for travel assistance.
- Administer travel grant funds on behalf of any funding organization so requesting.
- Supervise the Travel Coordinator assigned to the conference. This person will be handling the purchasing and dispatching of tickets, paying per diems and covering registration fees.
- Assess incoming contract proposals.
- Work closely with the Communications Advisor assigned to the conference to ensure that he/she is aware of all incoming requests concerning audio visual, interpretation, press requirements, etc.
- Serve as a member of the Operations Committee, the Interdepartmental Committee as well as act as a principal resource person to the Steering Group and to the Programme Committee.
- Supplement and improve the accuracy of the Conference budget.
- Control and reduce meeting costs without compromising on meeting quality.

BUDGET:	\$7.5 million
DELEGATED ASSISTED TRAVEL	\$2.5 million
BUDGET TOTAL:	<hr/> \$10 million

- Level of signing authority: all bills that are submitted.
- Write and compile evaluation reports at the conclusion of the Conference for the benefit of the organizers of the V International Conference on AIDS.
- Close accounts, authorize final payments and write letters of gratitude.

## MISSION STATEMENT

### V INTERNATIONAL CONFERENCE ON AIDS

#### The International Series of Conferences on AIDS

The international series of conferences on AIDS, which started in 1985, was initiated in response to the urgently felt need to review and exchange information on AIDS in an international forum. At the beginning, AIDS was viewed primarily as a biomedical problem. Recent conferences, however, have acknowledged the need to understand AIDS and HIV infection as a social phenomena. The V International Conference on AIDS will, for the first time, fully integrate into the scientific programme the biomedical, societal, human, ethical, legal, educational and economic dimensions of AIDS.

#### Mission

The mission of the V International Conference on AIDS is to advance the collective understanding of the nature of AIDS and HIV infection and its multi-faceted impact. The Conference programme recognizes that AIDS/HIV infection is a scientific and a social challenge of global dimensions and will promote an interdisciplinary approach to the study of AIDS/HIV infection without diluting in any way the biomedical component.

#### Conference Objectives

The objectives of the Conference are:

- . To organize and stage an international Conference on AIDS/HIV infection that will be of the highest standards of scientific integrity and quality.
- . To integrate fully into the scientific programme the biomedical, social, human, ethical, legal, educational and economic dimensions of AIDS/HIV infection.
- . To expand the international nature of the Conference by fostering a global examination of the pandemic by increasing significantly the active participation of representatives from developing countries throughout the programme.
- . To add new dimensions to knowledge and understanding of the AIDS pandemic by presenting the issues in a global, philosophical and humanistic fashion.

### Operational Objectives

- . To create an environment in Montreal through appropriate social and cultural programmes which will be conducive to effective dialogue among delegates while serving to sensitize the public at large to issues related to AIDS/HIV infection.
- . To make the Conference as self-financing as possible, in accordance with the highest standards for scientific conferences.
- . To administer the funds and assets of the Conference in a sound and professional manner that will meet the highest standards of financial management and accounting.
- . To promote the participation of students through a special registration fee schedule.

### Clients and Beneficiaries

The clients of the Conference are:

- . Delegates
- . Media

The beneficiaries of the Conference are:

- . People with AIDS and those who are HIV infected
- . Scientists (biomedical and behavioral) and AIDS workers not attending the Conference
- . Community Groups
- . Policy makers
- . Public

### Elements of the Organizational Strategy

The principal elements for the strategy for the organization of the Conference are as follows:

1. **PROGRAMME:**

- . The focus of the Conference will be the scientific programme.
- . The theme of the Conference will be: AIDS: The scientific and social challenge.
- . The programme of the Conference will be made up of nine different modules:
  - A - Epidemiology and Public Health
  - B - Clinical Aspects of AIDS
  - C - Basic Research (biomedical)
  - D - AIDS and the Individual
  - E - AIDS, Society and Behaviour
  - F - Ethics and Law
  - G - International Issues
  - H - Economic Impact of AIDS
  - I - Audiovisual Presentations
- . The Programme Committee will have Canadian and international members.
- . The Conference programme will follow the scientific tradition established by previous conferences in this series and generally adhere to the existing principles for the selection of abstracts, poster presenters, speakers, etc.
- . The Programme Committee will have responsibility for the formulation of all aspects of the Conference programme and will make recommendations to the Steering Group for the plenary programmes and speakers.
- . The topics and speakers for the plenaries will be chosen by the Steering Group.
- . The official languages of the Conference will be English and French. Simultaneous interpretation will be available in both these languages at all times as well as in Spanish for plenary sessions.
- . Travel assistance will be provided to as many speakers from developing countries as possible and to some speakers from developed countries.
- . A Conference programme book and abstract book will be prepared for each delegate.

- . Conference proceedings will be produced and sold.
- . Deliberations will be recorded and cassettes will be made available for sale.

## 2. COMMUNICATIONS:

- . The main responsibility of the Communications group will be to ensure an optimum information flow between speakers and delegates, among delegates, between speakers and media representatives as well as between creators, delegates and the Montreal public. In this spirit, all sessions will be interpreted in both official languages. As well, all plenaries will be translated in French, English and Spanish.
- . The Communications group's second objective will be to promote the wide dissemination of information emerging from the Conference. Its main target groups will be: 1) the Montreal and Canadian public who, as hosts for the event, will be closely involved in its organization and staging and 2) the scientists (biomedical and behavioral) involved in AIDS-related fields who did not attend the Conference, with a special emphasis given to the developing countries.
- . The Communications group's activities in the Sid'Art project will complement the scientific programme in presenting a holistic view of the pandemic. For the delegates as well as for the Montreal public it will provide a forum to exchange information and better understand all the ramifications of the issue and its impact on society.
- . To reach these objectives, the Communications group will:
  - ensure that as many scientists (biomedical and behavioral) involved in AIDS/HIV infection research as possible are notified of the Conference and invited to present abstracts to the Programme Committee;
  - assist the Programme Committee in the production of the Conference programme, abstract book as well as written, audio and video proceedings;
  - put in place a network of support to enable media representatives to perform their role as information disseminators and ensure the wide distribution of accurate information; and

- plan and organize a series of art exhibits and activities to show the impact of AIDS on the world and on society as a whole. To stage these in a series of buildings linked by the underground network of the Montreal metro as well as in other venues in a close range to the Palais.

### 3. **POLICY FORMULATION AND EXECUTION:**

- . Mechanisms for collaborative policy formulation and a decision-making process will be put in place to involve as many of the key people as possible and to ensure the agreement of the three sponsor organizations.
- . The Steering Group will have overall responsibility for the organization of the Conference.
- . The responsibility for the many activities of the Conference will be shared among the Steering Group and the three Conference committees: the Programme Committee, the Communications Committee, and the Operations Committee.
- . Responsibility for the execution of the policies will be assigned to a central secretariat under the direction of the Executive Director.

### 4. **LOGISTICS:**

- . The Conference facilities and operations will be designed with the view to maximizing the contribution of delegates and making their participation as pleasant, safe, and comfortable as possible.
- . An effective and efficient registration system will be put in place.
- . Liaison and support services will be provided to speakers and chairpersons.
- . Space for at least 2,000 scientific (biomedical and behavioral) posters (500 per day) will be made available for presentations.
- . A commercial exhibit area will be available to groups or companies willing to have booths.
- . Security requirements will be analyzed and the necessary services put in place.

## 5. ADMINISTRATION:

- . The Conference will have a small, well motivated staff under the direction of the Executive Director and will make use of subcontractors for most Conference functions. In recruiting, the Conference will seek out individuals and firms with experience and commitment.
- . IDRC will assume the role of executing agency for the organization and administration of the Conference.
- . IDRC administrative procedures will be adopted for the administrative and financial management of the Conference.
- . An Operations Committee will oversee the planning of Conference activities.
- . The Executive Director of the Conference will have authority to make commitments on behalf of the Conference in accordance with IDRC policy.

### Challenges

- . An immovable deadline.
- . Need for a collaborative approach.
- . Large number of participants.
- . New social and human component.
- . Intense media attention.
- . High level of concern on the part of specific groups.
- . Large number of negotiating partners.
- . Wide ranging committee structure.
- . Budgetary controls.
- . Multilingual participation.
- . Intergovernmental collaboration.
- . Fundraising under novel approach.

### Priorities

- . A strong scientific programme
- . Well planned logistics to facilitate communications among delegates
- . A communications programme to reach beyond the Conference delegates
- . A budget which is as self-financing as possible

# 1. PROGRAM

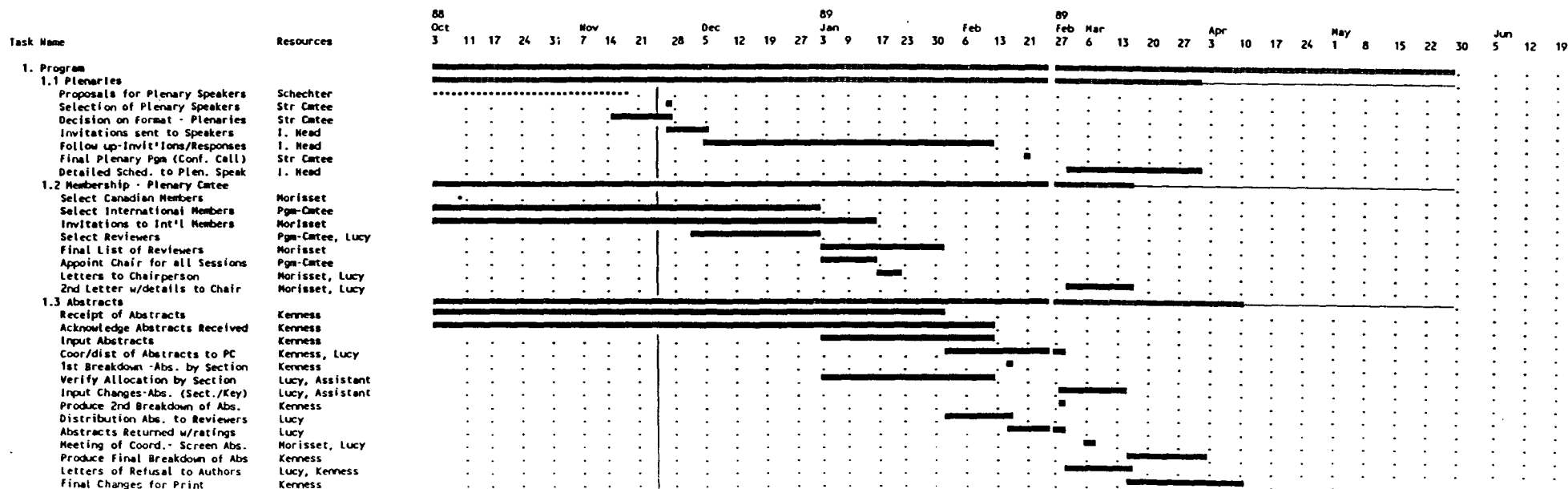
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Schedule Name : V International AIDS Conference  
 Responsible : Claude Paul Boivin  
 As-of Date : 24-Nov-88 9:00am Schedule File : C:\TL3\DATA\AIDS-PRO

Held in Montreal June 4th to 9th 1989

Schedule Name : V International AIDS Conference  
 Responsible : Claude Paul Boivin  
 As-of Date : 24-Nov-88 9:00am Schedule File : C:\TL3\DATA\AIDS-PRO

Held in Montreal June 4th to 9th 1989



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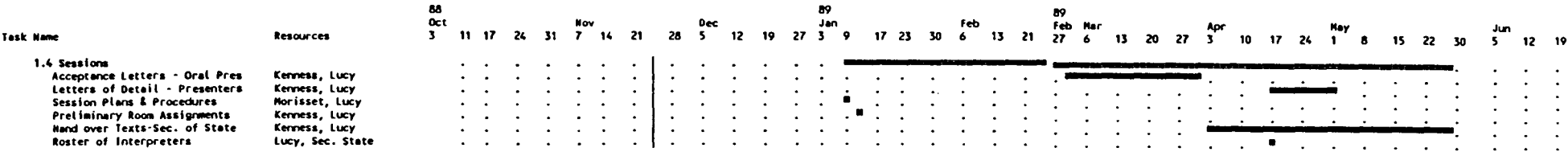
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Responsible : Claude Paul Boivin  
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Held in Montreal June 4th to 9th 1989



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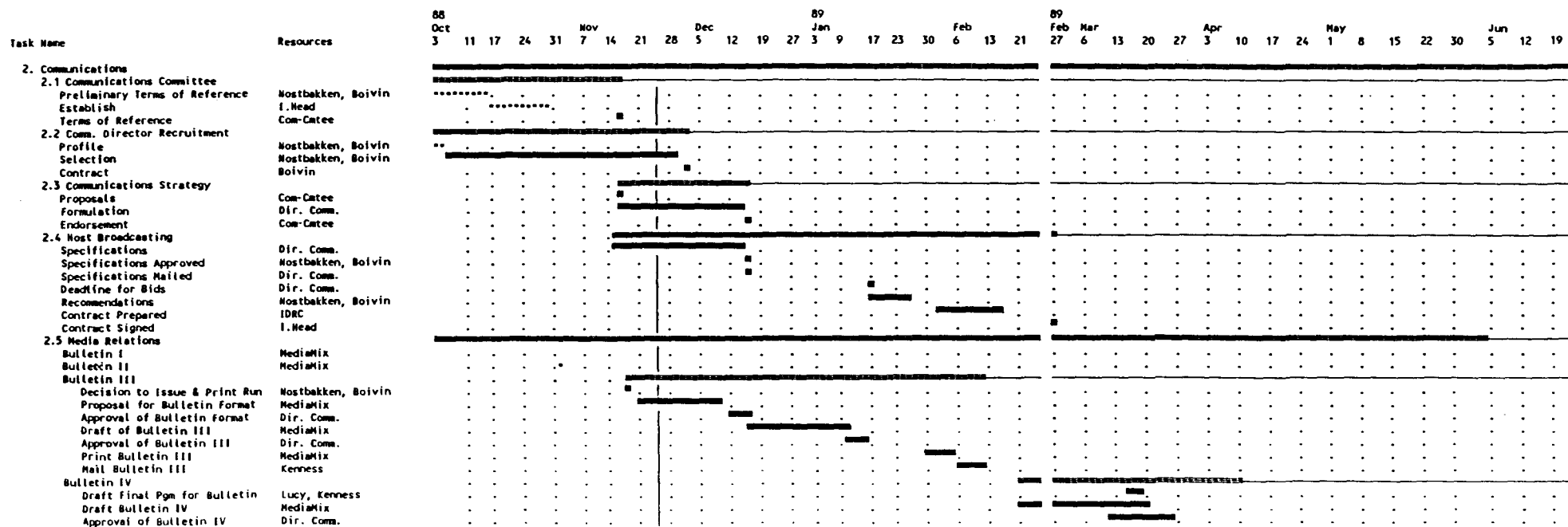
# 2. Communications

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Held in Montreal June 4th to 9th 1989

Schedule Name : V International AIDS Conference  
 Responsible : Claude Paul Boivin  
 As-of Date : 24-Nov-88 9:00am Schedule File : C:\TL3\DATA\AIDS-COM

Held in Montreal June 4th to 9th 1989

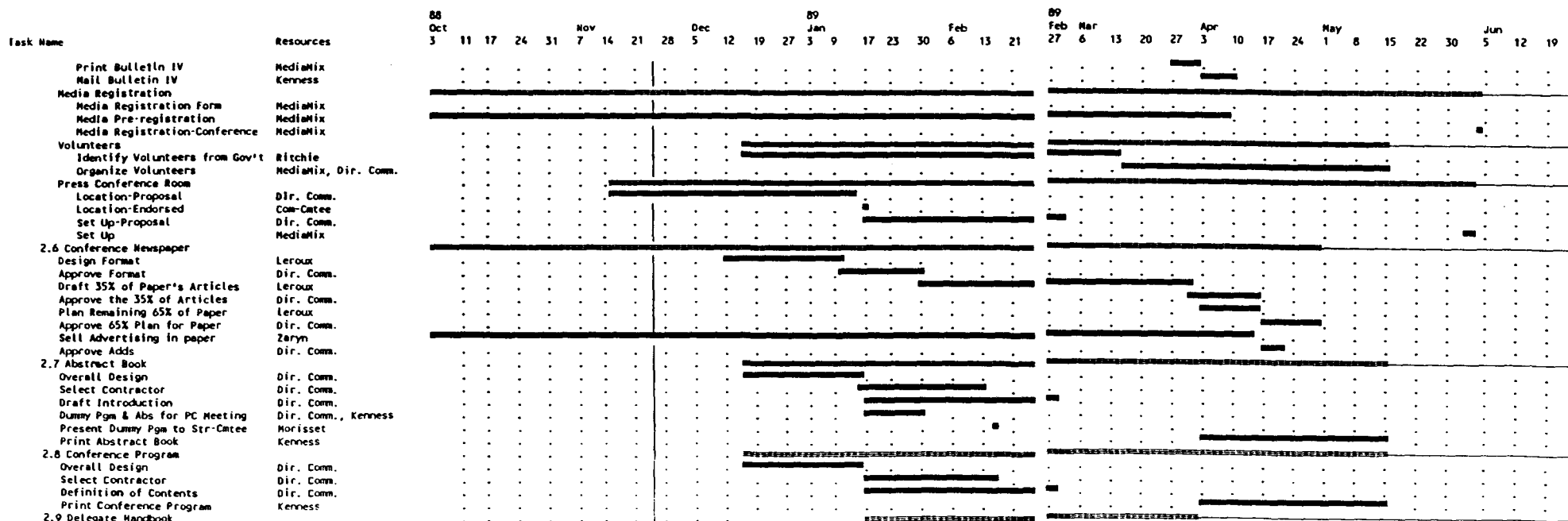


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Held in Montreal June 4th to 9th 1989

Held in Montreal June 4th to 9th 1989



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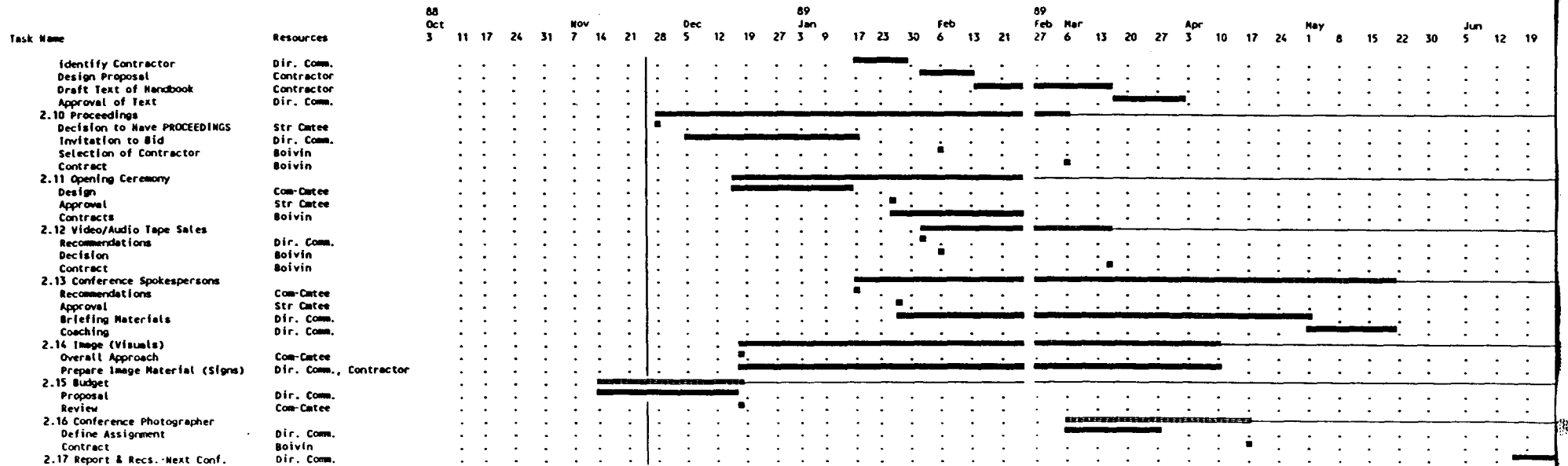
TIME LINE Gantt Chart Report, Strip 2, Page 2

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 Responsible : Claude Paul Boivin  
 As-of Date : 24-Nov-88 9:00am Schedule File : C:\TL3\DATA\AIDS-COM

Held in Montreal June 4th to 9th 1989

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 Responsible : Claude Paul Boivin  
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Held in Montreal June 4th to 9th 1989



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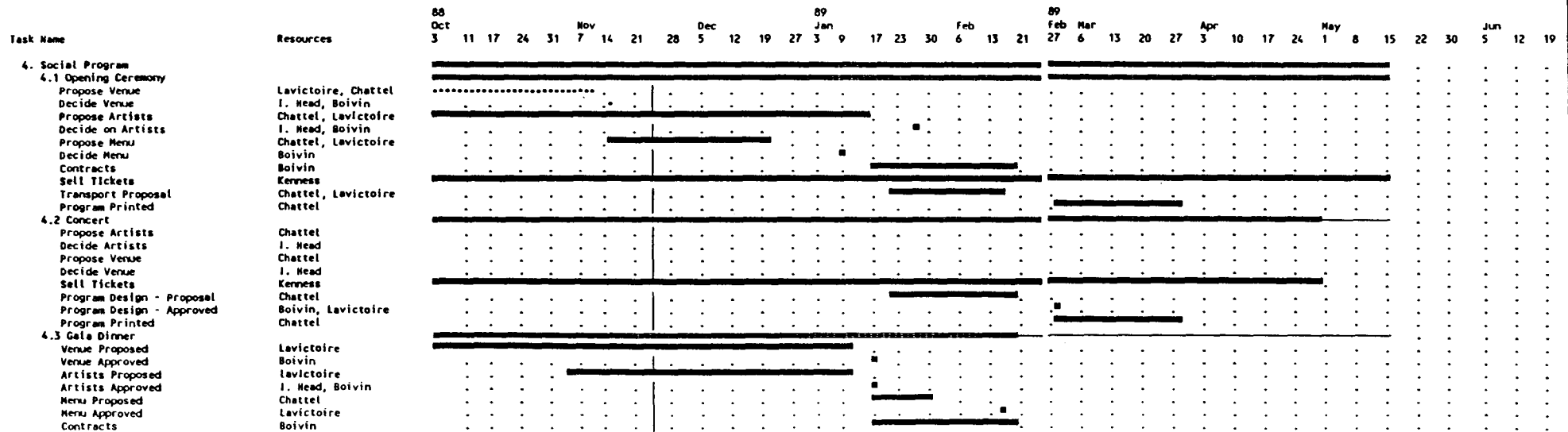
# 4. Social PROGRAM

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 Responsible : Claude paul Boivin  
 As-of Date : 24-Nov-88 9:00am Schedule File : C:\TL3\DATA\AIDS-SOC

Held in Montreal June 4th to 9th 1989

Schedule Name : V International Conference  
 Responsible : Claude paul Boivin  
 As-of Date : 24-Nov-88 9:00am Schedule File : C:\TL3\DATA\AIDS-SOC

Held in Montreal June 4th to 9th 1989



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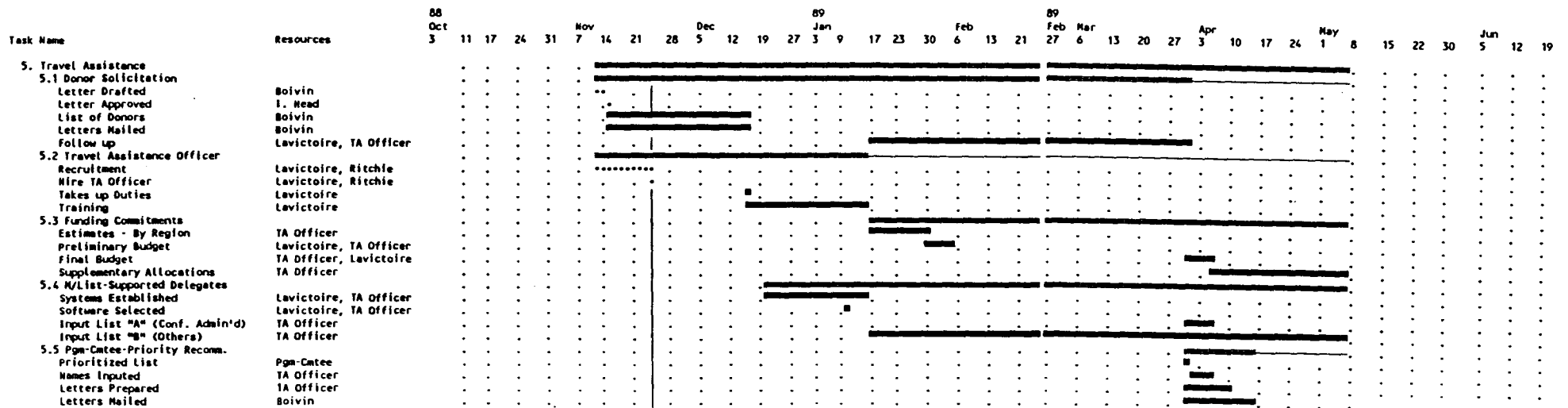
# 5. Travel Assistance

Schedule Name : V International AIDS Conference  
 Responsible : Claude Paul Boivin  
 As-of Date : 26-Nov-88 9:00am Schedule File : C:\TL3\DATA\AIDS-TRA

Held in Montreal June 4th to 9th 1989

Schedule Name : V International AIDS Conference  
 Responsible : Claude Paul Boivin  
 As-of Date : 26-Nov-88 9:00am Schedule File : C:\TL3\DATA\AIDS-TRA

Held in Montreal June 4th to 9th 1989



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26 October 1989

File: 197-1.7

### Summary Report

#### Filing System - V International Conference on AIDS

The filing system for the V International Conference on AIDS was created by the International Development Centre and uses the same general headings and numbering system as used by the Centre. Each number series represents one subject area. The main categories of the filing system are as follow: These can be summarized as:

		retention
100	administrative information	2-5 years
200	communications and information	3 years
300	accommodation	1 years
500	financial information	7 years
700	human resources, personnel matters	2-5 years
900	material management	2 years

Note: All documents pertaining to policy must be retained for 5 years.

For the purpose of the Conference, however, the system was at times complicated.

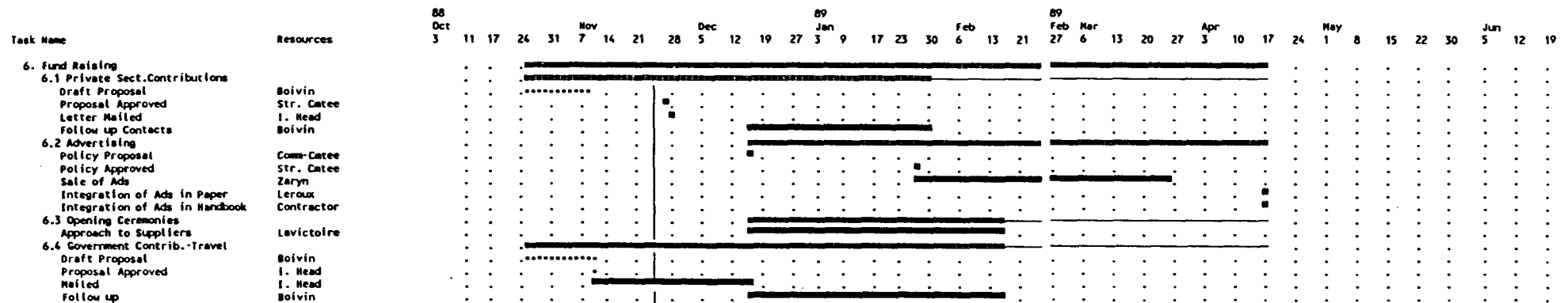
When the filing system was set up for the Conference, retention period was not a primary factor in deciding where materials should be filed. The system was created to reflect on the main subject areas applicable to the Conference. Thus, all aspects of one subject were kept in the same file. However, retention period is now extremely important since only those files pertaining to financial and policy matters will be retained for more than 2 years. Thus, the financial aspect must be separated from general subject matter in order that only this general information be discarded after two years.

As soon as it was necessary to open a new file, it was assigned a number. Thus, a main subject area may have as many as 70 individual files which are in numeric order. One would have to go through the list of files to find the number corresponding to the

# 6. Fund Raising

Schedule Name : V International AIDS Conference  
 Responsible : Claude Paul Boivin  
 As-of Date : 24-Nov-88 9:00am Schedule File : C:\TL3\DATA\AIDS-FUN  
 Held in Montreal June 4th to 9th 1989

Schedule Name : V International AIDS Conference  
 Responsible : Claude Paul Boivin  
 As-of Date : 24-Nov-88 9:00am Schedule File : C:\TL3\DATA\AIDS-FUN  
 Held in Montreal June 4th to 9th 1989



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subject required. This makes it difficult to locate a file. There are almost 400 files in the system; therefore, it was not an easy task to remember all file numbers. To facilitate the retrieval of documents, I created two systems. First, I subdivided my computer system into directories and sub-directories which had numerical titles corresponding directly to the filing system. Each document entered on the computer was then saved in the appropriate directory or sub-directory and this file number was typed on the top of all correspondence. This facilitated retrieval of documents from the computer system and also facilitated the task of filing.

Second, as the Conference approached, the documentation mushroomed and it was impossible to file regularly as well as keep up with daily demands. As well, the files are kept in a room away from my desk. It was difficult to file and answer the phone in time, and with crucial deadlines prior to the Conference, it was absolutely essential that all calls be answered. Thus, I created a working file system in alphabetical order near my desk. This served two purposes: 1) I could look up the heading, find the corresponding file number right beside and then look up a document quickly in the computer system or in the file room; 2) I could file all correspondence immediately. Also, I retyped the list of files which were in numeric order into an alphabetical index so that the subject and corresponding file number could be determined more quickly.

Two segments of the filing system, travel for Third World delegates and plenary speakers, were retained as working files in alphabetical order because these files were used so often. There are approximately 200 files in these categories.



- 3 -

If I could rework the filing system and know what I do now, I would make the following recommendations.

1. Retention period would play a larger role; therefore, I would sub-divide a subject into its various components so that general information can be discarded after two years and financial and policy information would be retained. This would also facilitate retrieval of information because you would only have to examine one component of the subject area in which you are interested as opposed to weeding through all aspects of a subject (some subjects had as many as 5 volumes);
2. I would continue to cross reference all files. An alphabetical index is much easier to use than a numeric system. However, I would streamline the alphabetical index, in keeping with the subdivision of a subject into its various components, so that the subject and its sub-sections could be viewed at a glance.
3. Using working files facilitated retrieval of documents when there was little time to file; however, if the filing cabinets were closer to my desk I could have filed all documents in the appropriate area. Documentation would not have been filed chronologically or secured within the file but all correspondence would have been located in one subject area and all files would have been up to date.
4. Using directories and sub-directories on the computer to correspond to file numbers facilitated the task of retrieving documents. It was not always necessary to retrieve the actual file, because you could follow decisions by poring through correspondence on the subject in the related directory. Also, a filed document originally input on the computer could be revised or used in other correspondence, if it was originally input on computer, by simply using the file number typed on all correspondence.



- 4 -

In addition to the filing system, a system was in place to distribute originals of incoming documents to the six individuals of the Executive Office of the Conference to keep everyone abreast of daily occurrences and instead of making a copy for each person interested. A cover sheet indicated the name of the individuals in the unit and beside each name was a column indicating for information only or for action. I would check off this column and the individual would check off his name after he/she read the document or took the appropriate action. The documents would be returned to me for filing after everyone had viewed them. A diary file was also kept of daily outgoing correspondence. This was also distributed. Thus, two copies were made of all outgoing correspondence: one copy to be filed by subject, and one diary copy filed by date.

In closing, I would like to say that as a result of using working files, an alphabetical index and computer directories, the filing system was very effective and documents could be retrieved easily. Also, duplication of materials was kept to a minimum by distributing one copy of documents of interest. For important documents such as original contracts, you should file the original and distribute a copy instead. This saves a lot of time overall and gives you more time to deal with the millions of other tasks demanded by a Conference of this size.

COMPARISON OF REGISTRATON STATISTICS

<i>STOCKHOLM</i> 1988		<i>MONTREAL</i> 1989
<u>Registrations Received</u>	<u>Date</u>	<u>Registrations Received</u>
85	December	271
625	January 25	717
3,259	February 3	1,995 with abstracts
3,393	February 10	2,975
3,465	February 15	3,691
n/a	March 1st	5,266
4,086	March 15	5,696
4,225	March 23	6,074
4,389	March 30	6,507
4,600	April 15	6,763
5,217	April 30	7,289
5,632	May 5	8,489
6,332	May 10	8,817
n/a	May 15	9,002
6,332	May 20	9,305
6,700	June 4	10,549

V INTERNATIONAL CONFERENCE ON AIDS  
REGISTRATION

15-Dec-88

16:49:47

	PARTICIPANT NAME	REGISTRATION NUMBER:	COUNTRY	DATE OF REGISTR RECEIPT	REGISTR FEE	SOCIAL PROGRAMME CONCERT GALA EVENING	TOTAL	BANK CHARGES	DEPOSIT	VOUCHER
1	GALASSO, GEORGE J.	00032	U.S.A.	JUL 26,88	422.93	0.00	422.93		422.93	R15555
2	SHERWIN, STEPHEN A.	00013	U.S.A.	JUL 13,88	400.00	0.00	400.00		400.00	C15493
3	EWING, EDWIN P.Jr.	00019	U.S.A.	JUL 19,88	400.00	85.00	485.00		485.00	C15494
4	VISCONTI, ARTURO	00023	ITALY	JUL 19,88	400.00	15.00 85.00	500.00		500.00	C15492
5	SEUFFER, RUDOLPH H.	00029	W.GERMANY	AUG 01,88	400.00	85.00	485.00			R15556
6	SEUFFER, CORNELIA	00030	W.GERMANY	AUG 01,88	400.00	85.00	485.00			R15556
7	DOMENGET, MICHEL E.	00033	FRANCE	JUL 27,88	400.00	0.00	400.00			R15556
8	MILLS, JOHN.M.D.	00037	U.S.A.	AUG 02,88	400.00	30.00 0.00	430.00		1,800.00	R15556
9	BOR, ROBERT	00059	U.K.	AUG 23,88	400.00	0.00	400.00		400.00	J10105
10	GOUDSMIT, JAAP	00066	NETHERLANDS	AUG 29,88	490.00	0.00	490.00		490.00	J10106
11	ANDRULIS JR, PETER J.	00052	U.S.A.	AUG 18,88	400.00	0.00	400.00			J10107
12	ERNEST, JEROME A.	00043	U.S.A.	AUG 08,88	400.00	30.00 0.00	430.00			J10107
13	JONES, JAMIESON	00039	U.S.A.	AUG 08,88	400.00	85.00	485.00			J10107
14	ANYETT, HEATHER	00055	CANADA	AUG 19,88	400.00	15.00 85.00	500.00			J10107
15	HIRSCH, ROBERT L.DR.	00056	U.S.A.	AUG 22,88	400.00	0.00	400.00			J10107
16	SRDGWICK, ALICIA	00057	CANADA	AUG 23,88	400.00	0.00	400.00			J10107
17	FRENCH, LINDA G	00058	CANADA	AUG 23,88	400.00	0.00	400.00		3,015.00	J10107
18	TURCOTTE, JEAN-JACQUES	00065	CANADA	AUG 26,88	400.00	0.00	400.00			J10107
19	LEBOUTHILLIER, GILLES	00061	CANADA	AUG 26,88	400.00	0.00	400.00		800.00	J10107
20	TANBLYN, SUSAN E.	00067	CANADA	AUG 30,88	400.00	0.00	400.00		400.00	J10107
21	KEYS, STEVE	00071	CANADA	AUG 31,88	400.00	0.00	400.00		400.00	J10107
22	FORMAN, SHEPARD	00075	U.S.A.	SEP 06,88	394.93	0.00	394.93		394.93	J10156
23	HANSON, ALOYSIUS P.	00104	LIBERIA	SEP 26,88	481.20	0.00	481.20			J10156
24	STONE, ROBERT	00092	U.S.A.	SEP 19,88	500.00	15.00 85.00	600.00		1,081.20	J10156
25	PINDBORD, JENS J.	00076	DENMARK	SEP 06,88	400.00	0.00	400.00		400.00	J10157
26	WINTER, MARK	00099	U.K.	SEP 26,88	400.00	0.00	400.00			J10157
27	KUYKENDALL, JAMES W.	00100	U.K.	SEP 26,88	400.00	45.00 255.00	700.00		1,100.00	J10157
28	SNARELY, SHARON R.	00101	U.S.A.	SEP 26,88	400.00	30.00 0.00	430.00			J10158
29	EMBREE, JOANNE E.	00084	U.S.A.	SEP 14,88	400.00	0.00	400.00			J10158
30	KREISS, JOAN K.	00083	U.S.A.	SEP 14,88	400.00	0.00	400.00		1,230.00	J10158
31	MARTIN, R.RUSSELL	00134	U.S.A.	AUG 29,88	400.00	0.00	400.00	8.00	392.00	J10158
32	AL ADMAWY, AHMAD M.OMAR	00090	S.ARABIA	OCT 03,88	400.00		400.00		400.00	J11092
33	KITCHIN, A.PETE	00121	U.K.	OCT 12,88	400.00		400.00		400.00	J11092
34	TILLET, HILARY E.	00140	U.K.	OCT 20,88	400.00		400.00		400.00	J11092
				TOTAL:	13,889.06	180.00 850.00	14,919.06	8.00	14,911.06	

as of 28/3/89

CONFERENCE SPONSORSHIP OF SESSION SPEAKERSDEFINITIONS:

- a) **Chairperson:** Person invited to chair a specialty session. Each session could have as many as two or three chairperson. Although some chairpersons can be responsible for a session, the appointment of a chairperson is to be considered an **honourary role**.

The selection of chairpersons will, in most cases, be based on abstracts received and therefore these individuals will be selected from the list of delegates already registered at the Conference.

**No subsidy will be made available for selected chairpersons of sessions.**

- b) **Speakers:** Invited speakers of specialty sessions (round tables, workshops, symposia) will be expected to play an **active role** in the Conference. It is anticipated that approximately 180 speakers will be selected.

- c) **Oral presenters:** This category includes those authors of abstracts and selected by the Programme Committee to make a fifteen minute presentation of their submitted work. Consequently, these individuals have already registered as a conference delegate and will **not qualify** for a subsidy.

SUBSIDIES:

It is understood that the module coordinator is responsible to keep expenditures for subsidies **within the \$9,000 allocation**. However, to this amount can be added any savings incurred from their module operations budget.

For the purpose of this policy paper, the term **subsidies** is defined as "an amount of money allocated to a speaker to assist with expenses related to travel, hotel and per diem".



- When speakers from large organizations are selected, it will be expected that their institution will pay the related speakers travel and registration costs, as well as the living allowance for their stay in Montreal.
- Invited speakers not affiliated with a large institution will be entitled to the following subsidy depending on their point of origin:
  - . Speakers based on the West Coast of Canada and the West Coast of the U.S.A., as well as from the mid-West of the U.S.A. and the Canadian Prairie Provinces will be entitled to receive up to a maximum of \$800. CAN.;
  - . Speakers based on the East Coast of Canada (Atlantic Provinces) and of the U.S.A. will be entitled to receive up to a maximum of \$500. CAN.;
  - . Speakers based any overseas industrialized countries will be entitled to receive up to a maximum of \$1,000. CAN.
  - . Speakers based in the provinces of Quebec and Ontario will be entitled to receive up to a maximum of \$200. CAN. This subsidy will not apply to speakers from the Montreal area.
- Speakers from developing countries will be entirely subsidized by the Conference's delegate assisted travel programme. The coordination of these speakers will be coordinated from the Ottawa Executive Office of the Conference.

In addition to the above, all speakers entitled to subsidies will receive complimentary registration. This of course will exclude those speakers identified as affiliated with large organizations.



PROPOSED MECHANISM FOR ADMINISTERING THESE FUNDS

1. Coordinators will submit a preliminary list of their recommended list of speakers whom they wish subsidies to the Chairman of the Programme Committee by early April;
  2. The finalized list of speakers who will require a subsidy must be forwarded to Ottawa by the Chairman of the Programme Committee at the latest by May 1, 1989. To make these arrangements uniform, a form will be devised which will contain the following request for information:
    - name in full
    - affiliation / organization
    - complete address and telephone number
    - the amount (in Canadian dollars) the coordinator wishes to allocate to this speaker
  3. A cheque will be issued from Ottawa payable to the speaker and will be remitted to him/her upon arrival at the Palais des congrès at the Speaker' Desk. Speakers will be asked to sign a receipt when the cheque is handed to them.
  4. All correspondence to the speakers eligible for a subsidy will therefore have to include a paragraph outlining the amount he/she is entitled to receive and that this money will be disbursed in the form of a cheque to them when they arrive in Montreal.
  5. The process of cashing these cheques will be eased because the organizers will make special arrangements with a Montreal Bank of Caisse Desjardins to cash the cheques providing the speaker has the proper identification.
-

as of 31/10/89

## B U D G E T

V International Conference on AIDS

NOTE: The figures presented herewith do not represent the official final budget statement for this Conference, nor does this budget outline the revenues accrued to the Conference.

	<u>Sub-total</u>	<u>TOTAL</u> (\$ Can)
<u>PROGRAMME COMMITTEE</u>		<u>\$390,400.</u>
- <u>Travel</u>	\$18,000.	
(Incl. travel expenses of Chairperson and his staff, as well as those associated with general Programme Committee Meetings)		
- <u>Meeting Expenses</u>	\$13,600.	
(All expenses directly related to the meetings of the Programme Committee)		
- <u>Secretariat</u>	\$110,000.	
(Salaries of full-time and part-time staff assisting Programme Committee before, during and after the Conference)		
- <u>Transportation</u>	\$900.	
(Costs related to taxis, parking)		
- <u>Courier</u>	\$13,000.	
- <u>Postage</u>	\$8,300.	
- <u>Communications</u>	\$16,200.	
(Fax and phone charges)		
- <u>Supplies</u>	\$8,000.	
- <u>Reproduction &amp; Word Processing</u>	\$15,400.	
- <u>Equipment Rental</u>	\$2,000.	
(Typewriters, photocopier, fax machine)		

- Translation \$4,500.

- Module Expenses \$120,500.

(This figure includes all of the 9  
modules administrative expenses  
i.e. travels, meetings and administration  
costs such as secretaries, fax, phones)

SPEAKERS' EXPENSES \$61,000.

- Travel \$30,000.

(Air costs for plenary speakers and subsidized  
speakers)

- Fees \$31,000.

(Living allowances)

STEERING GROUP \$68,200.

- Travel \$60,000.

(Airfares and accommodation charges for members)

- Miscellaneous \$8,200.

(includes fax machine rentals for some members,  
meeting related expenses)

REGIONAL PLANNING MEETINGS \$148,600.

(Total amount for meetings in Nairobi, Contonou,  
New Delhi, Rio de Janeiro)

OTTAWA ADMINISTRATION \$1,498,300.

- Salaries, benefits, overtime, casual help  
for the Executive Director, Deputy Executive  
Director, two administrative assistants,  
an accounting clerk plus the casual help. \$500,000.

- Professional Services \$750,000.  
(includes the contracts for Kenness Canada,  
auditing fees, lawyers' fees, various  
contracts for individual tasks)

-	<u>Staff Travel</u> (includes all travel expenses done by the Ottawa Staff as well as promotional travels by the past Secretary and some ground transportation costs)	\$130,000.
-	<u>Communications</u> (expenses relating to telephone and fax)	\$30,000.
-	<u>Supplies</u>	\$6,300.
-	<u>Equipment Purchase</u> (All computers, printers and furniture for both the Ottawa Office and the Programme Secretariat in Montreal)	\$45,000.
-	<u>Equipment Rental</u> (Rental of fax, photocopier)	\$8,000.
-	<u>Postage</u>	\$8,000.
-	<u>Reproduction</u>	\$3,000.
-	<u>Hospitality</u>	\$2,300.
-	<u>Courier</u>	\$6,700.
-	<u>Miscellaneous</u> (includes training for staff on software, taxis, movers, slide processing)	\$6,000.
-	<u>Travel Insurance</u>	\$3,000.

MONTREAL KENNESS OFFICE OPERATIONS

\$160,100.

-	<u>Travel</u> (Includes travels to Stockholm & Washington and to some Ottawa meetings)	\$10,600.
-	<u>Communications</u> (all telephone charges and faxes)	\$28,500.
-	<u>Supplies</u> (includes office supplies, as well as Conference letterhead paper, envelopes, business cards, etc.)	\$46,000.
-	<u>Equipment Rental</u>	\$7,600.
-	<u>Office Rent</u>	\$19,000.

- Reproduction \$17,000.  
(includes professional printers and regular copying charges)
- Courier \$13,000.
- Stuffing \$17,000.  
(For mailing of newsbulletins and inserts)
- Miscellaneous \$1,400.

POSTAGE CHARGES \$128,000.

- General \$1,500.
- First Announcement \$7,200.
- Second Announcement \$66,500.
- Registr. Confirmations \$8,100.
- Newsletters \$13,500.
- Abstract Correspondence \$1,200.

BANK CHARGES \$60,000.

COMMUNICATIONS \$30,000.

Includes staff, casual help, travel, phones, faxes, photocopier, courier, postage. Does not include office rent since this was provided at no cost by HWC.

COMMUNICATIONS COMMITTEE \$10,500.

(meeting expenses, travel of the members and accommodation)

PROFESSIONAL SERVICES FOR COMMUNICATIONS \$278,000.

(includes contracts for the Director of Communications, the Media Relations Company, the Conference newspaper contractor, and commission for the person responsible for selling advertising in the delegate's guide and the technical consultant.

PUBLICATIONS(all these costs include the design, production and printing) \$887,900.

- <u>Advertising Circular</u>	\$23,700.
- <u>Questionnaires</u>	\$3,500.
- <u>First Announcement</u>	\$18,000.
- <u>Second Announcement</u> (was reprinted three times)	\$116,000.
- <u>Final Programme</u>	\$187,200.
- <u>Abstract Volume</u>	\$370,000.
- <u>Posters</u>	\$6,900.
- <u>Newsletters</u>	\$26,000.
- <u>Conference Newspaper</u>	\$60,000.
- <u>Delegate Guide</u>	\$51,000.
- <u>Miscellaneous</u> (taxes for the most part)	\$22,600.

HOST BROADCASTING \$500,000.

MEDIA LOGISTICS \$62,000.

OVERFLOW, AUDIO VISUAL EQUIPMENT AND  
TECHNICAL CONTRACTOR \$241,000.

CONTRIBUTION TO FILM "AT RISK" \$50,000.

ADVERTISING/PROMOTION \$48,500.

- <u>Travel</u>	\$8,500.
- <u>Other Promotional Expenses</u>	\$20,000.
- <u>Publicity in Journals</u>	\$6,000.
- <u>Other Designs and Graphics</u> (includes logo)	\$14,000.

ON-SITE CONFERENCE EXPENSES\$868,700.

- Rental of Palais des Congrès (Includes electricity, room set-ups, cleaning)	\$92,700.
- Security	\$73,500.
- Hired Staff during Conference (Does <u>not</u> include Federal Govt. and IDRC staff)	\$46,000.
- Other Costs (Includes lapel pins, velcro, conference polo shirts, briefing manuals, tipping and some rented furniture)	\$28,500.
- Communications Devices/Equipment (also includes long distance calls)	\$30,000.
- Transport of Material	\$9,000.
- Signage	\$17,000.
- Poster Sessions (boards, signage and staff)	\$13,700.
- Tent	\$76,000.
- Interpretation Equipment (ISTS) (Includes equipment, technicians and hired help and interpreters' per diem)	\$146,000.
- Shuttle Service	\$62,500.
- VIP transportation	\$1,500.
- Satchels (Includes manufacturing 13,000 bags and stuffing)	\$139,000.
- Badges (incl. cost of badges, pre-registration and on-site registration contractor)	\$33,000.
- VIP Hospitality (Includes dinner in honour of Kaunda, Chairman's breakfast meetings during Conference and VIP Salon at Palais)	\$15,500.
- VIP Accommodation (incl. Kaunda & entourage plus Chrm. of Conference)	\$11,500.
- Hotel Accommodation for Coord. staff	\$3,300.
- On-site Insurance	\$10,000.

EXHIBITS**\*\*\$534,000.**

- Includes professional fees and expenses

SOCIAL EVENTS**\$437,000.**

- Professional fees for social coordinator \$36,000.
- Opening Ceremony and Reception for 6,000 persons \$190,000.  
(Includes printing of invitation cards, production & staging costs)
- Concert \*\*\$13,000.
- Gala \*\*\$187,700.
- Closing day event \$10,300.  
(Flowers for stage and lunch for all members of the staff)

**\*\* NOTE:** These costs are associated with revenue generating activities.  
Figures appearing above represent only the actual expenses and do not indicate the revenues accrued to the Conference.

TRAVEL ASSISTANCE**\$938,300.**

(Note: More expenses other than those outlined are still expected)

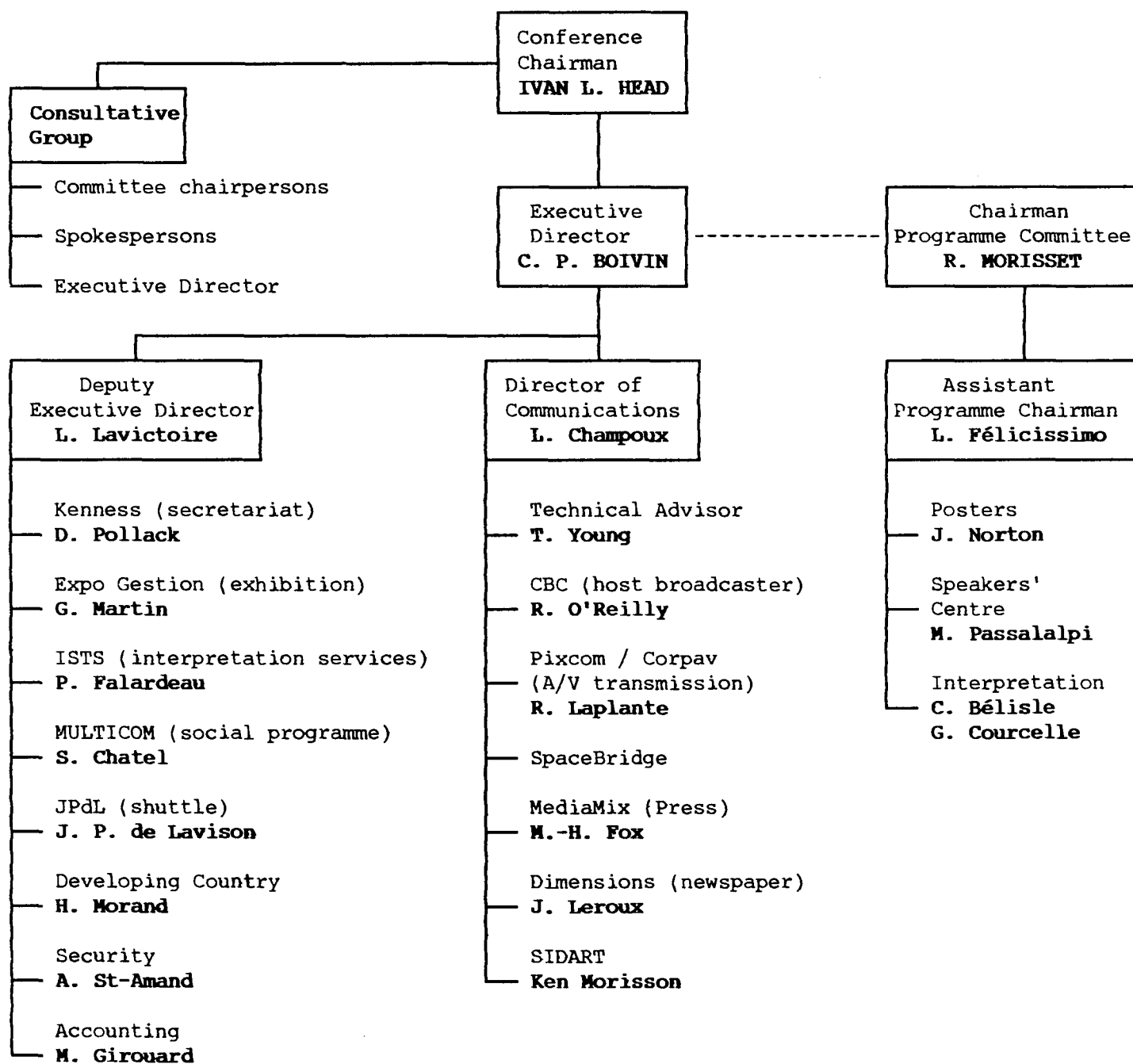
- Airfares \$445,000.
- Living Allowances (incl. accomm.) \$265,000.
- Registration fees \$150,000.
- Travel & Medical Insurance \$10,300.
- Communications (tel., telex, fax) \$36,000.
- Equipment & Supplies \$5,000.
- Casual help \$27,000.

AIDS & THE ARTS (SIDART)**\$176,400.**GRAND TOTAL OF EXPENSES**\$7,576,900.**

## DURING THE WEEK OF THE CONFERENCE

Organigram

## V International Conference on AIDS



DELEGATES BY COUNTRY  
OF WASHINGTON, STOCKHOLM AND MONTREAL  
INTERNATIONAL CONFERENCES ON AIDS

	1987 Washington	1988 Stockholm	1989 Montreal
Canada	147	201	1,855
United States of America	4,224	2,956	5,323
Europe	966	3,743	2,796
Middle East	28	92	39
Central America	75	60	199
South America	39	96	213
Africa	57	211	344
Oceania	70	119	144
Asia	65	131	178
	<hr/> 5,671	<hr/> 7,609	<hr/> 11,091



29 August 1989

File: DG.3

**Typical Questions Asked at Information Desk**

1. Where do you have to go to register? How much is the registration fee?
2. Where can I have money exchanged?
3. Where would I pick up my satchel bag?
4. Do have any lost and found articles? Where is lost and found?
5. Where are the washrooms?
6. Where would I buy tickets for the gala evening, concert at Notre Dame Basilica, etc.?
7. Where is room 403A?
8. Where do I present my slides? I am a speaker.
9. How would I get to the room where videos are being shown? (Guy Favreau Centre)
10. When is the next shuttle bus to my hotel?
11. How do I get to the shuttle bus?
12. Where would I be able to get a copy of the speeches?
13. Can I have a programme or general information brochure on the Conference?
14. Where can I get a copy of today's Dimensions? Where can I get a copy of Monday's edition?
15. Where is the SIDART display? How do I get there?
16. Where could I get a temporary pass for my wife to attend my presentation?
17. Do have any extra copies of the abstract book for sale? Where?



- 2 -

18. How do you use these telephones?
19. Where can I have photocopies made? Where is the Sandoz Service Centre?
20. How do I get to the airport from my hotel?
21. Where can I leave the survey on HIV infection?
22. Where can I get a headset for interpretation?
23. I lost my badge? What do I do?
24. Where do I present my poster?
25. Where is the press room?
26. How do I get university accreditation? (It said at information desk in one brochure)
27. Where is the table for publications?
28. Can you show me how to find poster number ... in the abstract book?
29. Where is overflow area number ...?
30. Where can I leave my suitcase? I would like to leave from here to catch my flight?
31. Is there a parcel or message here for me?

Attachment

THE CANADIAN RED CROSS SOCIETY

CRCS PARTICIPATION IN V INTERNATIONAL CONFERENCE ON AIDS

EXPENSES

PWA/PWHIV Rest and Welcome Centre

Salaries, qualified emergency nurses, F. Brizard and S. Ouellette	\$480.00 420.00
Shuttle bus; Les Autobus Leboeuf Limitée	1,340.00
Rental and laundry service of bed linen; Buanderie Centrale Montréal Inc.	318.90
Hotel accommodation for B. Hallan and S. Christofferson, Noah's Ark-Swedish Red Cross Foundation, consultants	385.00 385.00
Sandwiches, crudités, juice, mineral water, soft drinks sweet rolls	411.38 499.38 768.78 723.40 964.66
Farewell reception	747.53
Total:	<u>\$7,444.03</u>

First Aid

Salary, S. Breton, qualified emergency nurse	\$855.00
Hotel accommodation for volunteers from Quebec City, June 3	<u>170.00</u>
Total:	<u>\$1,025.00</u>

KM/km/598.500.2.3.1  
89.10.19



### Rest Centre

1. Two people were treated for "retro-sternal" pain. The doctor asked for an electrocardiogram on site and the persons were able to return to their regular activities after several minutes of rest.

2. In conclusion:

If the American Red Cross decides to provide first aid services during the VI International Conference on AIDS, it should ensure the following:

- a) that a medical doctor be available on site for medical consultation;
- b) that a drug store near the Conference Centre be designated for medical prescriptions;
- c) that a Red Cross medical escort service be available to transport people to drug stores or hospitals;
- d) that a medical clinic be designated to receive patients requiring complete physical examinations; and,
- e) that the rest area be within 100 feet of a first aid unit.

V International Conference on AIDS  
Montréal, 4-9 June 1989  
Palais des Congrès

Report on the Communications activities  
by the Communications Secretariat

October 1989

Contact: Lyne Champoux, Director of Communications  
4839 Garnier, Montréal, Québec, H2J 3S8  
Telephone: (514) 523-5728

## Report on the Communications Activities

### Foreword

To the 1990 and 1991 Conference organizers,

We, at the Communications Secretariat of the V International Conference on AIDS, are pleased to share with you our experience of the 1989 Montreal Conference. We have tried to summarize as succinctly as possible the different activities in which we were involved. As humanity's strive for perfection is a never ending process, we have included recommendations on the points we would change if we had to do a repeat performance. We hope that our comments and thoughts will be of use to you and will help you increase the scope of your own actions. We wish you successful conferences and happy moments planning them.

### 1.0 Planning

In view of the ever-increasing number of journalists covering the International AIDS Conferences and the importance of education in the prevention of AIDS, the Montreal organizers gave a high priority to communications planning.

In November 1988, they set up a Communications Committee made up of representatives of each sponsoring organizations and of experts in communications and health-related issues. In December, the organizers recruited a Director of Communications, Ms. Lyne Champoux, as a member of the management team, thus allowing for six months of intensive planning and preparation for the Conference. In mid-February, the Director and the Communications Secretariat moved into an office near the Palais des Congrès. The establishment of this office allowed for greater contacts with the Montreal AIDS community. Members of advocacy and support groups often came to meet, assist or discuss with the Communications staff. They quickly became part of the team and added to its sense of solidarity and purpose.

### 1.1 Communications Committee

The mandate of the Committee's eight members consisted of advising the management team and the Steering Group on all matters relating to communications. To ensure that all committees shared information regularly, the Director General, Mr. Claude Paul Boivin, sat on each of the committees, briefing the ones on the decisions of the others. For the Communications Committee, Mr. Boivin particularly emphasized all information relating to the programme. Near the end of the planning phase, Dr. Richard Morisset, Chairman of the Programme Committee, also attended the Communications Committee meetings. His presence allowed for a faster decision making process which was crucial at this point of the preparations.

The Committee met six times before the Conference, twice in Montreal and four times in Ottawa. During the Conference, the Chairman of the Communications

Committee, Dr. David Nostbakken, served as senior advisor to the Conference Chairman, Mr. Ivan Head. He and the other committee chairpersons met with Mr. Head every morning at 7:00 a.m. to discuss the previous day's events and suggest improvements.

If future organizers wish to proceed with the organization of a Communications Committee, we recommend that they:

- 1) Convene the Committee at least a year before the Conference to give its members enough time to familiarize themselves with the issues at hand and the publics to be served as well as to attend the previous conference.
- 2) Keep the number of members to a minimum to ensure maximum involvement of each member and flexibility of meeting arrangements.
- 3) Broaden the mandate of the Committee to allow for a more active role of its members in the Conference activities.

## **1.2 Director's Mandate**

The mandate of the Director of Communications, included the development of a communications strategy and plan, the management of all media relations and audio-visual aspects of the Conference, the production of all Conference publications and the supervision of all publicity sales. It also involved overseeing the organization of an arts programme called SIDART. This report follows the lines of this mandate (Appendix C-1).

## **1.3 Communications Strategy and Plan**

You will find attached a copy of the strategy approved by the Steering Group (Appendix C-2). The philosophy behind it is quite clearly delineated in the Conference mission which is also attached (Appendix L-2). A few aspects of its driving forces, however, go beyond the mission.

With education as the only prevention method available, the organizers sought to multiply the effects of the Conference for the general population. By giving great importance to the Communications activities, they aimed not only at providing the most and best information possible but also to provide the various publics of the world with candid and evocative images and views on the issue. This direction led us to include in our planning the views of several different groups involved in AIDS from activists to ministers.

It also led us into inviting these groups to participate in the Conference mostly through the organization of the multi-dimensional cultural event referred to earlier as SIDART. Not only did the Conference plan to facilitate exchanges and dissemination of information, it also aimed at creating an environment that would encourage public participation. With SIDART, teenagers, young adults, homosexuals, tourists and all Montrealers would have direct access to the Conference and its messages.

\*\*\*\*\*

## 2.0 PROGRAMS

Included in this section are media relations, audio-visual services, conference publications, publicity, signage and SIDART.

### 2.1 MEDIA RELATIONS

Based on media attendance of 600 journalists in Stockholm and the proximity of Montreal to all major American television networks and newspaper, we planned for 1000 reporters. Although some indicators showed that media attention was waning, this did not affect the Conference. 1211 media representatives from 49 countries attended the Conference. The largest contingent of media representatives came from the USA followed by Canada, France, the U.K. and Italy.

By late May, 860 media had pre-registered and had been accredited; another 511 were accredited on-site. (Of the pre-registered journalists, 160 did not pick up their accreditation on-site) As was the case with the previous international AIDS conferences, journalists were present for the duration of the Conference and their number did not dwindle from the first day to the last.

The mix of journalists ran the gamut from highly specialized science/medicine reporters to general reporters with little knowledge of medicine or AIDS. Media as diverse as Paris Match, Village Voice, The Wall Street Journal, New Statesman and Society, and highly specialized medical revues were all represented. A good number of gay and lesbian publications also sent reporters to the Conference. As well, the major American, Canadian, and European radio and television networks were present.

#### 2.1.2 Media Relations Team

To organize and plan media activities, we set up a media relations team made up of one media relations specialist from each sponsoring organization (Ted Baker from Health and Welfare Canada-HWC, Jean-Marc Fleury of the International Development Research Centre-IDRC, and Tom Netter of the World Health Organization-WHO), the media logistics consultants hired by the Conference (Marie-Hélène Fox, Alice Switocz, Martha Durdin and Patrick Gossage of Media Mix), and the Director of Communications. The working group met about every three weeks, starting in mid February. It contributed to the development of the media relations strategy and the Communications Guide (see Appendix C-3).

The advantages of such a working group were many:

- 1) by participating in the writing of the media relations strategy, every sponsoring organization brought to the exercise its own experience, knowledge, priorities and concerns thus making the document all that richer and complete;
- 2) by participating in the selection of activities, themes and speakers, the sponsors could feel more actively involved in the Conference and its results;

- 3) by meeting regularly, members of the team learn to work together which, in moments of stress during the week of the Conference, proved to be quite useful; and
- 4) by working on the planning of the media events before the Conference, members of the team felt a greater responsibility towards the goals of the Conference and its outcome.

During the week of the Conference a ninth member, Mr. Bernard Courte, joined the team. He represented and worked with the international gay media. His experience and his understanding of this specific media greatly increased the quality of our services. He played the same role with gay media as other members of the team played with foreign media. If possible for future organizers, this team member should be include earlier in the planning stage.

### 2.1.3 Media Relations Strategy (pre-conference)

The first goal of the media relations team was to reach as many reporters as possible. To do so:

- 1) the logistics consultants developed a mailing list of 1500 names. (In keeping with the Conference's objectives, several of those were from developing countries);
- 2) WHO included in its mailings to Third World reporters several mentions of the Conference;
- 3) IDRC asked its regional offices to compile lists of major radio and print reporters in their areas. Some of these were later invited to attend the Conference and a two day preparatory seminar (see programme in Appendix C-5).; and
- 4) the Department of External Affairs distributed material to the international media. We provided them with copies of Bulletins 3 and 4, accreditation/registration forms, and the Conference general information package (Appendix C-6) and they distributed them via the Canadian embassies and consulates abroad.

The pre-conference media strategy consisted of the following elements (for a more detailed programme, refer to Appendix C-3):

- 1) A news release issued following the Stockholm Conference on June 16, 1988 announcing Montreal as the venue for the V International Conference on AIDS. It spurred some domestic news (mostly included in the reports of the Stockholm conference).
- 2) A series of four news Bulletins ("AIDS '89 Bulletin") for delegates as well as media. These served as a vehicle for transmitting information about the programme (through interviews with the spokespeople) as well as practical details such as registration times, committee membership, technical information, etc. The Bulletins were published in June and October of 1988 and in March and May of 1989.

If future organizers wish to pursue such an activity, we recommend that, unless the Bulletins are used for registration promotion, only two issues should be distributed. These should include as much detailed information on the programme as possible as well as important tourism informations such as what to expect from the host city and how to best prepare for the trip. We found the Bulletins to be useful information instruments with the media. We distributed them as detailed backgrounders on the first day of the Conference.

- 3) A special mailing sent to the media on February 17, 1989 which included pre-registration and accommodation forms, a media information package, a preliminary programme and general information on the Conference and on Montreal (see Appendix C-6). In our opinion, in the future this mailing should be sent earlier. It would give more time to the accreditation personnel to process the requests and would serve as a good last notice to the media.
- 4) Three media briefings. They were held in Montreal on April 24 and at the United Nations on April 25 to announce the programme details and to position the Conference's spokespeople (Mr. Head, Dr. Morisset, Dr. Clayton). The briefing at the U. N. also served to reach Third World journalists. The third briefing was held on May 29 to announce the programme of the SIDART. Coverage resulting from these briefings was extensive. A briefing planned for mid-May with the programme co-chairs was re-scheduled and took place on the opening day of the Conference in order to reach a larger number of journalists.

The news conferences not only triggered the beginning of intensive coverage on the Conference's last preparations and the domestic situation on AIDS, they also served as good practice runs for the Conference daily news briefings. They allowed the team to refine its strategies and the spokespeople, their messages and approaches; and

- 5) A two-day seminar for reporters from developing countries who were invited to attend the Conference. Three organizations sponsored these seminars: IDRC, WHO, and the Ford Foundation. The first two invited 28 reporters and paid their hotel and living expenses. The third contributed 15,000\$ to defray the costs of the telecommunication services reporters were to use in transmitting their reports to their organizations, the costs of abstract books as well as PAL and Secam copies of Conference tapes to be edited later in the reporters' own countries. The seminar was part of a series of activities meant to extend the message of the Conference to the Third World. (See programme in Appendix C-5)

#### **2.1.4 Media Accreditation**

In setting the accreditation policy, we were guided by the liberal principles established in Washington and Stockholm. We accepted everyone who presented the following characteristics (in order of priority):

- 1) anyone who could present proper credentials i.e. a valid press card or a letter from his/her assignment editor on official letterhead stating that the

reporter in question was assigned to cover the Conference for that organization;

- 2) free-lancers who could show a proof of an assignment from a recognized media organization;
- 3) free-lancers who could present published articles on an health-related topic; and
- 4) public relations representatives requesting access to the Media Centre would be required to pay full registration fee and would be given access only if space permitted. This was not to be the case, and it was not a major issue with those who were refused entry.

Although we never publicly discussed limits on the number of representatives from the same organization (TV crews and major newspapers notwithstanding), it was decided that no more than 3 people from one organization would be accredited. In all, some twenty organizations had to be contacted and advised that we could not accredit all the journalists they requested. The limit was accepted and the organization itself selected the reporters they wanted accredited.

#### 2.1.5 Media Registration

The registration/accreditation form was mailed on February 17, 1989. Although a deadline of May 1, 1989 was indicated on the form, we knew that registration and accreditation would go on right through the Conference. However a deadline did serve the purpose of accelerating the paperwork and it allowed us to process 860 requests prior to the Conference (as indicated earlier, 160 pre-registered media did not show up on-site)

Three points about registration are worth making:

- 1) The time required to process the form and to complete the registration/accreditation procedure was twice what we had estimated--reporters did not fill out the forms completely and information was inevitably missing. Consequently we had to write, phone or fax to complete the forms. We estimated that it took about a half-hour per accreditation.
- 2) The time devoted to pre-registration/accreditation was time well-spent because it accelerated the on-site procedures. Pre-registered media were able to pick up their badges and kits quickly and they were both grateful and complimentary about the efficiency of our system. There were few badges corrections to be made on-site because of the care taken in the pre-registration procedure.
- 3) The use of telecopiers (fax) by media around the world to get registrations in the Secretariat was striking. Future organizers should adjust their telecommunications budgets and equipment accordingly. The telecopier was clearly the journalists' preferred mode of communication.

Accreditation staff also spent considerable time answering reporters' telephone enquiries about the Conference programme, speakers, facilities, and

accommodations. As expected, many requested the Abstract Book prior to the Conference. As in Washington and Stockholm, it was not available ahead of time in Montreal. The Bulletins filled part of the information gaps, especially for generalist reporters. They did not however provide enough detail for the highly specialized journalists. The availability and willingness of the Conference spokespeople to speak in advance of the Conference offset some of the reporters' frustrations in this regard. In the end, 165 journalists purchased the Abstract Book at a cost of \$50.00 each, a lower price than the extra copies on sale for delegates at \$75.00.

#### **2.1.6 Media Services (during the conference)**

Media services on-site were provided from two distinct areas due to space constraints. Most services were located inside the Palais on the exhibition floor. Broadcast services were provided from a tent on the terrace at the entrance of the Palais des Congrès.

##### **2.1.6.1 Media Centre**

The Media Centre was located at the back of the exhibition floor. It covered 10,000 square feet and provided sufficient space to accommodate the several hundred reporters who were present at peak times during the day (delegates were not allowed entry to the two Centres). It was operational from 7:00 to 22:00 hours daily during the Conference and from 13:00 to 20:00 hours on the day prior to the opening (June 3). These hours allowed North American as well as foreign reporters to file their papers in time with their organizations. Services peaked over the lunch hour and from 17:00 to 19:30 hours.

##### **2.1.6.1.2 Media Staff**

A staff of fifty provided the services in the Media and Broadcast Centre. Employees from the sponsoring organizations and government departments as well as 10 students were added to the Media Team for the duration of the Conference. Most employees assigned to the Conference were from information services or media relations background, while the students were from communications or journalism departments of local universities. Many of them spoke several languages (all were bilingual) so that we could provide services in Spanish, Italian, German, Arabic, Hungarian, Polish as well as French and English.

A week prior to the Conference, we distributed briefing books to all media staff. The balance of the training consisted of the general briefing provided the day before the Conference by the Conference Chairman and managers, followed by a two-hour briefing session with the Media Team.

In retrospect, we wish we could have spent more time on training the new staff. A one-day intensive workshop, one week before the Conference would have given volunteers a better chance to get acquainted with the services and programme thus making them more comfortable with their working assignments and therefore more efficient on the first day of the Conference.

Having the same people staff the Centre for the entire week enabled us to build on the experience gained daily and to improve our services as we went along. It also meant continuity and the media were able to get to know the staff.

There were basically two work shifts for the staff: 7:00 to 14:30 hours and 14:30 to 22:00 hours. The seven core members of the Media Team were on-site from 7:00 to 22:00 hours. Planning meetings with the senior staff were held every morning. Following these meetings, team leaders briefed their staff on the day's events.

#### **2.1.6.1.3 Registration Desk**

The on-site registration was smooth and efficient with no major problems arising. Registration staff handled the accreditation of 511 new applicants as well as the processing of journalists who had been pre-accredited.

Once accredited, journalists received a satchel, the Programme book, IDRC's handbook on AIDS (this document proved quite popular and is, to this day, still in demand) and their name badge. The satchels contained the media kits, the invitation to the HWC reception and tourist information. At this point, those who had pre-purchased either the Abstract Book or tickets for social events received these items. Journalists who wished to purchase either could do so at an adjacent kiosk. Very few media attended the "paying" social events.

The media kits contained documents covering the following topics:

- 1) News conferences schedule;
- 2) Procedural guidelines;
- 3) General information;
- 4) Media arrangements;
- 5) Biographical notes of Opening ceremonies' guests and plenary sessions' speakers;
- 6) List of sponsors of services or goods in the Media Centres; and
- 7) Tourist information from the City of Montreal (The free city tour offered by the municipal government was not well attended. The invitation to attend Montreal's International Fireworks Competition was not popular either.)

#### **2.1.6.1.4 Information Desk**

The information desk was the centre of activity during the Conference. A staff of seven provided information, obtained answers to a myriad of questions and assisted reporters with countless requests. Many journalists covering AIDS for the first time requested guidance on how to cover such a large programme, what sessions to attend, etc. From here, information was given regarding news conferences and speakers, briefing sessions, and Conference activities. As well, the information desk staff handled the message system and distributed hard copies of incoming faxes or telexes for journalists.

Local daily newspapers donated by the publishers were available here. We also produced and distributed from this desk, daily news clippings prepared by

the media staff. Clips originated from Canadian papers and a few American ones. Reporters appreciated this service.

#### **2.1.6.1.5 Work Space**

Work tables and electric typewriters (60), telephones, and computer jacks were the standard work tools available for the print media. Several daily spot checks were made to ensure that the right number of typewriters, jacks and work spaces had been set up and were in working conditions. All were in sufficient quantity even during peak activity times which occurred following the mid-day news conference at 13:45 and then between 16:00 and 17:00 hours. Three monitors were located in the Media Centre for viewing of the plenary and selected sessions.

#### **2.1.6.1.6 Telecommunications**

Bell Canada provided the telephone service on-site. Ninety (90) telephone lines were available in the Media Centre; this number was sufficient for the size of the media contingent. Reporters with recognized telephone company calling cards could place long distance calls directly through the telephone operator. Journalists without recognized calling cards had the option of paying for calls with cash, VISA, MasterCard or American Express cards. Bell Canada operators were on-site to provide this service. Ninety percent (90%) of the telephones were "double jacked" by Bell Canada to allow reporters to use their computers and to send directly from the Media Centre. Five (5) telephones were equipped for the hearing impaired.

A user-pay telecopier service was available from the telecommunications centre. Eight (8) telecopiers (sufficient) were available for sending or receiving. The telecopier communications costs could be paid for in cash or by using one of the three major credit cards.

Four (4) telex machines were provided by CNCP and these were used mainly by journalists from the Third World. This was also a user-pay service that could be settled using cash, VISA or MasterCard. These were also more than sufficient.

Broadcast lines were available in the Broadcast Centre.

The telecommunications worked well.

#### **2.1.6.1.7 Documentation Centre**

This Centre was set up to provide and distribute reference material to journalists. Documents on AIDS were made available by IDRC, HWC, WHO, and CIDA (the Canadian International Development Agency). Some of the material was available for reference only while other was for distribution. One staff person was assigned to the Centre to ensure efficient tracing, retrieval and return of documents.

Official conference publications were distributed from here as well as copies of speakers' notes. Press releases, communiqués, and documentation provided by companies, associations, or outside organizations were made available to the media from this centre. Any material originating from an outside source had to be provided in sufficient quantity for distribution (no photocopy service provided for them) and was kept on hand for a 24 hour period only. All material was accepted without exception.

We experienced the usual problems with speakers who did not provide copies of their notes in advance so that photocopies were not always available at the time of their presentations. One staff person was assigned to track down speakers who had not provided us with notes in advance. This is an area that is always difficult to keep on top of due to circumstances that are usually uncontrollable. Persistence is the only answer, and good advance notice to key speakers of requirements.

The distribution system worked efficiently and a complete set of papers for the archives of IDRC and HWC was collected.

Suggestions for the documentation centre include having dictionaries, regular and medical, available for reference. Several requests were made but we did not have any on-site. Another suggestion would be to recycle paper, the volume of paper used during the conference is significant.

#### **2.1.6.1.8 Briefing Space**

In lieu of a permanent news conference room which, for space restrictions, was not possible, we set up a briefing space that proved to be invaluable throughout the conference. Speakers and reporters used it for impromptu news conferences and briefings. The briefing space alleviated a lot of pressure and was used almost to capacity.

Booking was on a first-come-first-served basis. We adopted a policy of not allowing groups to book more than once during the conference to avoid block bookings. This did not cause any major problems (just a few animated discussions).

The space could accommodate 50-60 seats theatre-style (sufficient with the possible exception of 2-3 instances) and was equipped with a sound distribution box and microphones. The major drawback was that the sound from this curtained-off area spilled over into the Media Centre. The noise proved disruptive on a few occasions for reporters who were working to deadlines. Ideally, the briefing space should be in a separate room adjacent to the work area. This space was reserved for the use of speakers and delegates, private companies had to make their own arrangements for meeting rooms. We found that many speakers did not know about the availability of the space. In the future, the information should be included in their speakers' instructions.

### **2.1.6.1.9 Photocopy Services**

Xerox Canada provided three large photocopiers free of charge for use in the Media and Broadcast Centres while E.B. Eddy Forest Products made available the photocopying paper. The on-site photocopy service was essential for reproducing speakers' presentations, daily press clippings, news conferences schedules and miscellaneous urgent needs for staff and journalists as well. The service was provided free of charge.

We recommend that a technician be available on-site during peak hours. A Xerox technician was on stand-by call for the week; unfortunately, this was not enough as the photocopiers were both dysfunctional on 2 or 3 occasions. Although five of our staff had received a 3-hour training session from Xerox, they were not expert enough to handle some of the technical problems that developed.

### **2.1.6.1.10 Staff Office**

Space for a staff office was set up in the Media Centre itself. This was essential for handling secretariat, administrative, and staffing matters. Work space, telephones, 2 PCs, office supplies, files, and a TV monitor for following plenary sessions and news conferences, were available here. This space was used for staff meetings, planning, preparation of news conference schedules, dealing with suppliers, personnel matters and just catching one's breath out-of-sight of the "clients".

Fruit juices, cookies, granola bars and yogurt were provided here for staff. When energy was low or meal time had slipped by, these were perfect energy boosters. We also made good use of our first aid kit. Our aspirin and vitamin C were in great demand.

While the staff office provided a little privacy and refuge from the activity of the Media Centre, the door was always kept open as a sign of our accessibility to the media. Most journalists respected our "space" and politely stayed at the door when they had questions or requests.

### **2.1.6.1.11 Interview Booking Desk**

Operating from the Information Centre, a senior member of the Media Team "booked" interview requests from reporters to meet with speakers, noting preferred dates and times. In the case of key speakers i.e. Mr. Head, Drs. Morisset, Clayton, Mann, Montagnier and Gallo, requests were passed along to their Press Attachés (regular Press Attachés or those provided by the Conference) for action and follow up.

In the case of other speakers, the requests were sent to:

- 1) the Booking Coordinator's assistant in the Speakers Centre for follow-up and posting on a notice board;
- 2) two students assigned to tracking down the requested speaker and handing him/her a message (initiative and ingenuity were key);

- 3) or a message was left at the speaker's hotel (hotel information was only available to staff); and
- 4) a message was left on the central message board (the electronic message system having failed).

Once we reached the speakers, we asked them to identify a possible time and place for the interview and gave the messages to the reporters. If we couldn't find the reporter in the Centre, we left the messages on a board and with the Booking Coordinators. If unsuccessful in their quest for a specific interview, reporters could ask the Coordinators to identify other specialists in the specific field they were covering.

While we estimate the success rate of this procedure was only about 50%, we feel nevertheless the effort in helping journalists and speakers to connect at an event of this size was worthwhile. The media staff was seen to be doing its best to assist and working daily to get results.

If this service is offered in the future, we suggest it be referred to as the Interview Information Desk, Speakers Information or Interview Assistance Desk. Any of these names would have been closer to the reality of our constraints in reaching speakers. A sophisticated electronic message system could help solve this problem in the future.

#### **2.1.6.1.12 Coffee and Refreshments**

Several sponsors donated coffee, mineral water, fruit juices, and cookies to the Media Centre. This was a very popular service with journalists and it contributed to the sense of camaraderie which pervaded in the Centre.

Journalists could purchase sandwiches, fruits and sweets from a mobile canteen located at the far end of the Media Centre. This canteen was for the exclusive use of journalists thus preventing them to queue up for food in the Palais.

#### **2.1.6.1.13 Broadcast Centre**

From the early planning sessions, it was decided that electronic and print media would receive the same level of service in areas close to or in the Palais. Space limitations forced us to build a tent (150' by 82') on the Palais' terrace in which we built and managed all broadcast services. The tent was a solution but was not an ideal solution. It was hot and stuffy and had to be constantly adapted to the needs of the organizers, reporters, or the city's fire marshalls'.

We were lucky in that the weather stayed clear all week and temperatures did not rise too high. It allowed TV reporters to interview their guests on the esplanade and technicians to take breaths of fresh air regularly.

#### 2.1.6.14 Broadcast Services

The organizers had decided to offer as many services as possible within a reasonable budget. To reach such a goal some services were user-pay such as fully equipped editing suite and editing spaces where a desk, phone and chairs were provided.

To find a supplier for these services, we hired an engineer specializing in broadcast services, Mr. Tom Young, who wrote and sent a call for tenders at the end of January. We received four bids of which the one from the Canadian Broadcasting Corporation was selected. CBC was picked both for its low bid and long experience. CBC's responsibilities included the set up and management of the broadcast services and the staging and taping of all sessions taking place in the plenary hall. All other audio-visual services were provided by the second lowest bidder, PIXART. This company also got the responsibility of managing the Speakers Centre's slide testing and pre-screening service.

Beside the setting of the Broadcast Centre, we had few complaints about the services. The space provided to each broadcaster was sufficient. The lines worked well and the hours of operations were flexible. In addition to technical services, we provided assistance similar to that given in the Media Centre. Seven staff were assigned to this function (Manager, Assistant Manager, three other staff and two student volunteers). Service was provided on a 15-hour per day basis (07:00 to 22:00), with five staff members on duty during peak periods (09:00 to 12:00, 14:00 to 19:00). In general, this was sufficient to meet the demands. There were times when more resources were required, and could have been usefully assigned.

From the comments we received, the Broadcast services were at the level reporters were expecting and were more efficient than the Rambo-looking tent first led them to believe. However, we could have improved the following: (not listed by priority)

- 1) Staff assigned to the tent were not all experienced with the media and this created some confusion and delays.
- 2) Several reporters asked for suggestions of outside services and we couldn't easily provide them with names. A directory of commercial services would have been most helpful. It could have supplied lists of services such as audio-visual and video supply houses, free-lance camera and sound crews, photographers, electronics and technical supply services, darkroom and development services, couriers. This would have been particularly useful in providing ready access to local suppliers for out-of-town producers.
- 3) Security (for equipment, not personal safety) was a continuing concern to the broadcast journalists. Several thousands of dollars worth of equipment and supplies were on-hand throughout the Conference, with very little assurance of security, particularly after hours. If secure storage were available (for example, portable keylock storage lockers which could be used at cost) we could have eliminated much of the concern.

- 4) Signage announcing the Broadcast Centre as a controlled access area could have been more imposing. It would have helped to keep delegates away from the tent.
- 5) Daily updated lists of accredited journalists (by name and by affiliation) would have been helpful.
- 6) The 15-hour per day service was justified, and should be continued (the broadcast area was often at about 60 per cent capacity between 20:00 and 22:00 hrs) and may be even extended.
- 7) Porta-fax is bound to be more and more common in future events. This implies that more and more telephone jacks will be essential to a facility like the broadcast tent. The need should be addressed early on during the specifications stage of planning.
- 8) An intercom or paging system would have been extremely useful in arranging for pick-ups, liaisons, and by-appointment interviews, etc.
- 9) If there are two media areas, we suggest that material distribution be made at the same time in both places. We often distributed speeches and releases first in the Media Centre which left few copies, if any, for the reporters in the tent. This applies for all services. Quality and access should be the same in the two areas.

#### **2.1.6.2 Broadcasting of Opening and Plenaries**

In Canada, the CBC manages a cable network on which they show the Parliamentary deliberations. When the House is not sitting, they often broadcast documentaries. We were lucky in that they accepted to broadcast the Opening Ceremony and the plenary sessions from Monday to Thursday. This helped us reach thousands of Canadians with the information at the same time as it was presented to the delegates. The re-transmission fit perfectly with our education objective and we were pleased that, because of CBC's generosity, we could offer the service at a very low cost (\$2 000.00 for the week).

The broadcasting of the session also helped delegates who stayed in hotels where cable services were provided (about one half of Conference hotels). It allowed them to have their breakfast while watching the morning's plenary. They did not have to rush to the Palais for 8:30 hours.

#### **2.1.7 Media Activities (during the Conference)**

The challenge presented to the Conference i.e. the integration of the scientific and social dimensions of AIDS was definitely reflected in the media area. Reporters from highly specialized media rubbed elbows with journalists from activists' publications. Main stream reporters looking for information that would interest the general public were sharing typewriters with specialists from medical journals who wanted the last details on even the most obscure HIV research. If organizing the Media Centre to meet everyone's needs was a

challenge in itself, planning the News Conferences for all was a daunting feat indeed.

We had set to give each at least a taste of the information available and to make sure reporters would be given a chance to meet the most popular speakers. We believe from the comments we received, that we have reached our objectives.

#### **2.1.7.1 News Conferences**

News Conferences were held twice daily at 13:00 hours and 18:00 hours. They were held in room 407A of the Palais which was part of the Plenary Hall. Space constraints at the Palais were such that it was impossible to dedicate a room to news conferences and briefings. All things considered, the use of this room and its availability worked quite well. We, however, still recommend the use of a separate room. It would allow for more briefings to be booked and for less worries about getting delegates out of the room in time to let camera operators set their equipment.

Access to the news conferences was strictly limited to the media. For the first two days, we asked a senior member of the Media Team to control entries. We wanted to clearly establish the criteria for participation in News Conferences and, with the unplanned events that occurred during the Opening Ceremonies, we needed the experience of a senior team member to control entries and tempers. After the habit set in, we delegated this task to a more junior member of the group.

We invited all plenary session speakers to attend the mid-day session. Generally all turned up and the news conferences were well attended (200-250 journalists). The format of the conferences changed after the first day. We had first decided to ask speakers to give a 2-3 minute summary of their morning address. Few speakers stuck to their limit, leaving too little time for questions. As most reporters watched the plenaries, summary presentations were not necessary. As a rule, this session lasted 40-45 minutes which proved to be sufficient. Reporters supplemented the information with personal interviews held in corridors and hallways, immediately after the news conference. Most speakers gladly spent the extra 15-20 minutes in one-on-one interviews. The proximity of the news conference room to all conference activities allowed speakers enough time to eat, meet their colleagues, take their messages, and still make the briefings in time.

The Programme Chairman selected the speakers for the 18:00 hours news conferences. He picked 1 or 2 speakers from up to 4 different sections. These were chosen on the basis of interest in their topics, the importance of their findings or novelty of their approach. They were often chairpersons and were asked to highlight the major findings of the six or so presentations made during their session. This formula seemed to appeal mostly to specialized journalists who were not working under the same deadlines as their other colleagues and needed the more detailed information. It also appealed to other journalists who were looking for an expressway to knowledge. The selection of speakers proved to be quite difficult both from a political and intellectual point of view. The Programme Chairman's knowledge of the topics and the speakers gave him the credibility to carry this task with little complaint or problems from either speakers or journalists.

The format for the evening conference followed the same pattern as the earlier one. Speakers summarized their presentations for 2-3 minutes. When they all had spoken, we proceeded with the questions. The programme being so varied, we had to keep this scenario for reporters to get a good grasp of the information presented that day. This formula was well received although it made for longer news conferences (60-90 minutes) and required tight time control on presentations.

Ivan Head, Chairman of the Steering Group, chaired all news conferences. He would start them with announcements or information about the conference. His presence showed the Conference's support of the reporters' role in the global scientific and social challenge all participants were facing. The direction and management of the question and answer period was left to the Director of Communications which put a face onto the bureaucracy behind the conference and reinforced our message of recognition.

### **2.7.2 Briefings and Impromptu News Conferences**

The briefing space was made available to speakers and journalists alike. It was used extensively. We were able to organize many sessions on-site and to accommodate several groups and speakers such as the French Minister of Health, Claude Evin, Drs. Gallo, Montagnier, Salk, Volderbing and Jay Levy as well as gay and lesbian spokespeople. To our surprise and amazement, several speakers first announced here their findings to the press, preceding often by several hours their official presentations.

At our request, the Programme Chairman, Dr. Morisset, used the space in the morning to brief the media on the day's highlights. This exercise was useful to both the media and staff. It gave everyone a sense of the day's events and allowed journalists covering different topics to make enlightened coverage choices. It provided staff with enough information to assist journalists who couldn't attend the morning briefing with their session selections.

Another Montreal specialist, Dr. Jean Robert, organized every afternoon briefing sessions with several of his colleagues. The sessions were meant to help these professionals get a global picture of the day's discussions. Journalists who wanted to attend were welcome. It also gave them a good idea of the day's results. Dr. Robert also helped with media enquiries. He came to the Media Centre as often as he could either to help journalists decide on topics to cover, or specialists to interview, or to better understand certain technicalities or to put in context elements of a discovery. This service was useful and well appreciated.

### **2.1.7.3 Work Tools in Meeting Rooms**

Media had access to all the conference sessions where seating was on a first-come-first-served basis. Camera operators and photographers could shoot for the first five minutes of each session and then had to retire to the back of the room. Flashes and sun guns could not be used after this initial period. If they wanted to continue shooting, photographers had to do so using available light only. There were no serious complaints with this procedure. In each room,

feeds were provided by the host broadcaster and multifeed sound boxes for radio and cameras were available.

The procedural guidelines were outlined at a briefing session following the first news conference on the opening day and were respected by the media throughout week.

#### **2.1.7.4 Media Coverage**

Although we had been told that internationally the media coverage on AIDS was dropping, in Canada we could observe an even flow of articles or reports on a weekly if not daily basis long before the Conference. Our first official news conferences in May announced the beginning of more intensive media attention. The first reports touched on the Canadian provincial and municipal statistics and programs on AIDS.

A couple of weeks before the Conference, weeklies were offering special sections on AIDS. They covered all aspects of the issue, from education to prevention, publicity, needle-exchange programs, government policies, human dramas, hospitals ethical dilemmas and Conference preparations. Most were positive about the Conference, several were critical of governments' actions or inaction and, almost all showed imagination in their choice of angle or topic.

A week before the Conference, statistical reports on attendance and size of event started to appear. The day before the Conference they were the news. On Opening day, AIDS activist shared the front page with the Ayatollah's death and the Chinese Students of Tiananmen Square. Those who had predicted a low level coverage were proven wrong. Few other periods were as politically significant as the first week of June and the Conference was not considered as a parallel event but was rather treated on the same level as these critical historical events.

Throughout the week, the coverage level reached record levels. The quantity of the coverage was often only surpassed by its quality. The reports were varied, alive, positive, often analytical, almost never critical. After the Conference, as anyone could have predicted the coverage dropped dramatically but did not disappear. One could have thought that the reporters would have lost their interest after such an intensive period. They didn't. The level of coverage returned to what it was before June. Still today, regular reports are presented and often make the front pages of the newspapers. A positive impact of all this attention is that some weeklies have taken unto themselves to pursue the prevention campaign and publish slogans and articles that encourage protection and condom usage.

A quick analysis of the reasons justifying the quality of the coverage points to:

- 1) Quality of the scientific presentations;
- 2) Accessibility of the Speakers;
- 3) Diversity of the programme;
- 4) Appeal of the social topics;
- 5) Visual quality of the SIDART;
- 6) Open mindedness of the Conference towards demonstrators;

- 7) Quality of the media services; and
- 8) Positive atmosphere in the Media Centre.

### **2.1.8 Conclusion on the Media Services**

Overall the operation of the Media Centre worked well and journalists were happy with the services provided. The quality of the media coverage of the Conference reflects this satisfaction and there was not one process story to distract from the issues.

Budget permitting, we would have added the following elements to the set up of the Media Centre and the services offered:

- 1) a carpet on the floor to absorb the noise;
- 2) a quiet space or room for interviews;
- 3) a secure storage space for media equipment (lap-top computers, tape recorders, briefcases, etc.); and
- 4) a dedicated enclosed room for news conferences and briefing which could sit up to 300 people.

In terms of staffing, the addition of a gay media liaison person to the media team for the duration of the Conference was very useful. This person should however be involved from outset in the planning of media activities and in strategy development.

The presence of gay activist organizations at these conferences will likely continue to increase in the future. Policy decisions regarding demonstrations and activities of these groups were an integral part of the planning.

## **2.2 AUDIO-VISUAL SERVICES**

The space limitations we were to encounter as well as the short time available for the set up drove the planning for the audio-visual services. We were to equip 15 session rooms, the Poster Hall, the Media and the Broadcast Centre, and the overflow areas. Our main concerns differed from one area to another. We discuss below the specific aspects for one of them.

### **2.2.1 Plenary Hall**

Room 407 which could sit more than 5 000 people at a time was selected for the Opening Ceremony and all morning plenaries. Once these sessions ended, walls were taken down to divide the room into three different sections referred to as 407A, 407B, 407C. Aside from the plenaries, these rooms were to host what we believed would be the most popular sessions in epidemiology, clinical aspects and basic research. In addition, at 13:00 and 18:00 everyday, we held news conferences in room 407A.

As we expected these rooms to be most in demand, we decided to tape all the sessions taking place there for later sale to delegates, laboratories and schools. We, therefore, had to plan the rooms to meet all these needs. In view of the

high complexity of all these requirements, we added them to the host broadcaster's responsibility list.

Since we had decided to sell the video tapes of all the sessions in the 407 rooms, we equipped each one as a separate studio. To increase the quality of the videotapes and to keep costs at a reasonable level we decided to project the slides through a video projector. This way we could show the speakers and the slides on the tapes. We experienced several problems with this system. The quality of the video resolution in the halls did not meet our expectations and both delegates and speakers complained about the poor quality of the slide reproduction. We improved the system after the first day but, if we were to do this again, we would put two screens in the rooms one for the video, one for the slide projector. It would be more expensive but the expense would be worthwhile. If money were a problem, we would dropped the video, not the high resolution slide projection. The slide projector has another advantage over the video system, it shows slides as they are called. There is no time delay between the time the speaker pushes his or her control button and the time, he or she sees the slide.

### **2.2.2 Smaller Session Rooms**

All 12 smaller rooms were equipped with identical material: a near-silent high quality slide projector and screen, a camera, a multifeed box at the back of the room for radio and TV reporters, a podium for up to nine people, 3 table microphones (1 per 3 speakers), 1 floor microphone and an interpretation booth. Our main concern was to minimize the space allowed for equipment while keeping a high quality of sound and images and maximizing the chair space and participants' view of the speakers. This wasn't an easy feat, one that was complicated by speakers last minute requirement for overhead projectors. These have to be installed right in front of the screen, in the middle of the room. They are noisy and deliver poor quality images. A solution for their use will have to be found in the future. We recommend that speakers be advised long before the Conference that their use is prohibited.

### **2.2.3 Poster Area**

In order to allow for more flexibility for participants to plan their programme, we built five little theaters on the contours of the Poster area. This allowed participants to go through posters, and at the same time catch a session or two from one of the five rooms re-transmitted in the area. We experienced major problems with the system on the first day. In one of the theaters, the monitors did not work at all for half the day, in the other four, the sound fluctuated constantly. We could have avoided these had we had more time to test the system. The technicians were given five hours to install the 10 monitors of the hall which proved to be far from sufficient. This was caused by our staging the registration in the same room as the Poster Area. Registration closed at 20:00 hours on the Sunday and the overflow monitors were to be operational at 8:00 the next morning (that included moving out the registration desks and moving in the poster walls).

#### **2.2.1.4 Cafeteria, Terrace and Bar (overflow areas)**

In addition to the five theaters, we built other re-transmission areas on the sixth floor cafeteria, bar and terrace. These were useful but far from perfect. The noise in the cafeteria reached record levels almost everyday, the crowds were unmanageable on a couple of occasions which tied the food service for a little while each time. The image on the monitors on the terrace was flooded with warm June sunshine.

All that said, there was not much we could have done differently, space being so scarce. We could have improved on the flexibility of the video transmission system. What we had put in place was a network of fifteen different groups of monitors (one for each room re-transmitted), each one broadcasting the same channel. It meant that, for a particular area, we could not set two monitors on channel 1 and two on channel 5, for example. This would have helped on the days when psychiatry or pediatrics became the topic of predilection (an event none could have predicted). We could have also installed an infra red sound system similar to those used for translation purposes. We were told this method would not be popular. After having experienced the ever-increasing decibels of the monitors, we believe the infra red system should be tested.

#### **2.2.1.5 Media and Broadcast Centres**

Both were equipped with monitors from which reporters could select any of the session rooms. To accommodate everyone, we broadcasted the floor sound. This system was really appreciated especially in the light of the space problems in the room. It also contributed to create a lively atmosphere.

#### **2.2.1.6 Release Forms and Guidelines**

You will find in Appendix C-7 the text of the release forms we have asked Speakers to sign. We did not encounter any problems with them. They were signed when speakers came to the Speakers Centre to get their material and drop their slides. Only 2% of the speakers declined to sign the forms, mostly U.S. government employees. It would be a good idea to send the form with the speakers letter. Few will sign it before hand but those who will are the ones for which advance notice is required.

As for the guidelines for slide production, we have sent them to all Speakers with their instructions and confirmation of attendance. We strongly recommend that they be sent more than once and that they be stressed in all dealings with Speakers.

#### **2.2.1.6 Sale of Cassettes**

For the audio-cassette contract, we received similar offers from three reputable companies, ERS, Infomedix and TELAV. We picked the later. Our choice was based on the company's affiliation with the group responsible for all our sound systems in the Palais. We believed that this way, the service would be more efficient. As of September 18, TELAV had sold more than 5 500 cassettes at \$10.00 a piece (of which \$2.00 comes back to the Conference).

For the duplication and marketing of the video cassettes, we picked CBC in association with Spacebridge Broadcasting. There was another offer from a Canadian firm but since CBC was already involved in the process and Spacebridge was to produce a series of four one hour news summaries of the Conference, we opted not to had a third company. (Spacebridge did not product the summaries because of lack of time to find enough sponsors). To date they have sold 900 cassettes with estimates for 600 more. The return to the Conference has not yet been confirmed as the terms of the contract are now being finalized.

### **2.2.1.7 Recommendations**

If there was only six recommendation we could make on this topic, they would be:

- 1) Start as early as possible in your recruiting the necessary technicians and don't hesitate to hire several (there are always emergencies);
- 2) Do not budge on quality projection. Delegates expect it;
- 3) Do not project slides through a video system, even the best in the world. Resolution is just not high enough;
- 4) Hire a specialist who will manage this area and only this area throughout the week (there are always too many emergencies).
- 5) Recommend strongly to speakers to follow the strict slide production guidelines that you will have submitted them as often and as early as possible; and
- 6) Give speakers the possibility to control their carousels themselves. It saves in time delay between the speakers request for a slide and its projection. It also gives speakers better control over their presentations.

## **2.3 PUBLICATIONS**

The Conference produced six major publications, each printed in tens of thousand of copies. These were: the Conference announcements, the Bulletins, the Programme, the Abstract book, the Delegates guide to Montréal and the Daily newspaper.

### **2.3.1 Conference Announcements**

First announcements were mailed to 20,853 potential delegates from a list compiled from various sources including the Stockholm mailing list, names provided by Health and Welfare Canada, the Washington Conference and cards distributed through associations or received from other conferences.

A total of 26,000 second announcements were printed (three reprints). The decision was taken early to distribute the second announcement and registration package on-site at the Stockholm Conference. This was decided after Stockholm organizers were criticized for mailing their documents in November 87 which called for a January 31st deadline. Close to 8,000 packages were stuffed in the satchels of the IVth Conference participants.

After the Stockholm Conference, the Secretariat handled hundreds of telephone calls for information and over 17,500 second announcements and registration packages were mailed out prior to the Conference.

In the second announcement, we introduced the use of pictograms. We received such positive reactions to them that we decided to develop some for each programme module and major activities of the Conference. They lent themselves well to the international and social themes of the Conference.

### **2.3.2 Bulletins**

As stated previously, four Bulletins were prepared and mailed to potential delegates and reporters. The first two were mailed quite early before the Conference and therefore did not provide detailed information. They were rather intended to promote assistance to the Conference. The last two were produced and sent in February and early May. They featured articles about the main organizations involved in AIDS in Canada and their hopes for the Montreal Conference; interviews with Conference key spokespeople; a preliminary programme and tourist information.

Our recommendation are to produce only two issues in which programme information would be the main component; and to send them three months and one month before the Conference. They would serve both purposes of reminding possible participants about registration and would help those already registered in designing their programme.

### **2.3.3 Conference Programme and Abstract Book**

The production of these documents is every Conference organizers' headache. They cannot be prepared in advance as their content depends on the selection of papers which is always made as late as possible. Our only recommendations are:

- 1) Prepare all information pages and design formats as early as possible.
- 2) When writing the contract for the printing and binding of the documents, make provisions for late arrival of material both from yourself to the typesetter or printer and from the printer to you. Make enquiries about overtime fees and schedule flexibility. This is another area where anything can go wrong.
- 3) If possible, select all your guest speakers before the final selection of papers is completed. Your designer and typesetter could start with that.
- 4) If possible hire a consultant who will take the responsibility of the whole production process, our designer took that responsibility and his thorough knowledge of the industry and its artisans saved us several precious hours and days.
- 5) Determine as early as possible the number you will want to print. This will give a good indication of your budget expenditures in this area. We printed 14,000 abstract books, 1,000 had been ordered by WHO before the Conference. We still have 750 copies in stock.

### **2.3.5 Delegates Guide to Montreal**

Let us say at the outset that the purpose of this publication was to provide an opportunity for institutions or firms to advertize and consequently generate revenues for the Conference. Except for this reason, there is little value in producing a separate guide and, if we were to organize the Conference again, we would not produce such a document. All speakers' instructions and general information can be written in the programme and tourist information can be summarized by a few phone numbers and addresses if tourism brochures are distributed in the convention centre. Rather than printing a whole guide, we recommend that a laminated card with all major informations be produced. It would be handy and more useful.

### **2.3.6 Daily Newspaper (DIMENSIONS)**

We hired an independent firm to write, print and distribute Daily Newspapers at the Conference. Six issues were produced and each were distributed as delegates stepped in the Palais in the morning.

About 20% of the content had been written in advance, 12 reporters, two senior editors and a photographer were assigned the coverage of all sessions. The editor-in-chief and the Director of Communications selected the topics to be covered every day. A special medical advisor was also consulted in the selection of both topic and tone. The editorial staff of the paper met every morning at 7:30 hours.

The newspaper received excellent reviews and its readership level proved to be high ( we confirmed this when one morning the paper arrived late and delegates were asking for it again and again).

Our only recommendations on this topic would be to select a highly professional individual to head the newspapers, as we did. The fast pace of production forces the editor-in-chief to make hundreds of vital decisions under much tighter deadlines than those in large news media.

### **2.3.7 Publicity**

The Conference organizers decided to adopt rigid rules for publicity. We would accept only corporate advertising and corporate descriptions. The advertising would only be inserted in the Daily newspaper and the Delegates Guide. The descriptions were included in the Abstract Book and were reserved to the Conference sponsors. The length of the text depended on the size of the grant given to the Conference.

We defined corporate advertising as ads which describe the company as a whole and not one particular product. Corporate descriptions were similar but could not include logos or designs and were generally longer.

### 2.3.8 Conference Proceedings

Based on the experience of previous conferences, organizers decided not to produce complete written proceedings of deliberations. It was decided to limit the proceedings to selected plenary papers which would not necessitate any investment whatsoever on the part of the Conference. It was also believed that delegates would resort to audio and video cassettes for the additional information they needed. Moreover, Spacebridge Broadcasting which markets the video cassettes, includes with each copy, a transcript of the selected session.

Raven Press proposed to the organizers to publish a special edition of the Journal of Acquired Deficiency Syndrome which would include a selection of plenary addresses. Raven selected the texts and approached the speakers itself.

We recommend that a decision to print or not Conference proceedings be made at least six months before the Conference and that the selection of a publisher follow soon thereafter.

### 2.4 Signage

We asked the designing firm who produced all the Conference material to oversee the production of the signs. This was meant to ensure a consistent image throughout the Conference. However because of our time constraints this overloaded the selected firm and created some unnecessary stress on the companies who built and installed the signs. The tight deadlines under which both companies were operating created some confusion which led to the production of signs with silver lettering. The silver letters reflected light and were sometimes difficult to read.

### 2.5 SIDART

SIDART grew out of the desire of the organizers of the V International Conference on AIDS (June 4-9, 1989) to reflect the multifaceted involvement of the artistic community. It consisted of a corridor of art exhibitions and cultural events which extended from the Palais des Congrès through Complexe Guy-Favreau, Complexe Desjardins to Place des arts. SIDART provided Conference delegates with a unique passage into the heart of Montreal. Equally important, however, is that through SIDART, all Montrealers were given an opportunity to participate in the Conference. Thus do the international, national and local activities and artifacts of SIDART provided a meeting ground between delegates and Montrealers.

From the beginning, concern was expressed that the cultural aspects of AIDS should not detract from the scientific aspects; that it should not lead to a carnival atmosphere, but should rather complement the process of scientific exchange and provide an access to the conference for the general population of Montreal.

The suggested means for accomplishing SIDART's objectives were exhibitions and events which would:

- 1) combine cultural artifacts and communication techniques;
- 2) include an emphasis on educational quality of material as well as present multiple forms of artistic products - reflection, direction and/or expression;
- 3) present a broad spectrum of international and local representation;
- 4) help to create a positive, pleasant, yet stimulating environment; and
- 5) promote the social contribution of artists in the fight against AIDS.

SIDART was conceived and organized to use public space to its maximum, to allow as much access to the events and exhibitions as possible. For many, SIDART constituted their only direct access to the conference.

The Convention Centre, which contained reproductions of the poster and children's art exhibitions as well as a symbol competition by the Global Programme on AIDS of the World Health Organization, was the only area that was not open to the general public.

The enclosed spaces ranged from:

- 1) the National Film Board Cinema with seating capacity of about 130 (where films and videos were shown and in whose lobby many paintings and some photos were exhibited); to
- 2) the Méridien Hotel: in whose convention hall, Salon Alfred Rouleau (400 maximum seating) the round table discussions were held; in whose amphitheatre (110 maximum) some of the theatre was performed); to
- 3) the Café-de-la-place Theatre in Place des arts (maximum 130) where a local professional production played all week twice a night.

The large public building lobbies were both used for various purposes. In the lobby of the Complexe Guy-Favreau there were three exhibits: two poster exhibits on the lower level and a photo exhibit on the mezzanine. In the foyer of the Complexe Desjardins there were various exhibitions: suspended 36 feet down from the ceiling were the Names Project Quilts, on the lower level were the 12 information and display booths of SIDART-INFO as well as display cases with paintings, cartoons, comics, books, post cards, buttons, condoms, etc. The lower level also contained an open amphitheatre where performances took place at lunch time each day. Between the two complexes, in the underground corridor, were the 20 posters by Montreal artists created for the actual event. All of the exhibits and events, it should be stressed, took place inside. Unfortunately the weather throughout the week for the conference was extremely mild and sunny.

### 2.5.1 Objectives

The V International Conference on AIDS brought AIDS to the forefront of social discourse in Montreal. SIDART was an integral part of that process. The organizers of the conference sought to maintain the high integrity of scientific exchange of such international conferences at the same time as expanding the horizons to include an interdisciplinary and truly international regard on the situation of AIDS in the world.

The objectives were:

- 1) to present AIDS and related issues in a cultural format;
- 2) to facilitate an exchange of ideas and images of AIDS for delegates attending the V International Conference on AIDS;
- 3) to promote discussion and interest in AIDS and the International Conference on AIDS for Montrealers;
- 4) to solicit an interest and involvement of the Montreal (Quebec, Canada) artistic community in AIDS.

### **2.5.2 Planning**

The seeds of SIDART had been sown. The V International Conference on AIDS solicited examples of art from National AIDS Coordinating bodies and from lists supplied by the World Health Organization and International Development Research Centre.

The coordinator and curators developed the general concepts of events and exhibitions and began to contact artists from around the world.

Because of the short time period with which to develop and fill a programme, the various forms of communication quickly became essential in trying to locate and maintain contact with the participants in SIDART.

In order to minimize problems with incoming international display material, Health and Welfare Canada, through the offices of the Federal Centre for AIDS, had seen that Revenue Canada distributed a disposition allowing educational material for the conference free access to Canada. This was circulated to the various customs offices.

In the course of a few short months, we went from the desperate search for participants to having too much material, forcing us to give multiple refusals. The positive reaction of so many of the artistic community was astounding. The tremendous output of energy, expertise and commitment knew no price.

### 2.5.3 Financing

Health and Welfare Canada generously provided the basic operating revenue for SIDART of \$150,000. The expenses according to the preliminary operating budget of SIDART, approximated before the actual event, was established at:

Promotion materials	19,000
Exhibitions	29,000
Location expenses (rental, etc.)	16,000
Performances	13,000
Round table discussions	16,000
Official opening	1,000
Administration costs	13,000
Contractuals	35,500
Security	1,000
Contingency	6,500
Total	<u>150,000</u>

The original operating budget constitutes only part of the total costs of such a project. The generosity and commitment of artists, volunteers, employees, institutions, government agencies, the other parts of the conference, and international organizations permitted SIDART to take on its final fullness in size and quality.

The sponsors of SIDART constituted a large spectrum of possibilities offered - ranging from providing buffets to cash donations, from consultancy services to contributions to particular events or exhibits. Some of the examples include certain government agencies such as the Quebec's Minister of Health and Social Services and Communication Quebec who provided the majority of costs related to SIDART-INFO. The National Film Board of Canada provided the cinema and projectionist free of charge for the week of cinema and film. Many individuals offered diverse services or contributions; Mr. Robert Lapalme, for example, provided his display cases for no charge. Many institutions and individuals also sponsored participants in SIDART.

Besides the regular sponsorship, many institutions and agencies provided services in terms of technical assistance. Public Works Canada, for example, provided much technical assistance in organizing the exhibitions and events in the Complexe Guy-Favreau. When there were problems in the Complexe Desjardins, moreover, they provided the equipment and services to alleviate the difficulties. Among other examples, the city of Montreal assisted with such services as the transport of equipment.

The commitment and generosity of many volunteers provided much energy, talent and time in assisting SIDART to become a reality. Much of this was in terms of consultancy on specific projects. SIDART's volunteers ranged from those who worked in the office at the computer or telephone to those who worked at the displays during the Conference. Many of the off-SIDART's projects, moreover, although not integral to SIDART, were also organized and produced by volunteers and contributed to the general atmosphere of SIDART.

Participant commitment in SIDART was extraordinary. Although most artists received some form of remuneration to cover some of the basic costs of their participation, their time and talent was given generously and usually without hesitation. All SIDART's employees worked long hours under stressful conditions with a enormous assiduity and determination. Everyone worked on a basic contract that made no account for the number of hours contributed.

The V International Conference on AIDS made a commitment to assist as many third world delegates as possible to participate in the Conference. By including artists, educators, actors, musicians, film makers and aesthetic activists in the list of international participants, some of the delegates who received travel subsidies, the number of international participants in SIDART became quite impressive.

The costs of the above-mentioned services, commitments and sponsorships along with the costs of such extraneous activities as the feasibility study, mean that the overall estimates for SIDART costs range between \$400,000 and \$500,000.

#### 2.5.4 Publicity

Publicity for SIDART consisted of several interconnecting elements. The budget for this was extremely limited. 3000 posters were produced and spread throughout the Convention Centre, and adjoining complexes as well as posted around the city. 25,000 SIDART programmes were produced for delegates, students and Montrealers. A separate theatre programme (3000) which included information on each of the plays (except that in Place des arts which had its own programme) was produced for students and theatre-lovers. (See Appendix C-8 for details).

In addition there was an invitation to the opening which was printed and distributed and on-site banners, signs and directions produced.

All material produced for SIDART was produced using the conference graphic artist, conference colours and conference logos. SIDART produced its own logo that was therein reproduced on programmes, posters, sign and banners.

One week prior to the proposed dates, SIDART had its own press conference to which all press was invited but special attention was given to cultural press. Examples of the work included in SIDART were displayed. Artists and conference organizers spoke of the role of artists within a social dilemma such as AIDS and about SIDART and its various component elements.

Internal Conference publicity, besides the programme and posters (which were scattered throughout the Convention Centre), consisted of good coverage included in each edition of the daily conference journal (photos often in colour), bulletin flashes (which changed four times a day) telling delegates what events took place while they were leaving the Convention Centre, and information as to the locations and intentions in the conference printed material.

### 2.5.5 Activities during the Conference

SIDART took place over a period of four and one-half days. Some of the exhibits, such as the corridor posters (which stayed for two weeks) and the poster and photo exhibits (which lasted for seven days), were up only a short time before and after the conference. All events and performances took place in the five days of the conference.

The official opening of SIDART took place the Friday before the conference (registration and the opening ceremonies took place on Sunday). Although only part of the exhibits were up, it was a proper launching to the experiment. Speeches were delivered by Ivan Head, Chairman of the Steering Committee of the Conference, Serge Turgeon, President of the Union des artistes, Lea Cousineau, member of the City of Montreal Executive Council, and Joel Finlay of Health and Welfare Canada. Barbara Wallace of the International League of Red Cross announced the winners of the children's art competition. Sponsors supplied punch and finger food for about 350 invited guests.

The official opening for SIDART-INFO took place Monday morning, June 5 at the amphitheatre of Complexe Desjardins. Ivan Head, the Honourable Perin Beatty, Canada's Minister of Health and Welfare, and the Honourable Thérèse Lavoie-Roux, Quebec Minister of Health and Social Services spoke about AIDS, the conference, SIDART-INFO and public education.

SIDART took place in early June in Montreal. The Americas Theatre Festival had just ended. A summer of festival had just begun. The Jazz Festival and the Comedy Festival (Juste Pour Rire) were about to begin. Universities were in summer session and high school students were busy writing exams.

See final programme attached (Appendix C-?).

### 2.5.6 Media Coverage

News coverage, especially considering the variety of things happening concurrently with SIDART, was very good. The local media gave the event extensive coverage throughout the week. Local cultural free weeklies, the Montreal Mirror (English) and Voir (French) printed the full SIDART programme.

The press coverage for SIDART continues to this day. The press conference was well attended by local press and, by all counts, the coverage during the conference was solid, if not exhaustive, and extremely positive. International coverage is perhaps harder to judge. The conference paper included articles on SIDART that were sent to delegates prior to the conference. Since the termination of the conference, the Secretariat has received articles or illustrations about or from SIDART from Italy, Switzerland, and Japan. All coverage identified to date has been either illustrative or laudatory.

### 2.5.7 Evaluation

You will find below a general overview of the SIDART activities and an evaluation according to the programme's objectives is provided. SIDART included:

#### 1) AIDS posters from around the world

This exhibit included 75 posters from 30 countries. These were roughly chosen as examples of information (20), artistic representation (15), third world (15), family and women (12), gay issues (10), and diverse (3). They were presented in large glassed-in display cases (eye-level to knee-level) on conference-blue backgrounds. Posters were essentially chosen from individual collections as there was not a great response to the general solicitation undertaken by the V International Conference on AIDS. Although people expressed a desire to know more about individual posters, often that information was unavailable or beyond the capacities of the staff and budget. Some translations might have been helpful but the decision was a curatorial one to encourage and facilitate a comparative approach to viewing the display. A poster display case was provided for many of the posters we were unable to put up and to late arrivals.

#### 2) Historical survey of STD posters

This exhibit included 23 posters dating from 1911 to the present displayed in the same display cases nearby the AIDS posters. No historical information was given as to origins or dates and there were no translations. A high interest was shown for this exhibition.

#### 3) Photography and AIDS

This exhibit included 27 images from 18 professional photographers selected from over 500 submitted. It was organized in tryptics (AIDS as an individual vision, AIDS as a collective vision, AIDS as direct address) in display cases such as those mentioned above on a level above that of the poster displays. There was very positive feedback from the general public and from participating photographers present at the V International Conference on AIDS.

#### 4) Montreal artists' posters

19 Montreal artists were commissioned to create a poster in a very short time framework. These included graphic art, photography, paintings and montage. The response was eloquent and well received. They were installed in corridor spaces normally reserved for commercial publicity. Better indications could have given this exhibition more recognition.

#### 5) Montreal artists' paintings

9 paintings were selected from over 60 that were offered. They were displayed in the lobby of the cinema where films and videos were projected and in large glass display cases in a public complexe lobby. Sizes ranged from approximately 3 feet to 10 feet in length. They were highly appreciated by the public.

#### 6) Children's drawings (visions of AIDS from around the world)

This exhibition was organized thanks to a competition generously organized by the International League of Red Cross and Red Crescent Societies. It included 130 drawings from 30 countries ranging in size from 6 inches to 4 feet in length. There was enormous interest in the display. This exhibit fell between curatorial responsibilities which led to problems in installation and presentation and problems related to possible theft. The exhibit had to be remounted during the week of the conference.

#### 7) Names project - quilt

60 quilts (12' by 12' of individual panels 3' by 4') were suspended back-to-back from the ceiling in groups of three. There were therein 10 columns which could be viewed from either side from below or from one of four levels of balconies. There was a good attempt to include international representation. It was a vibrant and touching display. Last minute changes in the installation process caused minor problems.

#### 8) Condoms, comics and colour

7 small glass cases contained various artifacts from around the world. These included games, comics, pamphlets, postcards, condoms, buttons, balloons, books, posters and visual material related to AIDS. Even last minute arrivals were included. There was a very positive reception.

#### 8) Performances

There were 8 plays from four countries with 26 representations and over 2500 spectators (In the case of the open Complexe amphitheatre the numbers are extremely conservative). The plays ranged from children's theatre to cabaret-style, from overtly didactic to romantic. The response was overwhelmingly positive. Few students participated because it was exam period. Publicity would have aided greatly to increase the numbers of spectators.

#### 9) Film and videos

This section of SIDART included 7 feature films from 6 countries and 5 video session with videos from 6 countries. The attendance was very low. More publicity would have been needed. Those who were present were usually very pleased with the film or videos.

#### 10) Round table discussions

Four evening discussions on four different themes constituted this section of SIDART. There were 31 artist-participants from 10 countries. Attendance was about 250 per evening. In addition to providing and presenting information and examples of work on AIDS and the arts, these forums provided a venue for people to discuss issues related to the V International Conference on AIDS. Most sessions ran well over time, were well-animated and extremely well-liked.

The evaluation that follows is predominantly a subjective reflection by the coordinator put together after the receipt of general feedback from those involved (Conference and SIDART employees, artists, delegates, press and public) and curator reports that were submitted. It is based on the programme objectives, which were:

1) to present AIDS and related issues in a cultural format:

SIDART provided a wide range of cultural possibilities: exhibitions of children's art, graphic art, paintings, public art (quilt project), visual educational materials, published art, photography, and commercial art; performance art such as theatre, mime, and music; film and video; and discussions about art and AIDS with artists, activists, and art critics. Because of the nature of AIDS as a social dilemma, one might have the tendency, and certainly the facility, to limit the presentations to more properly didactic forms of art such as intervention theatre. In recognition of this possibility, we tried to open the vision of challenge by giving directives to participating artists or by choosing artifacts that included thematics related to such issues or concerns as the body functioning, sexuality, drug use, medical science, pathology, social marketing and pharmacology.

2) to facilitate an exchange of ideas and images of AIDS for delegates attending the V International Conference on AIDS;

Every element of SIDART was accessible to the Montreal Convention Centre (Palais des congrès) by underground passage within a 15 minute walk. Many of the delegates, moreover, and the PWA (Persons With AIDS) Centre were housed in the same complexe (Hotel Méridien) as much of SIDART. All directives and printed materials relating to SIDART were available in both French and English.

The exhibitions, showings, discussions, and performances of SIDART were organized in such a way as to encourage comparisons. This included such things as international representation, curatorial design, minimum of accompanying text, historical context, as well as themes related to sexuality, activism, preventive education, social upheaval, medical marketing and scientific research. Communications materials and methods were a major preoccupation in the overall design of SIDART. SIDART was physically designed to provide a social atmosphere for delegates to meet with each other or with Montrealers.

SIDART provided an entry (or exit) to the conference site or the corridor through which delegates took lunch time strolls. It occurred in a relaxed atmosphere in which delegates could meet and continue their exchange of ideas, concerns and directions related to AIDS, at the same time providing concrete examples of communication systems or information in the form of posters, plays, films, videos, pamphlets, etc. This often provided the sounding board or applications for the theories discussed within the conference proceedings.

3) to promote discussion and interest in AIDS and the V International Conference on AIDS for Montrealers:

SIDART provided a certain accessibility for the general public to what is seen as such a controversial subject, AIDS. The range of different cultural forms included in SIDART attempted to expand this accessibility. SIDART's exhibitions and events took place in public spaces with free or minimal admission charges. Theatre in a public amphitheatre, art in public lobbies, exhibitions in commercial advertising venues, and information kiosks, which contained multiple uses of communication techniques, are all means of public art. SIDART, during five days, June 4-9, directly touched an estimated 350,000 people, the vast majority of whom were Montrealers. It constituted the only direct contact that most Montrealers could have with the V International Conference on AIDS.

SIDART provided an accessible and unthreatening way for Montrealers to participate in the discussion around AIDS. Because AIDS is generally considered of concern only to socially marginalized groups, there is a certain complacency for Montrealers as concerns AIDS. Besides those directly touched by SIDART (350,000), many more saw news reports, read articles, saw the posters, or were involved in post-SIDART conversations about SIDART.

4) to solicit an interest and involvement of the Montreal (Quebec, Canada) artistic community in AIDS:

SIDART was made possible, for the most part, because of the commitment of artists. When the artistic community of Montreal was solicited to participate, the reaction was swift and eloquent. This was also true of artists from across Canada and around the world. An estimated 450 actors, authors, artists, and film makers directly participated in SIDART. Countless thousands participated in making the posters, films, and various artifacts that were included in SIDART. The participation, in the form of products and performances, was extremely generous. The wealth of possibilities to exhibit or produce made the decisions and choices often very difficult. The artistic participation also included a participation in the form of ideas, concerns and communication methods. Most importantly, the artistic community of Montreal saw examples of the mobilization of artists from around the world (as well as around the corner) and the quality of work that has been and is being produced.

The problems that occurred in the preparation, installation, implementation or dismantling of SIDART are too vast to enumerate them all. SIDART constituted a step into the unknown and many of the difficulties could not have been predicted. The commitment and enormous flexibility of the participants and employees ensured, however, that SIDART came to fruition.

The major problems involved with SIDART were the short planning time and the restraints related to financing. These limitations were largely countered by the cooperation and collaboration of the many individuals and institutions who assisted or participated in SIDART or other aspects of the V International Conference on AIDS.

Publicity was a shortcoming. There was literally no paid publicity other than materials such as posters and the programmes. More energies should be expanded in exploiting community announcements and community-based media and by establishing a closer working relationship with educational and cultural institutions.

The total integration of SIDART to the V International Conference on AIDS had its problems as well as its advantages. The use of the same graphic artist, for example, provided a continuity of image but contributed to important added stress.

Most of the SIDART activities were limited to the time of the conference. This restricted access. An expanded time period would therefore be extremely useful in attaining a larger public.

Money is always a contentious issue. Should more money be used in such activities as SIDART at the detriment of direct aid to individuals affected by AIDS or by preventive educational programmes? The success of SIDART attests to the value of such an investment. Activities and events such as SIDART should remain community specific, growing out of the circumstances of the community in which they take place.

### **2.5.9 Recommendations**

#### **DOCUMENTATION - ARCHIVAL FOLLOWUP**

- 1) In addition to this report, the Montreal poster exhibition should rest together and be made available for future viewing. The roundtable discussions would be worthwhile material as the base of a published document. An effort should be made to pursue this avenue.
- 2) Documentation should be preserved and made available to like future endeavours.

#### **FUTURE ENDEAVOURS**

- 1) SIDART, as a concept, is worth conserving for future conferences.
- 2) An ongoing archive should be established so that a touring version of SIDART could be envisaged. This might best be done in cooperation with the Global Program on AIDS of the World Health Organization.
- 3) Local initiatives and concerts should be the determining force in organizing such an event. Community specificity is vital and therefore local artists and organizers should be involved in all phases of the organization and implementation.
- 4) A large part of the success of SIDART is due to its international flavour. This aspect should be conserved and expanded. Greater allocation of time and money must be given to international solicitation.
- 5) Work must begin prior to six months before the conference. A coordinator should be hired at least 10 months prior to the event.
- 6) An evaluation system should be included in initial plans.
- 7) Publicity should be expanded. Community-based media and community networks should be used effectively.
- 8) Commissioned work or competitions are good means of encouraging artists to get involved.

- 9) Time and budget considerations must include adequate remuneration for artists and employees as well as publicity and post-event documentation. Curators and subsection coordinators should be hired 4 to 6 months prior to the event.
- 10) Regular orientation seminars are essential to maintain a smooth-running organization.
- 11) Time and space should be made for spontaneous art such as graffiti and music or dance performances. Themes such as art and therapy, art within a process of self-determination and art and activism, should be explored.
- 12) Alternative means of financing should be envisaged. These might include such things as poster sales or corporate sponsorship.
- 13) Educational, social, political, theatrical, cultural, and community institutions should become collaborators in such events.
- 14) SIDART must remain flexible in order to work.
- 15) Although SIDART (or its equivalent) should remain part of a conference, it should be less integrate to allow for longer exhibitions and more organizational freedom.

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### 3.0 RESOURCES-COMMUNICATIONS SECRETARIAT

The Communications Secretariat was made up of the Director, Lyne Champoux; her assistant, Sophie Lussier; the SIDART Coordinator, Ken Morrison; his assistant, François Laliberté; the SIDART-INFO Coordinator, Maurice Arguin; three SIDART curators, Alan Klusacek, Alexandre Marsolais and Denis Poitras; the funding Coordinator, Elyse Boivin (a full time volunteer until the week of the Conference), the receptionist, Carmen Chevalier, and a cohort of colourful volunteers mostly attached to SIDART or Off-SIDART.

The staffing of the Communications Secretariat was done gradually between December 5 when the Director and her assistant were hired and the Conference week where nearly 200 people worked in the Communications services. The actual office of the Secretariat opened its door in mid-February 1989.

Budget also fluctuated mostly upward due to tight production deadlines for the Abstract and Programme books and the higher number of reporters asking for accreditation than first predicted. All other items stayed under their targets established in January 1989.

Over a period of time curators, sectorial coordinators and assistants were hired to prepare the various events and exhibits of SIDART. Alan Klusacek was the first curator to be hired to prepare a photo exhibit based on a proposal he submitted for a tryptic exhibition. Alan soon became an integral part of the team and later took on co-organizing the round table discussions with artists and curating the Montreal artist commissioned posters.

Not long before the actual conference, Alexandre Marsolais was hired to choose the various paintings and art materials that would eventually become part of the exhibits. Denis Poitras was hired to choose the posters and arrange the installations. Both worked with extreme determination to prepare the display cases. A fourth assistant was hired at the last minute. Michel René Labelle coordinated the performance aspects of SIDART both on the open stage of Complexe Desjardins and the amphitheatre of the Méridien Hotel.

Dr. Richard Morisset and James Miller, of the audio-visual module of the Programme Committee, both helped in the acquisition of the STD poster collection from Dr. Siboulet from the Alfred Fournier Institute in Paris.

Maurice Arguin was lent from Communications Quebec and Quebec Health and Social Services to coordinate the SIDART - Info exhibits. He continued the work that had initiated, organizing the exhibits and information kiosks which included local AIDS committees, the Montreal Community Health Clinics, the provincial and federal Health Departments, communications technology that has been developed around AIDS, and the Names Project (quilt).

The responsibilities of the other members of the Secretariat are those established in the Director of Communications' job description as attached (Appendix C-1). All legal and final contractual negotiations were handled by IDRC's offices in Ottawa.

Communications between the two offices were done by telecopiers and messengers. During the last week before the Conference, the Assistant Director General moved to our office to coordinate the implementation of the last details.

You will find attached an organizational chart and provisional budget (Appendix L-1 and L-8)). For staff, our only recommendations would be to plan more than expected and to start all processes as early as possible. There also, the unexpected is a rule but what would life be if it wasn't for excitement and challenge?

Courage à tous et bonne chance!

\*\*\*\*\*

5 October 1988  
File: 700-1.1

## V International Conference on AIDS

### Communications Advisor

Reports: To the Executive Director

Duties: Preliminary description of tasks

General:

- To coordinate the various communications programmes and activities of the Conference, from the formulation of a strategy to the implementation of its components.
- To act as principle resource person to the Communications Advisory Committee.

1. Strategy

- To advise the Communications Advisory Committee on the formulation of a comprehensive and coherent communications strategy for the Conference.
- To prepare or collect the various documents and papers to be considered by the Communications Advisory Committee, and to undertake the necessary follow-up action.
- To develop activities for 1) pre-Conference; 2) Conference; and, 3) post Conference periods.

2. Media Relations

- To liaise with the Programme Committee to formulate Conference messages.
- To advise on the selection of conference spokespersons and other persons to be interviewed.
- To liaise with the "logistics" media relations contractor in the execution of its mandate.
- To establish contingency plans in case of unexpected incidents.

3. Conference Newspaper

- Develop and propose the approach to be taken and the content and style of the Conference newspaper.
- Oversee work of newspaper contractor.

4. Broadcasting

- Propose and negotiate broadcasting arrangements for the Conference (host broadcasting or pool feed).
- Oversee broadcasting activities during the Conference.
- Coordinate satellite conferencing.

5. Video, Filming, Audiotaping, Photos

- To coordinate technical requirements for video transmission of proceeding to overflow rooms and negotiate with contractors.
- To determine requirements and coordinate and supervise audiovisual support for all elements of the Conference.
- To arrange for the production of videotapes to be sold (for persons unable to attend, etc.).
- To coordinate the assignment of the official Conference photographer.

6. Computer Conferencing

- To liaise with interested parties for a computer conference.

7. AIDS and the Arts

- To liaise with the organizers of the ARTs Programme to link it to the communications strategy and to see how events can best be publicized.

8. Official Conference Publications

- Oversee production of official Conference publications (advance programme, final programme, abstract book, Conference proceedings, etc.).

9. Conference Newsletter: AIDS '89 Bulletin

- To be the principal link with and to oversee the work of the contractor responsible for the Bulletin.
- To determine the content, propose articles and do the final editing of the bulletin (four to be produced before the Conference).

10. Publicity

- Coordinate pre-Conference publicity with the primary objective of encouraging a high level of attendance at the Conference.

11. Image

- To advise on how the Conference can project a consistent and coherent visual image on the different sites of the Conference through the use of its logo, colours, etc.

12. Budget

- Develop and monitor budget of all communications and communications-related activities.



# **V International Conference on AIDS**

## **COMMUNICATIONS STRATEGY AND PLAN**

**Working document presented to  
the Steering Group**

**by Lyne Champoux  
Director of Communications**

**2 February 1989  
Ottawa, Canada**



## **CONFERENCE MISSION**

The purpose of the communications function in any organization is to create an atmosphere inside and outside the organization which will allow it to achieve its mission. In the case of the V International Conference on AIDS, the mission is:

*To advance the collective understanding of the nature of AIDS and its multi-faceted impact. The Conference programme recognizes that AIDS is a scientific and social challenge of global dimensions and will promote an interdisciplinary approach to the study of AIDS without diluting in any way the biomedical component.*

## **CONFERENCE OBJECTIVES**

This mission concretely translated into objectives becomes the guiding light for the communications strategy. Of the eight objectives set for the Montreal conference, five directly impact on the communications role. They are:

- To organize and stage an international conference on AIDS that will be of the highest standards of scientific integrity and quality.
- To integrate fully into the scientific programme the biomedical, social, human, ethical, legal, educational and economic dimensions of AIDS.
- To expand the international nature of the Conference by fostering a global examination of the pandemic and increasing significantly the active participation of representatives from developing countries throughout the programme.
- To add new dimensions to our knowledge and understanding of the AIDS pandemic by presenting the AIDS related issues in a global, philosophical and humanistic approach in order to better understand the pandemic's ramifications into our future.
- To create an environment in Montreal through appropriate social and cultural programmes which will be conducive to effective dialogue among delegates while serving to sensitize the public at large to issues related to AIDS.



## **CONFERENCE THEMES**

The first four objectives can be translated, for communications purposes, into the main themes of the Montreal event:

- scientific integrity,
- interdisciplinary approach,
- international nature,
- and visionary perspective.

These themes need to be carried in all communications activities. A special emphasis might be given to specific ones, depending on which public they are targeted to reach.

## **CONFERENCE MESSAGE**

The Conference message is what constitute the link between its four main goals and themes. In formulating this message we must ask ourselves: "Why are 10,000 scientists from different countries exchanging information about AIDS and listening to visionary speakers"? The answer is: to take on together, medical scientists and social scientists from developed as well as developing countries, the scientific and social challenge presented by AIDS; to explore within their own discipline and between disciplines new avenues or approaches that could help advance their research and progressively present elements of relief to the AIDS pandemic.

Therefore, to all the Conference's publics the message is one of synergy. It is a unique occasion for scientists, artists, educators and decision makers from all over the world to share a common forum to discuss, analyze, and question all the issues raised by the Acquired Immuno-Deficiency Syndrome.

To the delegates, this translates into a need for sharing information between countries and disciplines in an attitude of solidarity. To the Conference, it means it will need to create an atmosphere of confidence, openness and professionalism.



## **COMMUNICATIONS GOALS**

To carry the Conference message and help the Conference reach its objectives, the Communications group has set these goals:

*The main goal of the Communications group will be to ensure an optimum information flow between speakers and delegates; among delegates; between speakers and media representatives; as well as between artists, delegates and the Montreal public.*

To reach this goal, the Communications group will:

- ensure that as many scientists involved in AIDS research as possible are notified of the Conference and invited to submit abstracts;
- provide speakers with the best presentation equipment available and assist them, if required and whenever possible, in the preparation of their audio-visual material;
- work with the Deputy Executive Director, responsible for logistics, to create a warm and optimistic atmosphere that will favour open discussion and networking;
- publish a daily newspaper which will summarize most scientific sessions, report on all conference activities and provide a written forum for the discussion of AIDS-related issues;
- videotape all plenary and scientific sessions and retransmit them on a closed circuit television network inside the Palais des Congrès. This will allow participants to watch various sessions at a time or follow sessions while studying posters or speaking with colleagues; and
- produce a Delegate Guide to provide Conference attendees information related to the Conference and to activities in Montreal.

*The Communications group's second goal will be to promote the wide dissemination of information emerging from the Conference. Its main targets will be: 1) the Montreal and Canadian public, as hosts of the event, 2) the scientists and workers involved in AIDS-related fields who did not attend the Conference, with a special emphasis given to those in developing countries.*



To reach this second goal the Communications group will:

- assist the Programme Committee in the production of the Conference Abstract Book and written, audio and video proceedings. Arrangements will be made for worldwide distribution of these documents;
- distribute these documents to scientists in developing countries without charge;
- negotiate with cable companies to retransmit the conference sessions on the Montreal and Canadian cable networks;
- put in place a network of support to enable media representatives to perform their role as information disseminators and ensure the wide distribution of accurate information;
- assist commercial organizations in the production of films and/or television shows for distribution around the world.

*Finally, the Communications group's activities in the Si d'Art project will compliment the scientific programme in presenting a holistic view of the pandemic. For the delegates as well as for the Montreal public, it will provide a forum to exchange and better understand all the ramifications of the issue and their impact on society.*

To achieve this, the Communications group will:

- plan and organize a series of art exhibits and activities to show the impact of AIDS on the world's creators and on society as a whole. It will stage these in a series of buildings linked by the underground network of the Montreal metro as well as in other venues within a close range of the Palais des Congrès; and
- assist outside organizations in staging AIDS related events. This assistance will mostly consist of providing publicity opportunities to these organizations.



## **THE PUBLICS**

Given the Conference mission and its objectives, it is clear that the first priority of the Communications group is to serve the needs of the delegates and the Conference speakers.

As for the other publics, the efforts of the group will be directed at:

- assisting media representatives in their information dissemination role;
- providing Montrealers and Canadians with as much accurate information as needed and possible;
- reaching as many scientists and workers in AIDS-related fields as possible;
- disseminate the information emerging from the Conference to the general publics from all over the world with a special emphasis for those in developing countries.

## **CONCLUSION**

The Communications group will not only strive to create an environment that will facilitate exchange of information and dialogue during the time of the Conference. It will also invest much effort in helping prolong the effect of the Conference. It will aim at helping delegates adopt an ever growing openness about the pandemic, its causes and its solutions. Finally, it will attempt to bring the Conference message to all workers in AIDS-related fields and encourage them to work in solidarity with workers in other disciplines and sharing with colleagues from around the world.

## **COMMUNICATIONS PLAN**

Listed on next page are: the planned communications activities, the targeted public, the specific themes to be emphasized, and the nature and timing of the Committee decisions.

# V International Conference on AIDS

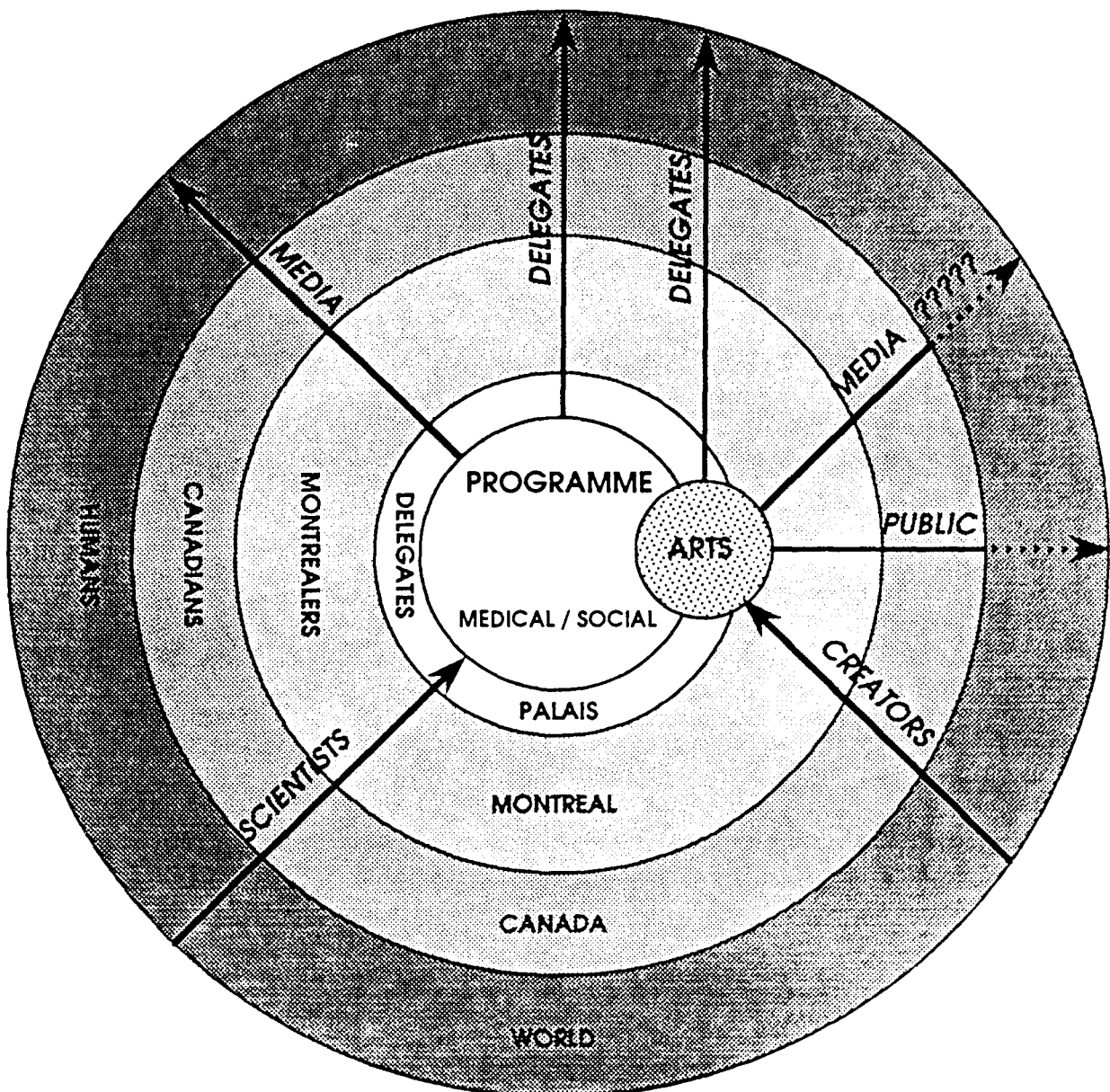
## COMMUNICATIONS STRATEGY

- ✓ Scientific
- ✓ Interdisciplinary
- ✓ International
- ✓ Visionary

AIDS: the Social and  
Scientific Challenge

...

Towards a Global Solution



## ACTIVITIES UNDER OBJECTIVE I

ACTIVITIES	TARGET PUBLIC	THEMES	COMMITTEE DECISION
Conference promotion	Social and medical scientists	All	None -- Activity is completed
Conference Program	Delegates	Solidarity	<ul style="list-style-type: none"> <li>• In February on image/display</li> <li>• In March on Content</li> </ul>
Videotaping of all sessions	1) Delegates 2) Montreal public 3) Canadian public	All	<ul style="list-style-type: none"> <li>• In February on services to be provided and budget</li> </ul>
Daily Newspaper	Delegates, media representatives	All	<ul style="list-style-type: none"> <li>• In March on content</li> </ul>
Delegate guide	Delegates	<ul style="list-style-type: none"> <li>• Holistic view</li> <li>• cultural aspects</li> </ul>	<ul style="list-style-type: none"> <li>• In March on layout</li> <li>• In April on content</li> </ul>

## ACTIVITIES UNDER OBJECTIVE II

Abstract Book	1) Delegates 2) All workers in AIDS related fields	<ul style="list-style-type: none"> <li>• Interdisciplinary</li> <li>• international</li> </ul>	<ul style="list-style-type: none"> <li>• In February on layout</li> <li>• In May on content</li> </ul>
Written proceedings	1) All workers in AIDS related fields 2) Delegates	<ul style="list-style-type: none"> <li>• Visionary perspective</li> <li>• Solidarity</li> </ul>	<ul style="list-style-type: none"> <li>• In January on concept and supplier</li> </ul>
Audio proceedings	1) Delegates 2) All workers in AIDS related fields	All	<ul style="list-style-type: none"> <li>• In February on suppliers</li> </ul>
Video proceedings	1) Delegates 2) All workers in AIDS related fields 3) Educators	All	<ul style="list-style-type: none"> <li>• In February on supplier, distribution system and funding organizations</li> </ul>
Media activities	Media representatives, public	<ul style="list-style-type: none"> <li>• Solidarity</li> <li>• interdisciplinary approach</li> </ul>	<ul style="list-style-type: none"> <li>• In January on content of the third Bulletin</li> <li>• In February on Conference spokespeople and on media relations plan</li> <li>• In March on media facilities and media sensitization project.</li> </ul>
Film and television productions	1) Delegates 2) All workers in AIDS related fields 3) General public	All	<ul style="list-style-type: none"> <li>• In January on concept</li> <li>• In February on projects, content and Conference financial contribution</li> </ul>
Si d'Art	1) Delegates 2) Montrealers	<ul style="list-style-type: none"> <li>• Holistic approach</li> <li>• Prevention</li> </ul>	<ul style="list-style-type: none"> <li>• In February on plan, specific activities and budget</li> </ul>

C.3

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## V International Conference on AIDS Communications Guide

### Introduction

This booklet has been prepared by the Conference's media relations team for the use of the Conference's official spokespeople and for all those involved directly or indirectly with the media before and during the event.

The purpose of this document is to give its readers a general idea of how to deal with reporters and what major messages the Conference wants conveyed to its multiple publics.

### 1.0 Conference information

You will find below the most important information about the Conference to be conveyed to the media. Needless to say, the scientific information produced at the Conference is part of this important message but cannot be included in this document.

### 1.1 Conference Mission

"To advance the collective understanding of the nature of AIDS and its multi-faceted impact. The Conference programme recognizes that AIDS is a scientific and social challenge of global dimensions and will promote an interdisciplinary approach to the study of AIDS without diluting in any way the biomedical component."

### 1.2 Objectives

- . To organize and stage an international conference on AIDS that will be of the highest standards of scientific integrity and quality.
- . To integrate fully into scientific programme the biomedical, social, human, ethical, legal, educational economic dimensions of AIDS (interdisciplinary approach).
- . To expand the international nature of the Conference by fostering a global examination of the pandemic and increasing significantly the active participation of representatives from developing countries throughout the programme.

- . To add new dimensions to our knowledge and understanding of the AIDS pandemic by presenting the AIDS related issues in a global, philosophical and humanistic approach in order to better understand the pandemic's ramifications into the future (visionary perspective).
- . To create an environment in Montreal through appropriate social and cultural programmes which will be conducive to effective dialogue among delegates while serving to sensitize the public at large to issues related to AIDS.

### 1.3 Conference communications objectives

To carry the Conference message and help the Conference reach its objectives, the Communications Secretariat consists of the Conference Communication staff. It executes the decisions of the Steering Committee and the Communications Committee. It coordinates all communications activities related to the Conference and therefore directs the efforts of the Media relations team and the Media Secretariat.

The main goal of the Communications Secretariat will be to ensure an optimum information flow between speakers and delegates; among delegates; between speakers and media representatives; as well as between artists, delegates and the Montreal public.

The Communications Secretariat second goal will be to promote the wide dissemination of information emerging from the Conference. Its main targets will be: 1) the Montreal and Canadian public, as hosts of the event, 2) the scientists and workers involved in AIDS-related fields who did not attend the Conference, with a special emphasis given to those in developing countries.

Finally the Communications Secretariat activities in the Sid'Art project will compliment the scientific programme in presenting a holistic view of the pandemic. For the delegates as well as for the Montreal public, it will provide a forum to exchange and better understand all the ramifications of the issue and their impact on society.

#### 1.4 Conference themes

Everyone involved in promoting the Conference is encouraged to emphasize its specificities, or themes, such as:

- . its scientific integrity and quality: more non scientific papers will be presented than at all previous Conferences. Every paper has been received by at least three experts, two Canadian and one international. Montreal facilities for presentation will be of the highest quality. All sessions will be taped and distributed around the world.
- . its interdisciplinary approach: AIDS will be examined from scientific, philosophic, cultural and spiritual perspectives.
- . its international approach: issues will be studied by experts from all around the world representing both developing and developed countries. International preoccupations, and in particular Third World issues, make up a complete sections of the programme.
- . its visionary perspective: AIDS will be discussed not only in its present content but also on its impact on society and our future. Some of the world's main thinkers and humanists will address the Conference participants.

## 1.5 Conference publics

The Conference publics are:

- . Delegates and the speakers
- . Montrealers, Québécois and Canadians
- . Scientists and workers in AIDS-related fields not attending the Conference as well as people with AIDS.
- . Everyone else

## 2.0 Conference spokespeople

The only official Conference spokespeople are:

- Mr. Head, Chairman of the Steering Committee  
 President of IDRC  
 Covers all international and Conference policies issues
- Dr. Morisset, Chairman of the Programme Committee  
 Principal Scientific spokesperson  
 Covers all Programme related issues
- Dr. Clayton, Head of the Federal Centre for AIDS  
 Scientific spokesperson
- Dr. Mann, Head of the WHO General Programme on AIDS  
 Scientific spokesperson

Interview requests should all be directed to one of these four spokespeople. It is understood that when giving interviews on the Conference they represent both the Conference and their organization, in this order whenever possible.

## 2.1 Role of Conference spokespeople

### Before the Conference:

- . Participate in the pre-Conference media strategy
- . Support of objectives of pre-Conference media strategy (collaboration and openness)
- . Raise the level of awareness of the Conference by participating in news conferences and by giving personal interviews
- . Raise enthusiasm and support for the Conference's objectives and themes within all the Conference's target publics

### Role during:

- . Guest speaker at certain Press Conferences
- . Be available to Press for one on one interviews
- . Be available to react to sudden news stories, demonstrations, unforeseen events
- . Support Media Team's plans
- . Assist journalists with technical details
- . Assist press in getting stories by directing reporters to key resource people
- . Help diffuse any possible crises
- . Help convince speakers to cooperate

### Role after:

- . Be available for final Press Conference
- . By then, spokespeople will be known in the press community and will be asked to comment on a variety of AIDS-related topics
- . Help evaluate efficiency of Media relations services
- . Help promote next Conference in San Francisco

### 3.0 Media relations tips and guidelines

- . Take media calls personally if at all possible
- . Return calls within reasonable time frame as reporters work with tight deadlines
- . Adopt an obliging, straight, sincere attitude and approach
- . Pin down what the reporter wants... information, background, confirm a story, opinion on another story, expert opinion, profile
- . Ask who else is being interviewed, when is it going to be broadcast or printed, what is deadline
- . Ensure that you are the right person to deal with the types of questions the reporter will ask
- . Remember that nothing is off-the-record. Never speculate, always tell the truth and never say anything you would not like to see in print. Stick to the facts. Don't speculate. Keep your temper under wraps.
- . Keep answers in simple language and describe how it affects the average person. Use examples. Keep answers short and don't be caught trying to fill long silences.
- . Control the interview. Use bridges to return to YOUR theme, particularly if the question is provocative or speculative. Remember reporters are conduits to YOUR audience.

### 4.0 Media relations procedures

Before the Conference: Whoever gets requests for information about the Conference refers these to:

Marie-Mélène Fox, if they are about press registration to the Conference or other related logistical aspects.

Lyne Champoux, if they are for general background information.

Mr. Ivan Head, if they are about developing countries' involvement or Conference policies.

Dr. Morisset, if they are about the programme.

Dr. Clayton, if they are about other related scientific topics or Health and Welfare's involvement in the organization.

Dr. Jonathan Mann 'if they are about the WHO's involvement in the Conference or policies on AIDS.

In doubt, call Lyne Champoux or fax her an URGENT message giving her the name of the reporter, the time of the call, the main reason for the call and the anticipated problem, if applicable.

See the directory at the end of this document for all necessary phone numbers.

**For Conference spokespeople:**

1) if you give an interview, please advise Marie-Hélène Fox of who interviewed you, the media organization he or she represents and when the interview should be aired or be published.

2) If you give interviews before the first news conference is organized, please be careful not to reveal too much information about the programme since it will be launched at this meeting in mid-April.

## 5.0 Media activities before the Conference

Six major news events are planned:

- . a meeting with Montreal's program directors and news editors to sensitize them to the need to calm Montrealers' fears about AIDS before the Conference
- . four news conferences:
  - . on April 18 in the Palais des Congrès to announce the final programme;
  - . on April 19 at the United Nations in New York to announce the programme to the international media;
  - . on May 18 for which all programme coordinators will be invited to brief specialized media on the Conference detailed scientific programme; and
  - . On May 28 for which artists will be invited to announce the SIDART programme.
  - . A media seminar: On June 2-3, a pre-Conference seminar for invited reporters from Developing countries to assist them in reporting about the Conference programme

A more detailed description of the news conferences and seminar can be found in appendices I and II.

During the Conference:

### Activities

- . Opening day - procedure briefing
  - . fact sheet available
  - . media kit available
- . Scheduled News Conferences twice daily
  - 1:00 pm - 1:30 pm
  - 6:00 pm - 6:30 pm
- . Unscheduled press briefings or conferences to be organized by Media Team as need occurs
- . Social event to be organized and sponsored by IDRC and Scientific journalists

### Services

- . System for booking interviews to be in place
- . Reference material to be available in Press Centre
- . Information desk in Press Centre to be staffed from 7:00 am to 10:00 pm daily by assistants to provide help to press
- . Press Centre to be open daily from 7:00 am to 10:00 pm equipped with necessary work tools
- . Broadcast services to be available

A more detailed description of the media activities and services during the Conference will be provided at a later date.

### 6.0 Role of Media Relations Staff

Before:

- . Provide registration/accreditation services
- . Prepare the Media Kit contents
- . Handbook to journalists
- . Liaise with media
- . Set up interview booking system
- . Set up Press conference procedure
- . Arrange Press Centre facilities; Co-ordinate with suppliers and Palais
- . Prepare and organize Press Briefings and Tour of Palais according to pre-Conference Media Strategy
- . Develop Media strategy and plans for Conference itself
- . Identify additional ways of assisting media during Conference
- . Identify ways of ensuring welcoming, friendly, helpful atmosphere during Conference

- . Prepare scenarios for dealing with potential problem areas during Conference:
  - . overcrowded facilities at the Palais
  - . low media attendance and coverage of demonstrations
  - . confrontation between medical scientists and social scientists
  - . confrontation between other groups, PWAs and doctors; speaker and Press
  - . accident on site
  - . walk-out by Hotel workers caused by fear/ignorance of AIDS
  - . no news to report
  - . media unhappy over hotel accommodation
  - . prepare contingency plans for "no shows" at Press conferences
- . Ensure necessary staff and volunteers are recruited and trained
- . Assist Conference spokespersons in relations with media by providing advice
- . Devise system for keeping informed of media interests and advising key spokespersons of "hot issues"

During:

- . Ensure services are in place
- . Assist media covering event and obtaining stories
- . Ensure daily Press conferences well-organized
- . Ensure that spokespeople are found and accompanied to Press Conferences
- . Assist in organizing "spontaneous" Press conferences or briefings
- . Facilitate journalists' jobs primarily by helping them in logistics and putting them in touch with appropriate experts
- . Assist reporters with technical details -- filling, distribution of material, details of schedule, etc.

- . Ensure strategy is implemented
- . Provide advice and implement scenarios and contingency plans for dealing with problems
- . Keep finger on pulse of media and report any developing issues
- . Ensure friendly, helpful, courteous atmosphere is maintained from beginning to end
- . Pinpoint the messages for the Conference, with the assistance of spokespeople

## 7.0 Possible questions about the Conference

- . What is different about the Montreal Conference?
- . What news since Stockholm?
- . What is achieved at these Conferences?  
Are they too large to achieve anything?  
Are they more than media events?
- . Why 10,000 participants?
- . Statistics - cases, victims
- . Cost of Conference
- . Sponsorship
- . Participation statistics: countries, participants, breakdown, media represented
- . What is the goal of the V International Conference on AIDS?
- . What are the main areas to be covered during the meeting?
- . What is WHO? IDRC? FCA?
- . What are the objectives of Health and Welfare?
- . What can journalists cover? (everything)
- . How do you arrange interviews?
- . What other sources of information are available?
- . Where are press facilities located?

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- . What are procedures for filing stories by telephone/fax/telex?
- . Why is IDRC the executing agency for the Conference?
- . How many Developing country participants attend the Montreal Conference?
- . Do we expect demonstrations during the Conference?

Elements of answers to these questions and more will be provided at a later date.

**Conference Media Relations Directory of Media relations and key  
Conference organizers**

**Jon Baggaley**  
Member of the Communications Committee  
Tel : (514) 848-2001  
Fax : (514) 848-3494

**Mr. Ted Baker**  
Member of the Media relations team  
Tel : (613) 825-6893  
Fax : (613) 952-7767

**Mr. Martin Behr**  
President - Spacebridge  
Tel : (415) 322-1414  
Fax : (415) 322-2635

**Ms. Marie Berlinguet**  
Member of the Steering Group  
Tel :  
Fax :

**Mr. Claude Paul Boivin**  
Executive Director  
Member of the Communications Committee  
tel : (613) 598-0601  
Fax : (613) 235-1637

**Mr. Manuel Carballo**  
Member of the Steering Group  
Tel :  
Fax :

**Ms. Lyne Champoux**  
Director of Communications  
Member of the Communications Committee  
Tel : (514) 283-3950  
Fax : (514) 283-3364

**Dr. Alastair Clayton**  
Member of the Steering Group  
Tel : (613) 954-1774  
Fax : (613) 954-5414

**Mr. Bernard Dagenais**  
Member of the Communications Committee  
Tel : (418) 656-2902  
Send by Courrier

Mrs. Margaret Duckett  
Programme Coordinator  
Tel : (514) 398-3627  
Fax : (514) 398-4668

Ms. Martha Durdin  
Member of the Media relations team  
Tel : (416) 366-8464  
Fax : (416) 366-6736

Mr. Tom Elmslie  
Member of the Communications Committee  
Tel : (613) 230-3344  
Fax : (613) 560-1487

Ms. Anne Imrie  
Marie-Hélène Fox's assistant  
Tel : (514) 874-1833  
Fax : (514) 874-7650

Ms. Lucy Felicissimo  
Administrative Assistant to the  
Chairman of the Programme Committee  
Tel : (514) 874-4006  
Fax : (514) 874-0679

Mr. Joel F. Finlay  
Member of the Steering Group  
Tel : (613) 952-7202  
Fax : (613) 952-5414

Mr. Jean-Marc Fleury  
Member of the Media relations team  
Tel : (613) 236-6163  
Fax : (613) 238-7230

Ms. Marie-Hélène Fox  
Member of the Media relations team  
Tel : (514) 874-1833  
Fax : (514) 874-7650

Mr. Patrick Gossage  
Member of the Media relations team  
Tel : (416) 366-8464  
Fax : (416) 366-6736

Catherine Hankins  
Programme Coordinator  
Tel : (514) 932-3055  
Fax : (514) 932-3359

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Mr. Ivan L. Head  
Chairman of the Steering Group  
Tel : (613) 598-0599  
Fax : (613) 235-1637

Mr. Lars Olof Kallings  
Member of the Steering Group  
Tel :  
Fax :

Ms. Anne Kern  
Member of the Communications Committee  
Tel : 011 41 22 91 21 11  
Fax : 011 41 22 91 07 46

Ms. Lyse Lavictoire  
Assistant Executive Director  
Member of the Communications Committee  
Tel : (514) 874-4006  
Fax : (613) 235-1637

Mr. Jean Leroux  
Editor of Daily Journal  
Tel : (613) 236-1162  
Send by courier

Ms. Sophie Lussier  
Administrative Assistant to the  
Director of Communications  
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**Directory of media relations and key conference organizers:**

**WHO:**

Dr. Hiroshi Nakajima  
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Mrs. Kathleen Kay  
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**GPA Unit chiefs:**

Dr. Jose Esparaza  
Chief, Biomedical Research

Dr. Manuel Carballo  
Chief, Social and Behavioural Research

Dr. Roy Widdus  
Chief, Programme Coordination and Development

Dr. Jim Chin  
Chief, Surveillance, Forecasting and Impact  
Assessment

Dr. Daniel Tarantola  
Chief, National Programme Support

Dr. Anthony Meyer  
Chief, Health Promotion

Mr. Terrence L. Mooney  
Chief, External relations

Mrs. Catherine Dagen  
Public information

Dr. Renee Danziger  
Public information/media workshop

(more names will be provided when list of WHO participants is  
finalized (if more are needed)).

## APPENDICE 1

## News Conferences before June

1) News conference to launch the V International Conference on AIDS's programme

Date	:	April 18, 1989
Time	:	10:30 am
Venue	:	Palais des Congrès Room 408 A and B
Objective	:	To achieve maximum advance profile for the conference as a unique Canadian contribution to a global problem. To announce full program. To establish the federal government's, the IDRC's and WHO's commitment to the issue and involvement in the Conference. To ensure advance registration by media, to establish goals of Conference.
The Event	:	A major Montreal news conference to launch officially the Conference programme
Proposed Speakers	:	.Chairman, Ivan Head .Dr. R. Morisset, Dr. A. Clayton .Dr. J. Mann

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**2) News Conference to launch programme internationaly**

**Date** : April 19, 1989

**Time** : 10:30 am

**Venue** : United Nations building in New York

**Objective** : To achieve maximum advance profile for the conference as a unique Canadian contribution to a global problem. To announce full program. To establish the federal government's, the IDRC's and WHO's commitment to the issue and involvement in the Conference. To ensure advance registration by media, to establish goals of Conference.

**The Event** : A major news conference at the United Nations building in New York to launch the Conference on an international level

**Proposed Speakers** : .Chairman, Ivan L. Head  
.Dr. R. Morisset, Dr. A. Clayton  
.Dr. J. Mann

**News briefing on Conference programme**

**Date** : May 8, 1989

**Time** : 10:00 am

**Venue** : Palais des Congrès  
Room 408 A and B

**Objective** : To sensitize and inform the specialized media and through them other Conference publics of focus and content of programme. To set the Conference agenda firmly prior to the Conference. To expose the depth of Canadian expertise involved in AIDS and conference planning. IDRC AIDS Glossary to be distributed.

**The Event** : An open ended programme briefing for specialized and targeted media followed by a full site tour to establish coverage access and parameters with major electronic and other media participants.

**Proposed Speakers** : .Chairman, Ivan Head  
.Dr. R. Morisset, Dr. A. Clayton  
.Programme Committee Coordinators

**News conference to announce Arts Programme**

Date : Sunday, May 28, 1989

Time : 12:00

Duration : 1 1/2 hour

Possible  
Venue : Tudor Hall at Ogilvy

Objectives :

1. To announce and highlight the SIDART programme as an integral part of the V International Conference on AIDS.
2. To attract and sensitize the media who cover cultural scene.
3. To use the opportunity of media presence one week prior to the AIDS Conference to announce any statistics that can be of interest such as number of registered delegates, media representatives, abstracts.

The Event : A Montreal news conference and brunch to profile the SIDART Programme to the media and the Montreal community. Local artists participating in the Programme will be present and there will be a display of some of the art work featured in the Programme. The venue will be Tudor Hall where some of the Quilts from the Names Project will also be on display during the Conference and possibly on the 28th.

Proposed  
Speakers :

- .Chairman, Ivan Head
- .Dr. R. Morisset, Dr. A. Clayton
- .Mr. Serge Turgeon, President of l'Union des Artistes and member of the Communications Committee
- .Red Cross representative
- .a few artists

Preliminary scenario	:	.Opening words by Chairperson (Ivan Head)	5 min.
		.Welcome by Dr. Morisset	5 min.
		.Dr. Clayton gives background information and introduces Serge Turgeon	5 min.
		.Serge Turgeon outlines programme	15 min.
		.Red Cross person speaks	10 min.
		.Artists are introduced	5 min.
		.Questions	15 min.

Programme

MEDIA WORKSHOP ON AIDS

organized by the

International Research Development Centre (IDRC)

and the

World Health Organization (WHO)

Ottawa

2 - 3 June 1989

Conference Centre, Centennial Tower, 200 Kent Street, Ottawa (Canada)

**Thursday, 1st June 1989**

18:00 - 20:00      Welcome cocktail at IDRC headquarters, Staff lounge, 6th floor, 250 Albert Street

**Friday, 2 June 1989**

(Conference Centre , 2nd Floor, Laurier room, Centennial Tower, 200 Kent Street)

08:30 - 09:00      Coffee

09:00 - 09:10      Welcome by Thomas Netter, Public Information Officer, Global Programme on AIDS, WHO, and Karen Spierkel, Associate Director, Communications Division, IDRC

09:10 - 09:25      An Introduction to the special character of the 5th International Conference on AIDS by Jim Mullin, Vice-President, Program, IDRC

09:25 - 09:40      The Global AIDS Situation and the Response of WHO's Global Programme on AIDS by Jonathan M. Mann, Director, Global Programme on AIDS, WHO

09:40 - 10:00      Questions

10:00 - 10:30      Break

10:30 - 10:45      Panel I: The WHO's Global Programme on AIDS  
Review of current knowledge of HIV and Prospects for a vaccine by José Esparza, WHO

10:45 - 11:00      Epidemiology and Natural history, by James Chin, WHO

11:00 - 11:15      AIDS, Behavior and Society, by Manuel Carballo, WHO

11:15 - 12:00      Questions

12:00 - 13:30	Lunch (2nd Floor, Centennial Tower)
13:30 - 13:40	Panel II <u>The Programme of the 5th International conference on AIDS</u> , chaired by <u>Alastair Clayton</u> , Director, Federal Centre on AIDS (Canada)
13:40 - 13:55	<u>Overview of the Programme of the 5th International Conference on AIDS</u> , by <u>Richard Morisset</u> , chairman of the Programme Committee and chair professor of Microbiology and Immunology, University of Montréal
13:55 - 14:10	The "AIDS and the individual " module, by <u>Catherine Hankins</u> , Director, Association of Metropolitan Montréal Community Health Department
14:10 - 14:30	Question Period
14:30 - 15:00	Break
	<u>Panel II - continuation</u>
15:00 - 15:15	The "AIDS, Society and Behavior" module, by <u>Pierre Dionne</u> , Director, social affairs, Intergovernmental and International Affairs, Health and Welfare Canada
15:15 - 15:30	The "Ethics and Law" module, by <u>David Roy</u> , Director, Bioethics Centre, Montréal Clinical Research Institute
15:30 - 15:45	"The Economic Impact of AIDS" module, by <u>Margeret Duckett</u> , visiting scholar, McGill University, Montréal
15:45 - 16:30	Question Period
16:30 - 18:00	Break
18:00 - 20:00	Dinner - <u>"IDRC and AIDS-related Research"</u>  Speaker: <u>Richard Wilson</u> , Director, Health Sciences Division, IDRC

Saturday, 3 June 1989

(Conference Centre, 2nd Floor, Laurier room, Centennial Tower,  
240 Kent Street)

08:30 - 09:00      Coffee

09:00 - 10:30      Round table and Discussion: AIDS reporting and realities, chaired by Thomas Netter, Public Information Officer, Global Programme on AIDS, WHO

- I - Working with National AIDS Programmes
- II- Access to information about AIDS and responding to misinformation
- III- AIDS reporting in the context of wider health issues
- IV- Ethical issues in media coverage of AIDS

10:30 - 11:00      Break

11:00 - 12:00      Briefing and discussion

Media Coverage of the Vth International Conference on AIDS: overview of facilities and services, by workshop organizers

12:45 - 14:00      Lunch

14:00 - 16:00      "HYPOTHETICAL": Seven panelists will discuss a hypothetical story/event concerning the forthcoming Conference, with a moderator posing questions to a public information officer, a journalist, an editor, a conference organizer, a person from an international development agency and a health educator

Coordinator: Laurie Garrett, Newsday

16:00                End of workshop

## LIST OF JOURNALISTS

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V International  
Conference on AIDS  
Montreal, June 4 - 9, 1989



V<sup>e</sup> Conférence  
internationale sur le SIDA  
Montréal, 4 au 9 juin 1989

## **MEDIA INFORMATION**

### **RENSEIGNEMENTS À L'INTENTION DES MÉDIAS**

V International  
Conference on AIDS  
Montreal, June 4 - 9, 1989



V<sup>e</sup> Conférence  
internationale sur le SIDA  
Montréal, 4 au 9 juin 1989

## NEWS MEDIA INFORMATION SHEET

The V International Conference on Acquired Immuno-deficiency Syndrome (AIDS) will take place at the Palais des Congrès in Montréal, Canada, from June 4 - 9, 1989. The Conference is sponsored by The International Development Research Centre, Health and Welfare Canada, and The World Health Organization.

This year's meeting will be the fifth in a series that began in Atlanta in 1985, moved to Paris in 1986, Washington in 1987, and Stockholm last year. Attendance has grown from 1,000 in Atlanta, to the expected 10,000 delegates in Montreal.

The theme of the Montreal Conference is "The Scientific and Social Challenge". The Conference programme recognizes that AIDS is both a scientific and social challenge of global dimensions; as such, it will promote an interdisciplinary approach to the study of AIDS without diluting in any way the biomedical component. A preliminary programme is attached for your interest.

A large number of media representatives is expected to attend the Conference. In order to avoid delays in registering on site, media organizations planning to cover the Conference MUST PRE-REGISTER BY MAY 1ST, 1989. After that date, registrations will be accepted only if space permits. Media representatives planning to attend are encouraged to book their hotel reservations AS SOON AS POSSIBLE. An accommodation form is enclosed.

TO BE ACCREDITED, media representatives must complete the enclosed pre-registration form and return it, before May 1st, together with a letter from the assignment editor on news organization letterhead, confirming the reporter's assignment to the Conference. PRIORITY will be given to full time employees of recognized media organizations followed by assigned freelance reporters and freelance reporters and writers without assignment. Public relations specialists will be invited to register as delegates, and will have access to press facilities as space permits.

We look forward to receiving your registration / accreditation form. Should you have any questions please contact us directly.



# V International Conference on AIDS

## PRELIMINARY CONFERENCE PROGRAMME

<b>SUNDAY</b> June 4	<b>MONDAY</b> June 5	<b>TUESDAY</b> June 6	<b>WEDNESDAY</b> June 7	<b>THURSDAY</b> June 8	<b>FRIDAY</b> June 9
10:00 to 19:00 Registration	8:30 to 10:45 Plenary Sessions	8:30 to 10:45 Plenary Sessions	8:30 to 10:45 Plenary Sessions	8:30 to 10:45 Plenary Sessions	8:30 to 10:45 Closing Plenary Sessions
	11:00 to 12:30 Specialty Sessions	11:00 to 12:30 Specialty Sessions Symposia	11:00 to 12:30 Specialty Sessions Symposia	11:00 to 12:30 Specialty Sessions Symposia	11:00 to 12:30 Closing Ceremony
	13:00 to 13:30 Press Conference	13:00 to 13:30 Press Conference	13:00 to 13:30 Press Conference	13:00 to 13:30 Press Conference	13:00 to 13:30 Press Conference
	13:00 to 14:00 Poster Presentations 1	13:00 to 14:00 Poster Presentations 2	13:00 to 14:00 Poster Presentations 3	13:00 to 14:00 Poster Presentations 4	
	14:00 to 15:30 Specialty Sessions	14:00 to 15:30 Specialty Sessions	14:00 to 15:30 Specialty Sessions	14:00 to 15:30 Specialty Sessions	
	16:00 to 17:30 Specialty Sessions	16:00 to 17:30 Specialty Sessions	16:00 to 17:30 Specialty Sessions	16:00 to 17:30 Specialty Sessions	
17:00 to 19:00 Opening Ceremonies (Palais)  Guest Speakers: President K. Kaunda (Uganda) Dame Nita Barrow (Barbados) Dr. Jonathan Mann (WHO, Geneva)	17:45 to 18:15 Press Conference	17:45 to 18:15 Press Conference	17:45 to 18:15 Press Conference	17:45 to 18:15 Press Conference	
		19:00 to 20:30 Concert at Notre Dame Basilica	19:30 Gala Dinner Venue to be Confirmed	18:00 Reception hosted by Health and Welfare Canada	
20:00 to 21:30 Opening Reception (Complexe Desjardins)					

## GENERAL INFORMATION

### Conference Site

The main site of the V International Conference on AIDS will be the Palais des Congrès, 201 Viger Avenue West, Montréal (which is easily accessible by bus and Métro or on foot from downtown hotels).

Registration, information centre, tourist desk, post office and exhibits will be located in the Palais des Congrès.

Plenaries and most specialty sessions and symposia will be held in the Palais.

### Registration Desk

Registration Desks will be open at the Palais des Congrès during the following hours:

Sunday, June 4:	10:00 to 19:00
Monday, June 5:	07:00 to 19:00
Tuesday, June 6:	08:00 to 17:00
Wednesday, June 7:	08:00 to 17:00
Thursday, June 8:	08:00 to 17:00

### Bell Message Centre

A Message Centre, generously offered by Bell Canada, will be located in the Palais des Congrès, and will be open during the Conference.

Anyone wishing to reach you should call (514) 397-0583 as of June 2, 1989. Please check the Electronic Message Centres periodically for messages.

### Insurance

The V International Conference on AIDS cannot accept liability for injuries arising from accidents which may occur during or arising from the Conference. We recommend that you take out appropriate travel and health insurance.

### Badges

Badges will be required for admission to all official functions, sessions, social events and the Exhibition Hall. Badges must be worn at all times.

## PROGRAMME

### Plenary Sessions

These state of the art lectures by distinguished scholars will address the following topics (tentative titles):

1. Fundamental Research
2. Clinical Research and Therapeutics
3. AIDS and the Individual
4. AIDS and Society
5. Research, Treatment, the Individual and Society
6. Closing Session

### Symposia

A number of symposia are planned for the following topics:

1. Fundamental Research
2. Therapeutic Methods
3. Clinical Research
4. AIDS and the Individual
5. AIDS and Society
6. Therapeutic Research

### Specialty Sessions

Sessions will be devoted to a variety of subjects. They will be based on oral presentations of 10 minutes and 5 minutes for discussion. They will be technical in nature and aim at gathering specialists on specific subjects.

Changes in the programme may occur depending on the profile of the submitted abstracts.

Some sessions will be round table discussions among specialists of different backgrounds in order to highlight consensus or differences of opinion; others will be workshops.

Speakers will be selected on the basis of abstracts submitted.

### Poster Sessions

Poster sessions will be held in sufficient numbers to accommodate all abstracts selected by the Programme Committee. Specific times have been reserved for Poster Sessions to avoid conflict with other Conference activities. Each poster will be on display for one full day.

### Exhibition

An exhibition of scientific and professional products and materials will take place at the Palais des Congrès from Monday to Thursday.

### Official Languages

The official languages of the Conference will be English and French. Simultaneous interpretation will be available in both these languages at all times, as well as in Spanish for plenary sessions. This interpretation is being generously provided by the Department of the Secretary of State of Canada.

## TOURIST INFORMATION

### Official Travel Agent

Parthenon Travel has been appointed Official Travel Agent of the Conference. For most favorable rates, please contact them directly or through your own travel agent. Voyages Parthenon, 692 Jean Talon Street West, Suite 104, Montréal, Québec, H3N 1R8, tel.: (514) 270-7370/79.

### Foreign Exchange

Exchange facilities will be available at the Palais des Congrès.

### Credit Cards

Major credit cards are honoured in all hotels as well as in most restaurants and department stores.

### Visa Requirements

A visa is required for residents of certain countries. Please consult the Canadian Embassy, High Commission or Consulate in your country. U. S. residents may enter Canada with suitable identification.

## Shopping Hours

Most stores, boutiques and department stores are open from 09:00 or 09:30 to 18:00 weekdays. On Thursdays and Fridays, most stay open until 21:00 and on Saturdays until 17:00.

## Weather

June is a beautiful late spring month in Montreal; the average daytime temperature ranges from 18 to 20 degrees Celsius (64 to 68 degrees Fahrenheit). However, the weather can be changeable, and lower or much higher temperatures are possible. We recommend that you bring a light sweater and a raincoat.

## Transportation - Air/Train/Bus

Bus service is available to all major downtown hotels from both Montreal Airports (Dorval and Mirabel).

Dorval	Mirabel
flights originating in the U.S. and Canada	all other flights

Distance .....	22 km	.....	55 km
Length of trip .....	20-30 min.	....	45 min
Murray Hill			
Limousine .....	about \$30	.....	about \$65
Taxi .....	about \$25	.....	about \$50
Aerocar			
Autobus .....	\$8	.....	\$11
(1988 rates)			

## Train

Montreal is served by VIA Rail Canada and Amtrak from the United States.

## Bus

Voyageur Terminus at 505 de Maisonneuve Blvd. East, is the arrival point for all buses from within Canada and the United States.

## Métro

The Métro is Montreal's subway system. Maps are located in each station. The Métro station closest to the Palais des Congrès is Place d'Armes.

## Open

The Métro is open from 05:00 to 01:00.

## Rates

(1988) Adults - \$1.00  
6 tickets \$5.50

## La Carte Congrès

The "Carte Congrès", a personal transit pass designed specifically for use by individuals attending conventions in Montreal, will be available at the Palais des Congrès for \$10. It gives the holder unlimited access to the city's public transportation system during the period of the Conference, June 4-9, 1989. This includes the use of four (4) métro lines served by sixty (60) métro stations, as well as more than 150 bus routes.

## SOCIAL PROGRAMME

### Sunday, June 4 (17:00 hours)

#### Opening Ceremony

The Opening Ceremony will be followed by a reception for all registered participants.

### Tuesday, June 6 (19:00 hours)

#### Concert at Notre Dame Basilica

An evening of classical music performed by I Musici de Montréal in historic Notre Dame Basilica in the heart of Old Montreal.

Cost \$15.00/person.

### Wednesday, June 7

#### (19:30 hours)

#### Gala Evening

"A Taste of Canada" reception and gourmet buffet. The festivities will showcase Canadian entertainment and foods.

Cost \$85.00/person

### Thursday, June 8 (18:00 hours)

Health and Welfare Canada will host a reception for all registered participants.

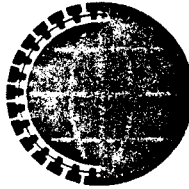
## TOURS

A Tour desk will be located at the Palais des Congrès to provide information on the many sports and recreational activities offered in and around the city: golf, jogging, squash, tennis, bicycling, white water rafting, fishing, horse racing, and much more. Baseball fans can enjoy an exciting evening at the Olympic Stadium, home to the National League baseball team, the Montreal Expos.

*There will be an opportunity to make arrangements for the following tours.*

- A trip to Upper Canada Village, featuring Canada's rich pioneer heritage
- A visit to the Olympic Park, site of the 1976 Summer Olympics
- A visit to the Montreal Museum of Fine Arts and other museums
- A walking tour of St. Denis Street, brimming with boutiques and cafés
- Viewing and shopping for Inuit (Eskimo) art and Canadian handicrafts
- A stroll through the many Sherbrooke Street art galleries and exclusive boutiques
- From the top of Mount Royal, enjoy a panoramic view of the city and a stop at Beaver Lake
- La Ronde Amusement Park

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V<sup>e</sup> Conférence  
internationale sur le SIDA  
Montréal, 4 au 9 juin 1989

## Media Registration/Accreditation Form

Please Type or Print Clearly

One form per registrant

Name: \_\_\_\_\_  
(Last) (First)

Title: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_

Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: \_\_\_\_\_

- |   |  |                                     |
|---|--|-------------------------------------|
| <input type="checkbox"/> Reporter           | <input type="checkbox"/> Photographer          | <input type="checkbox"/> Technician |
| <input type="checkbox"/> Print              | <input type="checkbox"/> Radio                 | <input type="checkbox"/> Television |
| <input type="checkbox"/> Medical/Scientific | <input type="checkbox"/> Other (specify) _____ |                                     |

Special requirements: \_\_\_\_\_

**This registration/accreditation form must be accompanied by a letter from your assignment editor on news organization letterhead confirming your assignment to the conference. Deadline: May 1, 1989. Late registrations will be accepted only if space permits.**

FEES (Canadian Dollars)

Quantity

\_\_\_\_\_ Media Registration - Complimentary  
until May 1, 1989\* \_\_\_\_\_

\_\_\_\_\_ Conference Abstract Manual @ \$50 \_\_\_\_\_

\_\_\_\_\_ Concert at Basilica, June 6 @ \$15 \_\_\_\_\_

\_\_\_\_\_ Gala reception & gourmet buffet,  
June 7 @ \$85 \_\_\_\_\_

Total enclosed (Canadian Dollars) \_\_\_\_\_

Make cheque (bank draft, certified cheque, or money order) drawn in Canadian funds on a Canadian Bank, payable to V International Conference on AIDS.

\* After May 1, 1989 media registration is on a space available basis. Access for media people who have not preregistered cannot be guaranteed.

### Office Use Only

Rec'd _____	ID _____
AP _____	CP _____
GP _____	CHQ # _____

### For further Information:

Marie-Hélène Fox (Montreal) (514) 874-1833  
Martha Durdin (Toronto) (416) 366-8464

### RETURN FORM AND LETTER TO:

#### MEDIA SECRETARIAT

V International Conference on AIDS  
1010 Ste-Catherine Street West, Suite 645  
Montreal, Quebec, Canada H3B 1G7

# ACCOMMODATION FORM

# FORMULAIRE DE RÉSERVATION D'HÉBERGEMENT

V International  
Conference on AIDS  
Montreal, June 4 - 9, 1989



V<sup>e</sup> Conférence  
internationale sur le SIDA  
Montréal, 4 au 9 juin 1989

Please use this official housing reservation form. We strongly recommend that you mail your reservation form as early as possible, as June is the beginning of the summer tourist season in Montreal. Room assignments will be made on a first-come, first-served basis. If, after making reservations, you find it necessary to change them, write directly to the address at right:

Veuillez utiliser ce formulaire de réservation. Il est fortement recommandé d'envoyer votre réservation le plus tôt possible, car le mois de juin marque le début de la saison touristique estivale à Montréal. L'attribution des chambres se fera selon le principe du premier arrivé, premier servi. Si, après avoir fait vos réservations, il vous faut les modifier, veuillez écrire directement à l'adresse indiquée à droite :

Greater Montreal Convention and  
Tourism Bureau/ L'office des congrès  
et du tourisme du Grand Montréal  
Attention: Ms. Y. Quesnel  
1010 Ste. Catherine Street West,  
Suite 410  
Montreal, Quebec  
H3A 1G2

Tel.: (514) 871-9449/ -9450  
Fax: (514) 871-1457  
Telex: 055-60170 OCTGM



PLEASE PRINT - ÉCRIRE EN CARACTÈRES D'IMPRIMERIE

Last name/Nom de famille

Name and initial/Prénom et initiale

Area code and telephone no./Numéro de téléphone avec indicatif régional:



Business address/Adresse d'affaires:

HOTEL PREFERENCE/CHOIX D'HÔTEL

1st choice/1er choix

3rd choice/3e choix

2nd choice/2e choix

4th choice/4e choix

Type and number of rooms desired/Genre et nombre de chambres désirées:

☐ SINGLE/SIMPLE

☐ DOUBLE

Special requirements/Demandes spéciales:

Date of arrival/Date d'arrivée

Time/Heure

Date of departure/Date de départ



To ensure the availability of your room at the indicated time of arrival, your hotel may require a deposit. You will be notified of the amount due when you receive your confirmation from the hotel. If you wish to guarantee your room with a one night deposit using a credit card, please indicate which card, its number and the date of expiration.

Pour assurer la disponibilité de votre chambre à votre arrivée, votre hôtel peut exiger un dépôt. Vous serez avisé de ce montant lorsque vous recevrez la confirmation de l'hôtel. Si vous désirez garantir votre chambre en payant la première nuit avec une carte de crédit, veuillez indiquer quelle carte vous utilisez, son numéro et sa date d'échéance.

American Express	Carte Blanche	Master Card	Diner's Club	Visa	En Route
Card Number: Carte N		Expiry Date: Date d'échéance		Signature	

For your convenience, return this form together with your  
REGISTRATION FORM in the envelope provided.

Pour mieux vous servir, veuillez retourner ce formulaire  
avec votre FORMULAIRE D'INSCRIPTION dans  
l'enveloppe fournie.

## **NEWS CONFERENCE SCHEDULE**

Twice daily NEWS CONFERENCES beginning Monday June 5 will be held in Room 407-A at 13:00 hours and 18:00 hours for 30 minutes. Plenary Session speakers, chairpersons and other speakers have been invited to meet journalists at these News Conferences. The list of speakers expected at each will be posted daily in the Media and Broadcast Centres.

A News Conference followed by a procedural briefing will be held on Sunday, June 4, at 13:00 hours in Room 408-BC.

On June 9, the final day, there will be only one News Conference at 13:00 hours.

## PROCEDURAL GUIDELINES

The Media Relations Team welcomes you to Montréal and the V International Conference on AIDS. As your hosts, we look forward to assisting you in every possible way during the Conference. After your workday, we hope you will explore the city and enjoy the charm and friendliness of Montréal. Bienvenue!

You will easily recognize Members of the Media Relations Team by their yellow badges with a bright green dot.

Due to the large number of media representatives in attendance, and limited space, certain guidelines will be enforced. The guidelines are designed to assist journalists in covering the Conference and to facilitate access to the principal speakers, while ensuring that the official sessions are not disrupted. Thank you in advance for your cooperation.

The guidelines will be fully detailed following the opening News Conference on Sunday, June 4, at 13:00 hours in Room 408-BC.

Briefly summarized the guidelines are:

Accredited journalists will have access to sessions and the Exhibition. Media badges must be visible at all times.

Seating during the sessions is on a first-come, first-served basis for delegates and journalists. Closed-circuit monitors are located in the Media Center and the Broadcast Center. Conference sessions will be retransmitted live; consult the daily newspaper "DIMENSIONS" for channel selection.

Delegates only are invited to ask questions during the sessions. Twice daily News Conferences at 13:00 hours and 18:00 hours are scheduled to give journalists access to speakers and chairpersons. Interviews may be arranged outside sessions at any time.

Camera crews and still photographers may shoot freely for the first five (5) minutes of each session. After this time, the session chairpersons will invite them to position themselves at the back of the room where they may continue to shoot. We ask that crews refrain from using portable lighting during this time.

Tape recorders and cameras should be plugged into multifeed boxes located at the back of the session rooms.

For the Opening Ceremonies:

- the Host Broadcaster will provide full coverage; audio and video feeds are available free of charge in the Broadcast Centre
- two small areas only, located on either side of the stage, will be designated for ENG crews and still photographers
- still photographers will be escorted on a rotational basis to a centre aisle position
- no assigned seating during the opening ceremonies for media.

The Conference has adopted a no-smoking policy throughout the Palais des Congrès and the Media and Broadcast Centres.

## GENERAL INFORMATION

### AUDIO TAPES

Conference sessions will be taped on audio cassettes which will be sold on the 4th floor, lobby area, for the price of \$10.00 CAN.

### VIDEO TAPES

Conference sessions in room 407-ABC will be filmed and the videotapes will be on sale on the fourth floor level, lobby area.

### VISITOR INFORMATION

Information regarding tours, restaurants and activities in Montreal can be obtained from agents in the Main Entrance Hall of the Palais des Congrès, near the escalators.

### TIME ZONES

Bonn.....	+6	San Francisco.....	-3
London.....	+5	Vancouver.....	-3
Paris.....	+6	Nairobi.....	+7
Rome.....	+6	Sydney.....	+15
Tokyo.....	+13	Stockholm.....	+6

### LOCATION OF CONFERENCE SERVICES

Broadcast Centre.....	Tent, front terrace
Conference Secretariat.....	4th floor, Room 402-C
Currency Exchange.....	Main Entrance Hall
Exhibits.....	Main Floor
First Aid.....	Third Floor, Room 314
Housing Desk.....	Main Entrance Hall
Information Kiosk.....	Main Entrance Hall
Local Tours Desk.....	Main Entrance Hall
Media Centre.....	Main floor, Room 100-A
Message Centre (Bell Canada).....	Lobby, 4th Floor
Post Office.....	Lobby, 4th Floor
Registration Desk.....	Main Entrance Hall
Rest Areas for people with HIV/AIDS.....	Meridien Hotel
Translation earphones.....	Lobby, 4th floor

## USEFUL TELEPHONE NUMBERS

### INTERNAL COMMUNICATIONS

ACCOMMODATION .....	496-3042/43
CONFERENCE SECRETARIAT .....	496-3044
EXHIBITORS INFORMATION .....	496-2542
HOST BROADCASTER .....	496-3131
INTERVIEW BOOKING DESK .....	496-3024
LOST AND FOUND .....	871-8122
MEDIA CENTRE INFORMATION .....	496-3021/22/23
MEDIA LIAISON IN BROADCAST CENTRE .....	496-3168/69
REGISTRATION (DELEGATES) .....	496-3040
REGISTRATION (MEDIA) .....	496-3041
SIDART .....	496-2542
SPEAKERS CENTRE .....	496-3049/50/51/52

### NEWSPAPER KIOSKS

Albert's News Stand 131 St.Jacques Street .....	844-4925
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Maison de la presse internationale 550 Ste-Catherine Street East .....	842-3857
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Metropolitan News Agency Inc. 1109 Cypress Street .....	866-9227
--	----------

### PHOTO LAB SERVICES

Canapress .....	849-3212
Graetz .....	989-9551
Mediamatrix .....	395-8684

### TRANSLATION SERVICES

Berlitz .....	288-3111
La Langagerie .....	875-8820

### LOCAL NEWS SERVICES

#### NEWS AGENCIES

Agence France Presse .....	875-8877
Canadian Press .....	849-3212
Reuters .....	282-0705

**NEWSPAPERS**

		Telephone
La Presse.....	morning.....	285-7070
Le Devoir.....	morning.....	844-3361
Le Journal de Montréal.....	morning.....	521-4545
The Montreal Daily News.....	morning.....	877-6397
The Montreal Gazette.....	morning.....	282-2222
Le Soleil de Québec.....	morning.....	418-647-3233
The Financial Post.....	morning.....	845-5141
The Globe and Mail.....	morning.....	845-2246

**RADIO-STATIONS AM-FM**

	Frequency	Telephone
CBF AM.....	690.....	597-5970
CBF FM.....	100,7.....	597-5970
CFGL FM.....	105,7.....	664-1500
CHOM FM.....	97,7.....	935-2425
CJFM FM.....	96.....	989-2536
CJMS AM.....	1280.....	527-4311
CKAC AM.....	73.....	845-5151
CKGM AM.....	980.....	931-4487
CKOI FM.....	96,9.....	766-2311
CBM AM.....	94.....	597-6300
CFCF AM.....	600.....	874-4040
CFQR FM.....	92,5.....	874-4040
CJAD AM.....	800.....	989-2523
CKO NEWS NETWORK AM.....	1470.....	843-8857

**TELEVISION STATIONS**

	Cable	Telephone
CBFT TV 2 (Radio-Canada).....	4.....	597-5970
CBMT TV 6 (CBC).....	13.....	597-5970
CFTM TV 10 (CHOT Télé Métropole).....	7.....	790-0461
CFCF TV 12 (CTV).....	11.....	273-6311
CIVM TV 17 (Radio-Québec).....	8.....	521-2424
QUEBEC-CANADA TV 5.....	15.....	522-5322
CFJP TV 35 (Quatre-Saisons).....	35.....	271-3535

**HOTELS**

Le Centre Sheraton.....	878-2000	Le Nouvel Hôtel.....	931-8841
Le Château Champlain.....	878-9000	Le Shangri-La.....	288-4141
Delta Hotel.....	286-1986	Lord Berri.....	845-9236
Le Grand Hôtel.....	879-1370	Hotel Meridien.....	285-1450
Holiday Inn Crowne Plaza.....	842-6111	Le Quatre-Saisons.....	284-1110
Holiday Inn Richelieu.....	842-8581	Ramada Inn.....	866-4611
Hôtel Arcade.....	874-9090	Ramada du Parc.....	288-6666
Hôtel Maritime.....	932-1411	Reine-Elizabeth.....	861-3511
La Citadelle.....	844-8851	Ritz Carlton.....	842-4212

**RESIDENCES**

McGill University.....	398-6368
Université de Montréal.....	343-6531
Y.M.C.A.....	849-1839

## MEDIA ARRANGEMENTS

A fully equipped MEDIA CENTRE with an Information Centre, work tables, typewriters, telephones, fax and telex machines, and photocopy facilities is located on LEVEL 1 of the Palais des Congrès.

THE BROADCAST CENTRE is located in the tent on the terrace adjacent to the Palais des Congrès. Operated by the Host Broadcaster Group of the Canadian Broadcasting Corporation (CBC), this Centre is equipped with: edit spaces and suites, work space, ENG crew, television interview areas and radio report filing areas. For additional information, see the last page of this section (THE HOST BROADCASTER).

### HOURS OF OPERATION:

#### Media Centre:

June 4: 10:00 hours – 22:00 hours  
June 5 – 8: 07:00 hours – 22:00 hours  
June 9: 07:00 hours – 18:00 hours

#### Broadcast Centre:

June 4 – 9: 24 hours a day

MEDIA REGISTRATION DESKS are located on Level 1 of the Palais des Congrès in the general registration area. The Media Registration desk hours are the same as Delegate Registration. Consult Final Programme.

DAILY NEWS CONFERENCES beginning on Monday June 5, will be held in Room 407-A at 13:00 hours and 18:00 hours for 30 minutes. Plenary speakers, chairpersons and other speakers have been invited to meet journalists at these News Conferences. There will be only one News Conference on June 9, at 13:00 hours. (N.B. opening News Conference on Sunday June 4, at 13:00 hours in Room 408-BC.)

REQUEST FOR INTERVIEWS should be placed with the Interview Booking Coordinator at the Information Centre located in the Media Centre.

CAMERA CREWS AND STILL PHOTOGRAPHERS may shoot freely for the first five (5) minutes of each session. After this time, the session chairpersons will invite them to position themselves at the back of the room where they may continue to shoot but with available light ONLY.

MULTIFEED BOXES are available at the back of each room.

SEATING during the Conference sessions is on a first-come, first-served basis for delegates and journalists. Closed circuit television monitors are located in the Media and Broadcast Centres.

The Conference has adopted a no-smoking policy throughout the Palais des Congrès and the Media and Broadcast Centres.

## **THE HOST BROADCASTER**

The V International Conference on AIDS selected the Canadian Broadcasting Corporation (CBC), Canada's national public broadcaster, as Host Broadcaster. This task falls under the responsibility of CBC's Host Broadcaster Group which provides special broadcast services and facilities to assist electronic media in their coverage of the Conference. This includes:

### **Live audio and video coverage:**

- June 4           - Opening ceremony 1630 to 1900
- June 5 to 8     - Plenary sessions 0830 to 1030  
                  - Specialty sessions 1100 to 1230 and 1400 to 1730  
                  - Press Conferences 1300 to 1330 and 1800 to 1830
- June 9           - Plenary session 0830 to 1030  
                  - Closing ceremony 1100 to 1230  
                  - Press conference 1300 to 1330

### **Facilities:**

The Host Broadcaster operates within the Conference's Broadcast Centre (Palais des congrès). Facilities include a master control, 3 feed points, edit spaces and edit suites, ENG crew, Television Interview Areas and Radio Report Filing Areas.

With the exception of the edit facilities and manpower overtime which are rated, all other services and facilities are available to broadcasters at no charge and on a booking basis. All outgoing audio and video transmissions originate from the Host Broadcaster Master Control area. The feeds terminate at Bell Canada Television Operations Centre (TOC). Audio and/or video transmissions from TOC must have been ordered in advance and are at the user's expense.

### **For more details contact:**

CBC Host Broadcaster  
Broadcast Centre  
V International Conference on AIDS  
Palais des congrès  
Montréal

*(Français au verso)*

**Dame Nita Barrow**  
**United Nations**

Dame Nita Barrow, the Permanent Representative and the Ambassador of Barbados at the United Nations, is best known in international circles as a member of the Eminent Persons Group which was assigned by the Commonwealth Prime Ministers Conference to seek solutions which would bring about the dissolution of the system of apartheid, and for her role as Convener of the meeting of 17,500 women in Nairobi at the end of the Decade of Women. Prior to these responsibilities, Dame Nita served as President of the worldwide Y.W.C.A. She is currently President of the International Council for Adult Education and one of the seven Presidents of the World Council of Churches. A graduate of the University of Toronto School of Nursing and Columbia University, New York, she holds a professional qualification from the University of Edinburgh and numerous Honorary Doctorates. Among her honours is that of Dame of St. Andrew conferred on her by Her Majesty Queen Elizabeth II in 1980.

**Dame Nita Barrow**  
**Nations unies**

Représentante permanente et ambassadrice de la Barbade aux Nations unies, dame Nita Barrow doit sa célébrité internationale à sa participation au groupe d'éminentes personnalités que la conférence des premiers ministres du Commonwealth avait chargé de trouver des moyens de mettre fin au régime de l'apartheid, ainsi qu'à son rôle clé dans le vaste rassemblement de 17,500 femmes qui a lieu à Nairobi au terme de la décennie des femmes. Avant d'assumer ces lourdes responsabilités, elle avait présidé la fédération mondiale des Y.W.C.A. Présidente du Conseil international pour l'éducation des adultes, elle fait partie des sept personnes qui président conjointement le Conseil mondial des Églises. Elle a étudié à l'École de nursing de l'Université d'Édimbourg. Outre ses diplômes professionnels, elle est titulaire de nombreux doctorats honorifiques et a été faite dame de Saint-Andrew en 1980 par Sa Majesté la reine Elizabeth II.

**The Honourable Perrin Beatty**  
**Minister of Health and Welfare Canada**

The Honourable Perrin Beatty, M.P. for Wellington-Gray-Dufferin-Simcoe, was born in Toronto in 1950 and educated at Fergus Public School, Upper Canada College and the University of Western Ontario. Following his graduation in 1971, Mr. Beatty worked as Special Assistant to the Honourable Bert Lawrence, then Ontario's Minister of Health. Mr. Beatty was first elected to the House of Commons in 1972, at the age of 22. In 1978, he served as a member of the Special Joint Committee studying the Constitution. The following year, he became the youngest Cabinet Minister to that point in Canadian history, serving as Minister of State for the Treasury Board. Following the 1980 election, Mr. Beatty became the Party's spokesperson on Communications and co-chaired the Standing Joint Committee on Regulations and Other Statutory Instruments. He was also a member of the Special Joint Committee on the Constitution of Canada. In 1984, he became Minister of the National Revenue and Minister Responsible for Canada Post Corporation. During this time, he implemented the Progressive Conservative Task Force report on Revenue Canada and drafted the Declaration of Taxpayers Rights. As Solicitor General of Canada (August 1985), Mr. Beatty amended the Young Offenders Act and steered new legislation through Parliament to protect society from dangerous offenders. He also initiated a program to help find missing children. Mr. Beatty was named Minister of National Defence in June 1986. One year later, he introduced a White Paper on National Defence, the first such policy review in 16 years. In July 1988, he succeeded in repealing the War Measures Act and replacing it with modern emergencies legislation to better protect civil rights. He was appointed Minister of National Health and Welfare in January 1989. Mr. Beatty chairs the Cabinet Committee on Human Resources, Income and Health, and is Vice-Chairperson for the Cabinet Committee on Environment.

**L'honorable Perrin Beatty**  
**Ministre de la Santé nationale et du Bien-être social du Canada**

L'honorable Perrin Beatty, député de Wellington-Grey-Dufferin-Simcoe, est né à Toronto en 1950 et a fait ses études à l'école publique de Fergus, au Upper Canada College et à l'Université de Western Ontario. En 1971, après ses études, M. Beatty a été nommé adjoint spécial auprès de l'honorable Bert Lawrence, alors ministre de la Santé de l'Ontario. M. Beatty a été élu pour la première fois à la Chambre des communes en 1972 à l'âge de 22 ans. En 1978, il a été membre du comité mixte spécial chargé de l'étude de la Constitution. L'année suivante, il est devenu le plus jeune ministre du Cabinet, jusqu'alors dans l'histoire du Canada, étant nommé ministre d'État au Conseil du Trésor. Après les élections de 1980, M. Beatty a été nommé porte-parole du caucus en matière de communications et coprésident du Comité mixte permanent des règlements et autres textes réglementaires. Il a été membre également du Comité mixte spécial sur la Constitution du Canada. En 1984, M. Beatty est devenu ministre du Revenu national et ministre chargé de la Société canadienne des postes. Il a alors mis en oeuvre le rapport du groupe de travail progressiste conservateur sur Revenu Canada et a rédigé la Déclaration des droits des contribuables. En tant que Solliciteur général du Canada (août 1985), M. Beatty a modifié la Loi sur les jeunes contrevenants, et a piloté, au Parlement, une nouvelle loi visant à protéger la société contre les criminels dangereux. Il a également mis sur pied un programme pour aider à retrouver les enfants disparus. M. Beatty a été nommé ministre de la Défense nationale en juin 1986. En juin 1987, il a déposé le Livre blanc sur la Défense nationale, la première étude d'orientation dans son genre depuis 16 ans. En juillet 1988, il a fait abolir la Loi sur les mesures de guerre, la faisant remplacer par la Loi sur les mesures d'urgence afin de mieux protéger les droits civils. Il a été nommé ministre de la Santé nationale et du Bien-être social en janvier 1989. À ce titre, M. Beatty est président du Comité du Cabinet chargé des ressources humaines, soutien du revenu et santé, et vice-président du Comité du Cabinet chargé de l'environnement.

**The Honourable Robert Bourassa**  
**Prime Minister of Québec**

Born in Montréal, in the parish of Saint-Pierre-Clavier, on July 14, 1933, Robert Bourassa, son of Aubert Bourassa and Adrienne Courville, earned a bachelor of arts degree from College Jean-de-Brébeuf in 1953 and a doctor of laws degree from the University of Montréal in 1956, the same year he was awarded the Governor General's Medal. Called to the Bar of Montréal in 1957, in 1959 he was granted a master's degree in economics and political science from Oxford University. He was awarded a scholarship from Harvard University and there, in 1960, was granted a master's degree in taxation and financial law. Subsequently, he worked as a taxation advisor for the Department of National Revenue, in Ottawa, from 1960 to 1963, was professor of economics and taxation at the University of Ottawa from 1961 to 1963, secretary and research director for the Bélanger Commission on taxation from 1963 to 1965, special advisor on economic and financial matters for the federal Department of Finance and professor of public finance at the University of Montréal and Laval University, from 1966 to 1969. Elected member of the National Assembly for the Mercier riding on June 5, 1966, he served as the Québec Liberal Party's financial critic in the National Assembly. Elected leader of his party on January 17, 1970, at age 36 on the April 29 general elections, he became the youngest Prime Minister in Québec's history. During this mandate, besides the functions of Prime Minister and Chairman of the Executive Council, he held the positions of Minister of Finance (May to October 1970) and Minister of Intergovernmental Affairs (February 1971 to February 1972). Re-elected during the October 29, 1973 general elections, he served as Prime Minister and Chairman of the Executive Council as well as Minister of Intergovernmental Affairs (October to November 1976). In November 1976, he began a long period of study and reflection during which he was a visiting professor at the "Institut européen d'administration des affaires" (INSEAD) in Fontainebleau and a speaker at the "Institut des affaires européennes" in Brussels in 1977, then professor at the Center of Advanced International Studies at John Hopkins University in Washington in 1978. In January 1979, he resumed his career as a professor at Laval University and the University of Montréal. He was then a visiting professor at the University of Southern California, in Los Angeles, in 1981, as well as at Yale University, in New Haven, in 1982. During this period, he also served as an economic and financial advisor. He played a very active part in the 1980 referendum campaign and was re-elected leader of the Québec Liberal Party on October 15, 1983. Elected member of the National Assembly for the Bertrand riding on June 3, 1985, he became Leader of the Official Opposition in the Québec National Assembly. Following the December 2, 1985 general elections, he became Prime Minister of Québec once again. On January 20, 1986, he was elected member of the National Assembly for the Saint-Laurent riding in the Québec National Assembly. The University of Tel-Aviv awarded him an honorary Doctor of Philosophy degree in 1987; the same year he became the twentieth recipient of the Order of Merit of the Graduates of the University of Montréal.

**Armand Frappier**  
**Canada**

Armand Frappier was born in Salaberry-de-Valleyfield, Québec. He was educated at Valleyfield Seminary, where he obtained the degree of bachelor of arts (Université de Montréal). He was awarded degrees in science and medicine at the same university. After receiving a fellowship from the Rockefeller Foundation, he went to the United States and Europe to pursue post-graduate studies in microbiology, particularly in the prevention of tuberculosis. For more than 35 years, Dr. Frappier taught microbiology and preventive medicine at the Université de Montréal, where he founded the École d'Hygiène and served as its dean for 20 years. In 1927, he founded the Laboratories of St. Luc Hospital in Montréal, then served as the director until 1943. He founded and then, for 38 years, was the director of the Institut de Microbiologie et d'Hygiène de Montréal, which has been known as the "Institut Armand-Frappier" since 1975. The "Institut Armand-Frappier" conducts research and provides specialized post-graduate teaching and also different services of medical and non-medical nature. It has also production facilities for biologicals. Dr. Frappier is, or was, an executive member of many national and international societies. For example, he is a member of the Royal Society of Canada, which awarded him, in 1979, the Thomas W. Eadie prize for his work. He is also an honorary associate of the Royal College of Physicians and Surgeons of Canada, a foreign associate of the French National Academy of Medicine, a Fellow of the Royal Society of Medicine of London and of the American Public Health Association. He has participated in the work of a number of public-health and health-research organizations in Canada and elsewhere, and was behind the organization of several official Canadian medical-research agencies. Dr. Frappier was a pioneer in microbiology research and preventive medicine in Canada. The range and general results of his personal and joint research may be summarized as follows: he ranks among the first North American scientists to have confirmed, through experimental, epidemiological and clinical studies, the safety and effectiveness of the BCG anti-tubercular vaccine; he was one of the first to develop original methods for the study and utilization of this vaccine and to show many of its numerous biological and clinical properties. (BCG stands for Bacillus-Calmette-Guérin). Over a period of many years, he studied the mechanisms of infection as well as the specific and non-specific mechanisms of resistance to certain infections such as whooping cough, wound and common cold infections for which he improved the activity of vaccines. His publications in important medical and scientific journals have been bound together in an eight-volume collection. Many brochures and articles or conferences, and even some whimsical and humorous articles, non published, bound together add fifteen other volumes. Five universities have awarded him honorary doctorates: Laval, Paris, Montréal, Québec and Cracow. He is a Companion of the Order of Canada, one of the five Great Officers of the Ordre National du Québec, and an Officer of the Order of the British Empire. He has been honoured by numerous medical and scientific organizations, and the French Academy of Science awarded him its Grand Prix Jean Roy. He retired in 1974 at 70 years of age, but he is still active in the "Institut Armand-Frappier" archives and as a consultant.

**Warren Jensen**  
**Canada**

Warren Jensen was born in November 1952 in Wadena, Saskatchewan. He worked in the accounting field and hospitality management. He was diagnosed with AIDS on October 5th, 1985, and was one of the founding members of the Vancouver Persons with Aids Society in early 1986. Mr. Jensen was one of the first Person with AIDS to appear nationally in the fight to make AZT available in Canada in 1986. At the time he met with the Federal Minister of Health to voice the concerns of Persons with AIDS.

**Warren Jensen**  
**Canada**

Warren Jensen est né en novembre 1952 à Wadena (Saskatchewan). Il a travaillé dans la comptabilité et dans l'hôtellerie. Il était diagnostiqué porteur du SIDA le 5 octobre 1985, il est un des membres fondateurs de la société Personnes atteintes du SIDA de Vancouver créée au début de 1986. M. Jensen était une des premières personnes atteintes du SIDA à entrer dans la lutte nationale pour permettre l'usage de l'AZT au Canada en 1986. A l'époque, il avait rencontré le ministre fédéral de la Santé pour exprimer la position des personnes atteintes du SIDA.

**Lars Olof Kallings**  
**Sweden**

Born in Stockholm, Sweden, Dr. Kallings is the Scientific Advisor to the Swedish Government. Holding an M.D. and a Ph.D. in Microbiology, Dr. Kallings has been at the forefront of the fight against AIDS in many capacities. Dr. Kallings is President of the International AIDS Society (IAS) and Chairman of the World Health Organization (WHO) Global Commission on AIDS, as well as being a member of it's Steering Committee on Biomedical Research. Dr. Kallings is also the Vice President of the WHO Executive Board and has held professorships at the Karolinska Institute in Stockholm and the National Bacteriological Laboratory, also in Stockholm, where he acted as Director General from 1982 to 1988. Dr. Kallings was Chairman of the Organizing Committee for the IV International Conference on AIDS last June in Stockholm.

**Lars Olof Kallings**  
**Suède**

Le docteur Kallings est né à Stockholm, en Suède. Il est actuellement conseiller scientifique auprès du gouvernement suédois. Médecin et titulaire d'un doctorat en microbiologie, il participe à divers titres au combat contre le SIDA. Il est président de la Société internationale sur le SIDA ainsi que de la Commission internationale du SIDA de l'Organisation mondiale de la santé (O.M.S.), en plus d'être membre de son Comité directeur sur la recherche biomédicale. Il est également vice-président du conseil exécutif de l'O.M.S. et a occupé des chaires de professeur à l'Institut Karolinska de Stockholm et au Laboratoire national de bactériologie de la même ville, dont il a été le directeur général de 1982 à 1988. C'est lui qui présidait le Comité organisateur de la IVe Conférence internationale sur le SIDA, à Stockholm en juin dernier.

Ivan L. Head  
Canada

Mr. Head was appointed President of the International Development Research Centre (IDRC) by the Government of Canada in 1978. He was reappointed for a second term in 1983 and a third in 1988. He is a graduate of the University of Alberta in Arts and Law and received the LL.M. degree from Harvard University. Following his admission to the bar, Mr. Head practiced law in Calgary for several years. He later joined the Department of External Affairs as a Foreign Service Officer and served in Ottawa and in Southeast Asia. From 1963 to 1967, he was Associate Professor, later Professor, of Law at the University of Alberta. He took leave from the University in 1967 to serve as Associate Counsel, Constitution, to the Minister of Justice, Canada. From 1968 to 1978, Mr. Head served as Special Assistant to the Prime Minister of Canada with special responsibility for foreign policy and the conduct of international relations. He is the recipient of a number of honours including honorary Doctorate of Laws degrees conferred upon him by the universities of Alberta, the West Indies, and Western Ontario, and an honorary Doctorate from the University of Ottawa.

Ivan L. Head  
Canada

Nommé président du Centre de recherches pour le développement international (C.R.D.I.) par le gouvernement du Canada en 1978, M. Head a été reconduit dans ses fonctions par deux fois, en 1983 et 1988. Il est bachelier ès arts et bachelier en droit de l'Université de l'Alberta et a obtenu sa maîtrise dans le même domaine à l'Université Harvard. Après son admission au Barreau, il pratique le droit à Calgary pendant plusieurs années, puis devient membre du corps diplomatique canadien et occupe divers postes à Ottawa et dans le sud-est asiatique. De 1963 à 1967, il occupe une chaire de droit à l'Université de l'Alberta d'abord comme professeur adjoint puis comme professeur. En 1967-1968, il travaille comme avocat-conseil associé (Constitution) auprès du ministre de la Justice du Canada. Pendant dix ans, de 1968 à 1978, il assume auprès du premier ministre du Canada le rôle de conseiller spécial en matière de politique étrangère et aux relations internationales. Il a reçu plusieurs distinctions dont des doctorats honorifiques en droit des universités de l'Alberta, des Indes occidentales et Western Ontario, ainsi qu'un doctorat de l'Université d'Ottawa.

**Son Excellence Kenneth D. Kaunda**  
**Président de la République de Zambie**

M. Kenneth David Kaunda est Président de la Zambie depuis l'accession à l'indépendance de cette république, le 24 octobre 1964; il a été réélu en octobre 1983 pour un cinquième mandat de cinq ans. Il avait d'abord été Premier ministre lorsque l'ancienne colonie britannique est devenue autonome en janvier 1964. Né le 28 avril 1924, il fait ses études dans son pays et travaille comme professeur puis, après quelques années, entre dans la politique active en 1949. Il joue bientôt un rôle de premier plan au sein de l'African National Congress (A.N.C.), alors seul parti politique de la Zambie: il en est d'abord organisateur et, par la suite, secrétaire général. En 1958, il fonde le Zambia African National Congress (Z.A.N.C.), organisation qui est bannie l'année suivante, et lui-même est placé en résidence surveillée. Il recouvre toute sa liberté et, en janvier 1960, est élu président de la United National Independence Party (U.N.I.P.), qui vient alors d'être créée. Il entre à la First African Administration de son pays après l'élection de 1962 et est nommé ministre du Gouvernement local et du Bien-être social. A l'élection suivante, organisée dans le cadre de la nouvelle constitution consacrant l'autodétermination politique du pays, il remporte une victoire décisive et est élu Premier ministre en janvier 1964. Dix mois plus tard, la Zambie devient une république indépendante, et M. Kaunda en est le premier Président. Son engagement au service de la cause de la liberté lui confère une stature internationale. En février 1962, il a été élu président du Pan African Freedom Movement for East, Central and Southern Africa. Il a également présidé le Mouvement des pays non alignés et l'Organisation de l'unité africaine. A l'heure actuelle, il est président de la ligue des États de la ligne de front et, à nouveau, de l'O.U.A. C'est l'un des inspirateurs de la philosophie de l'humanisme, doctrine officielle de la Zambie depuis 1967. Il a écrit plusieurs livres, dont: Black Government (1961), Zambia Shall Be Free (1963), Humanism in Zambia (1967), Letters to My Children (1973) et Kaunda on Violence (1980). Il est également l'auteur de nombreux articles et opuscules sur la politique étrangère de la Zambie et sur diverses questions de politique internationale, et oeuvre sans relâche pour l'émancipation des pays du sud de l'Afrique. Des universités de plusieurs pays lui ont décerné de nombreux doctorats honoris causa, en particulier l'Université Fordham (New York), l'Université nationale d'Irlande, l'Université de York, l'Université Princeton, l'Université de Windsor (Canada) et l'Université du Chili. Parmi les autres honneurs qu'il a reçus, citons le prix 1969 décerné à l'homme d'État de l'année par l'organisme African Americans for Friendship and Retainment of Image, Culture and Art, de New York, et le prix Jawaharlal Nehru 1979 (Award for International understanding), qui lui a été remis en Inde en janvier 1975. M. Kaunda est marié et a six fils (dont un décédé), deux filles et de nombreux petits-enfants.

**Jonathan Mann**  
**WHO-Geneva**

Prior to attending Washington University School of Medicine in Missouri from 1970-74, Dr. Mann earned a B.A. in History magna cum laude from Harvard College and spent one year at the "Institut d'Etudes Politiques" in Paris. In 1975, Dr. Mann joined the Centres for Disease Control as an Epidemic Intelligence Service Officer for two years. Following this, Dr. Mann was appointed State Epidemiologist and Chief Medical Officer for New Mexico as well as Deputy Director of the State Health Department. In 1980, he received his Masters in Public Health from the Harvard School of Public Health. In 1984, he returned to the Centres for Disease Control as the Assistant to the Director of the AIDS Programme with responsibility for international programmes. Dr. Mann went to Kinshasa, Zaire, where he established and directed the Zaire AIDS Research Project. In 1986, Dr. Mann assumed his current position as Director of the Special Programme on AIDS at the WHO.

**His Excellency Kenneth D. Kaunda**  
**President of the Republic of Zambia**

Dr. Kenneth David Kaunda has been President of Zambia since October 24, 1964 when Zambia became an independent republic. He was elected Zambia's President for a fifth term of five years in October 1983. He had become Prime Minister when self-government was attained in January 1964. Born on 28th April, 1924, he was educated in Zambia and qualified as a teacher. He worked as a teacher for a few years before entering active politics in 1949. He was soon prominent in the African National Congress (ANC), then the only political party in the country. He became a field organizer and later, Secretary-General of the A.N.C. In 1958 he founded the Zambia African National Congress (ZANC), which was banned in 1959, and he was placed under restriction. On his release, he was elected President of the newly-formed United National Independence Party (UNIP) in January 1960. He became a member of the First African Administration in his country following the election in 1962, and was appointed Minister of Local Government and Social Welfare. At the next election, under a new self-government constitution, he won a landslide victory and became Zambia's first Prime Minister in January 1964. Ten months later, in October 1964, Zambia became an independent republic and Dr. Kaunda took office as its first President. Dr. Kaunda's work in the cause of freedom has made him an internationally known figure. He was elected Chairman of the Pan-African Freedom Movement for East, Central and Southern Africa in February, 1962. He has been Chairman of the Non-aligned Movement and the Organization of African Unity. Currently, he is Chairman of the front-line states and, once again, Chairman of the Organization of African Unity. He is an eminent proponent of the Philosophy of Humanism, which was adopted as Zambia's policy in 1967. He has written several books including: Black Government (1961), Zambia Shall be Free (1963), Humanism in Zambia (1967), Letters to My Children (1973), and Kaunda on Violence (1980). In addition to this, he has written numerous booklets and pamphlets on Zambia's foreign policy and global political issues, and has tirelessly contributed towards the emancipation of Southern Africa. Dr. Kaunda is a recipient of many honorary doctorates from various universities in many countries. These include Fordham University (New York), National University of Ireland, The University of York, Princeton University, University of Windsor (Canada) and the University of Chile. Among other honours bestowed on him are the 1969 Annual Statesmanship Award from the African Americans for Friendship and Retainment of Image, Culture and Art in New York, and the 1970 Jawaharlal Nehru Award for International Understanding presented to him in January 1975 in India. Dr. Kaunda is married and has six sons (one deceased), two daughters and a number of grandchildren.

**Jonathan Mann**  
**O.M.S. – Genève**

Avant de s'inscrire en médecine à l'université Washington du Missouri, en 1970, Jonathan Mann a obtenu un baccalauréat en histoire, avec grande distinction, du collège Harvard et a passé un an à l'Institut d'Études politiques de Paris. Il reçoit son diplôme de médecine en 1974. L'année suivante, il devient membre du service d'enquêtes épidémiologiques des Centres for Disease Control, poste qu'il occupe pendant deux ans, jusqu'à sa nomination comme épidémiologiste, chef des services médicaux et directeur adjoint du programme de lutte contre le SIDA, avec mission de superviser les projets internationaux. Il effectue ensuite une mission à Kinshasa, capitale du Zaïre, pour organiser et diriger le programme national de recherche sur le SIDA de ce pays. Depuis 1986, il pilote le Programme mondial de lutte contre le SIDA de l'O.M.S.

**The Right Honorable Martin Brian Mulroney**  
**Prime Minister of Canada**

Martin Brian Mulroney was born in Baie Comeau, Quebec, on March 20, 1939. He holds a Bachelor of Arts (Honours) degree in Political Science from St. Francis Xavier University, Antigonish, Nova Scotia and a Bachelor of Law from L'Université Laval, Quebec City. Upon graduating from law school, Mr. Mulroney joined the Montreal law firm of Ogilvy Renault, where he remained as a partner until July, 1976. Mr. Mulroney has been active in public life and community affairs in Canada for many years. In May, 1974, he was appointed to the Cliche Royal Commission investigating violence in the Quebec construction industry, and in 1976 was a candidate for the national leadership of the Progressive Conservative Party of Canada. Mr. Mulroney joined the Iron Ore Company of Canada as Executive Vice-President in July, 1976, and was elected President the following year. He served as Chairman of the company's Executive Committee, and as President of its subsidiary firms, including the Quebec North Shore and Labrador Railway. He was a director of several leading Canadian companies, professional associations and a Trustee of the Schenley Awards. Doctorates of Law Honoris Causa have been conferred upon Mr. Mulroney by St. Francis Xavier University and Memorial University of Newfoundland. He is a member of the Board Of Governors of Concordia University, Montreal, and of St. Francis Xavier University. He is the author of Where I Stand published in 1983, a collection of essays and speeches by Mr. Mulroney. On June 11, 1983, Mr. Mulroney was elected Leader of the Progressive Conservative Party of Canada. He subsequently won election to the House of Commons on August 29, 1983, representing the riding of Central Nova, Nova Scotia. Mr. Mulroney was re-elected to the House of Commons on September 4, 1984 representing the riding of Manicouagan, Quebec. On September 17, 1984, the Right Honourable Brian Mulroney was sworn in as Canada's 18th Prime Minister.

**Le très honorable Martin Brian Mulroney**  
**Premier ministre du Canada**

Martin Brian Mulroney est né à Baie Comeau (Québec) le 20 mars 1939. Il détient un baccalauréat ès arts avec spécialisation en science politique de l'Université Saint-François-Xavier d'Antigonish (Nouvelle-Écosse) et un baccalauréat en droit de l'Université Laval à Québec. Ses études en droit terminées, M. Mulroney se joint au cabinet d'avocats Ogilvy Renault de Montréal, où il occupe un poste d'associé jusqu'en juillet 1976. M. Mulroney participe activement aux affaires publiques et communautaires canadiennes. En mai 1974, il est nommé membre de la Commission royale d'enquête sur l'exercice de la liberté syndicale dans l'industrie de la construction (Commission Cliche) et en 1976, il est candidat au leadership du Parti progressiste-conservateur du Canada. En juillet 1976, il devient vice-président exécutif de la compagnie Iron Ore du Canada, et l'année suivante, il est élu président. Il est également président du comité exécutif de la compagnie et président de toutes ses filiales, y compris la société de chemin de fer Quebec North Shore and Labrador. Il est membre du conseil d'administration d'importantes entreprises canadiennes et d'associations professionnelles de même que fiduciaire des Trophées Schenley. Il reçoit des doctorats honorifiques en droit des universités Saint-François-Xavier d'Antigonish et Memorial de Terre-Neuve. Il est membre du bureau des gouverneurs de l'Université Saint-François-Xavier. Il est auteur d'un livre intitulé Telle est ma position publié en 1983. Ce livre est un recueil d'essais et de discours rédigés par M. Mulroney. Le 11 juin 1983, M. Mulroney est élu chef du Parti progressiste-conservateur du Canada. Le 29 août 1983, il obtient un siège à la Chambre des communes en se faisant élire député de la circonscription de Central Nova (Nouvelle-Écosse). Le 4 septembre 1984, M. Mulroney est réélu à la Chambre des communes, à titre de député de la circonscription de Manicouagan (Québec). Le 17 septembre 1984, Brian Mulroney est assermenté 18<sup>e</sup> Premier ministre du Canada.

**Randy Shilts**  
**San Francisco**

Randy Shilts, San Francisco Chronicle reporter, is widely regarded as the leading reporter on the AIDS epidemic in the United States. A native of Aurora, Illinois, and a graduate of the University of Oregon School of Journalism, Mr. Shilts worked as a television reporter for KQED's "Newsroom" program during the 1970's and as a correspondent for the "Ten O'Clock News" on KTVU-TV Oakland. Mr. Shilts joined the staff of the San Francisco Chronicle in 1981, the first journalist in America specifically assigned to cover the gay beat. In 1982, St. Martin's Press published Shilts' first book, The Mayor of Castro Street: The Life and Times of Harvey Milk, a work that documents both the life of the slain gay leader and the emergence of homosexual political power in San Francisco. Mr. Shilts has worked full-time covering the AIDS epidemic since 1983, reporting on the public policy aspects and the social impact of the disease. He has received numerous awards and citations for his ground-breaking reportage on the epidemic. His second book, And The Band Played On: Politics, People and the AIDS Epidemic, was published in 1987 by St. Martin's Press and was nominated for the Best Non-Fiction Book of 1987 by the National Book Critics Circle Award.

**Randy Shilts**  
**San Francisco**

Reporter au journal San Francisco Chronicle, Randy Shilts est généralement considéré comme le journaliste qui fait autorité dans le domaine de la propagation du SIDA aux États-Unis. Originaire d'Aurora (Illinois) et diplômé de l'école de journalisme de l'Université de l'Oregon, il a travaillé comme reporter à la télévision pour l'émission Newsroom de KQED pendant les années 70, et comme correspondant pour le journal télévisé Ten O'Clock News pour KTVU-TV Oakland. Lorsqu'il entre au San Francisco Chronicle en 1981, il est le premier journaliste nord-américain spécifiquement affecté à la couverture des milieux homosexuels. En 1982, la maison St. Martin's Press publie son premier livre, The Mayor of Castro Street: The Life and Times of Harvey Milk, qui décrit à la fois la vie du leader homosexuel assassiné et la montée du pouvoir politique gai à San Francisco. Depuis 1983, il travaille à plein temps sur l'épidémie du SIDA, en particulier sur son impact social et les questions de politique qui s'y rattachent. Ses reportages ont fait découvrir de nombreux aspects de la maladie et lui ont valu divers prix et citations. Son deuxième livre, And The Band Played On: Politics, People and the AIDS Epidemic publié en 1987 par St. Martin Press, a été sélectionné pour le concours 1987 du National Book Critics Circle, dans la catégorie des récits non fictifs.

**John Ziegler**  
**San Francisco**

Born in New York, Dr. Ziegler received his B.A. and M.A. degrees from Amherst College. He went on to earn his medical degree from Cornell University Medical College. In 1966-67, he was a Clinical Associate and later admitting Officer at the National Cancer Institute. Between 1967 and 1972, he was director of the Uganda Cancer Institute at Makerere University Medical School, while remaining associated with the National Cancer Institute. Between 1973 and 1981, he has served in various positions at the National Cancer Institute: Chief, Pediatric Oncology Branch (1973-75); Deputy Clinical Director and Associate Director of the Clinical Oncology Program (1975-80); Editor-in-Chief of the Journal of the National Cancer Institute (1980-81). He assumed his current positions as Associate Chief of Staff for Education, Veterans Administration Medical Centre in San Francisco, and Professor of Medicine, School of Medicine, University of California, San Francisco in 1981. Dr. Ziegler is a member of many societies and associations and the author of numerous publications in his field.

**John Ziegler**  
**San Francisco**

Né à New York, le docteur Ziegler fait un baccalauréat et une maîtrise au Amherst College, puis obtient son doctorat en médecine du Medical College de l'Université Cornell. En 1966 et 1967, il est associé clinique, et ensuite responsable des admissions, au National Cancer Institute des États-Unis. Entre 1967 et 1972, il est administrateur de l'Institut ougandais du cancer à l'école médicale de la Makerere University, tout en restant affilié au National Cancer Institute où il occupe divers postes de 1973 à 1981: chef de la division d'oncologie pédiatrique (1973-1975), sous-directeur clinique et directeur associé du Programme d'oncologie clinique (1975-1980), rédacteur en chef du journal de l'Institut (1980-1981). C'est en 1981 qu'il prend ses fonctions actuelles de chef associé du personnel de l'éducation au Veterans Administration Medical Centre de San Francisco, et de professeur de médecine à l'Université de Californie, également à San Francisco. Le docteur Ziegler est membre de nombreuses associations et a beaucoup publié dans son domaine.

# **C O M M U N I Q U É**

For immediate release  
June 2, 1989

## **LE TOUR DE L'ILE DE MONTRÉAL The largest cycling event in the world!**

**Montréal- On Sunday June 4, 1989, the streets of the island will be invaded by thousands of cyclists from all regions of Québec, Canada and the United States to participate in Le Tour de l'Ile de Montréal, a wonderful cycling celebration. For the occasion, the streets on the bike run will be closed to traffic with the assistance of the Montreal Urban Community police force and an army of over 3 500 volunteers.**

**This year, 35 000 participants are expected for the 68 km ride. Men and women, children and seniors, from sunday bikers to seasoned cyclists: all are invited. It should be pointed out that with this fifth edition, Le Tour de l'Ile de Montréal will register its 100 000th participant. Last year, 32 000 people rode the 66 km course and the feat enabled Le Tour de l'Ile de Montréal to be registred in the 1989 Guinness Book of Records as the largest cycling event in the world.**

**Le Tour de l'Ile de Montréal, aside from being a major sporting and recreational event, has the special status of being a mainly social event. With its basic values of quality of life and protection of the environment, Le Tour de l'Ile de Montreal stands for the meeting of a multitude to together enjoy discovering the island and its neighbourhoods.**

**Sunday June 4, the city of Montreal will belong to cyclist. Be there from 8h40 to 10h40 to witness the departing Le Tour de l'Ile participants. When 35 000 bicycles take to the streets, the show is spectacular!**

-30-

Source: Le Tour de l'Ile de Montréal  
Isabelle Craig, press attaché  
(514) 251-6946

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### **SIDART**

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## La Ville de Montréal vous accueille

La Ville de Montréal est heureuse d'accueillir les journalistes qui assistent à la **Vième Conférence internationale sur le SIDA**. Nous vous souhaitons un bon séjour dans notre ville et nous vous invitons à un événement haut en couleurs, la présentation de l'Italie dans le cadre du **Concours international d'art pyrotechnique de Montréal**. Ce feu d'artifice aura lieu le mardi 6 juin à La Ronde. Départ par autobus du Palais des Congrès, entrée Viger, à 20 h.

Les billets sont disponibles au kiosque de la Ville de Montréal, au 4e étage du Palais des Congrès. Le nombre de billets disponibles étant limité à 150, les premiers arrivés seront les premiers servis.

Au kiosque de Montréal, vous trouverez aussi des renseignements sur la politique municipale d'intervention sur le SIDA et sur l'expertise sur le SIDA développée par des entreprises et des centres de recherche montréalais.

Vous pourrez également vous y procurer une foule de renseignements touristiques sur Montréal.

**NOTE:** Un tour de ville est offert aux journalistes le samedi 3 juin. Départ du Palais des Congrès, entrée Viger à 14 h.

## Montréal welcomes you

The city of Montréal is proud to welcome journalists covering the **Vth International Conference on AIDS**. We wish you a pleasant stay in our city and invite you to attend a colourful attraction, the fireworks display presented by Italy during the **Montréal International Fireworks Competition**. This dazzling display will take place on Tuesday, June 6th, at La Ronde. Special buses will leave the Palais des Congrès (Viger Street entrance) at 8 pm.

The number of tickets is limited to 150 and will be distributed on a "first come, first served" basis. These are available at the city of Montréal booth, located on the 4th floor of the Palais des Congrès.

City representatives at the booth also offer you information on the municipal policy concerning AIDS, on AIDS expertise developed by Montréal firms and research centres as well as a full range of tourist information.

**NOTE:** Early bird tour - Journalists arriving early in Montréal are invited to a city tour on Saturday, June 3rd at 2 pm. Departure by bus from the Palais des Congrès, Viger Street entrance.

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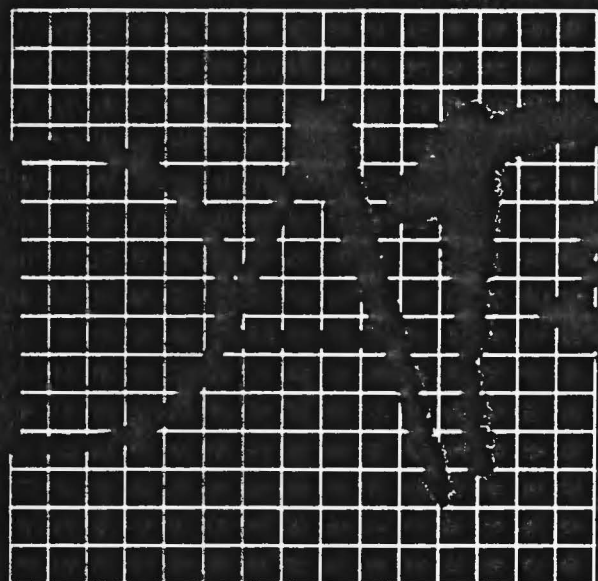
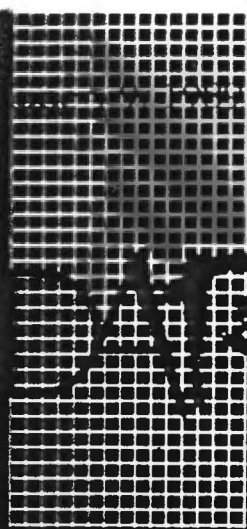
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AIDS has created fear and panic, inflicted frustration and pain. This modern dilemma, however, has also resulted in tremendous examples of compassion and care, inventive educational programmes, and communities coming together to confront a common catastrophe.

The commitment of both social and medical scientists has to date been substantial; at the same time the artistic community, hard hit by the infection, has operated to increase understanding and promote acceptance.

*SIDART* grew out of a concern of organizers of the *V International Conference on AIDS* (June 4-9, 1989) to reflect the multifaceted involvement of the artistic community. It consists of a corridor of art exhibitions and cultural events

## Programme **SIDART**

which extend from the Palais des Congrès through Complexe Guy-Favreau and Complexe Desjardins to Place des Arts. *SIDART* provides Conference delegates with a unique passage into the heart of Montreal. Equally important, however, is that through *SIDART*, all Montrealers are given an opportunity to participate in the Conference. Thus do the international, national and local activities and artifacts of *SIDART* provide a meeting ground between delegates and Montrealers.

AIDS constitutes a menace to the wellbeing of contemporary societies. *SIDART* portrays a creative response to the challenge which AIDS poses. It shows how artistic and cultural initiatives can lead to greater understanding, to a better appreciation of life and love in its multiple forms, as well as offering encouragement and a guiding force to help us to change or to become involved.

*SIDART* sincerely wishes to thank the many artists, individuals and institutions who have contributed to making this event a reality.

Ken Morrison  
*Coordinator SIDART*  
François Laliberté  
*Administrative assistant*

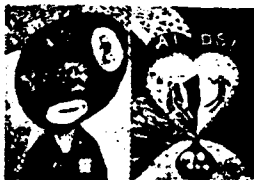
Lyne Champoux  
*Director of  
Communications  
V International  
Conference on AIDS*

## Exhibitions

**Underground Montreal**  
From the Convention Centre through Complexe Guy-Favreau and Complexe Desjardins to Place des Arts.

June 2-9, Complexe Guy-Favreau

- AIDS posters from around the world
- Historical survey of STD posters



- Photography and AIDS
- Montreal artists

June 5-9, Complexe Desjardins

- Children's drawings — visions of AIDS around the world.
- Names Project — Quilt

- Montreal artists
- Condoms, comics and colour.

## Performance

**Café de la Place — Place des Arts**

**P-1** June 6-10 (19:00 and 21:30)

- *Ton Souvenir en Moi French*  
Les Productions Virgo, Montreal  
Directed by Monique Lepage, written by Michel Philip  
With Julien Bessette, François Trottier,  
Michel Thériault.  
Decor by Marcel Dauphinais, lighting by  
Michel Beaulieu.  
Tickets \$15.00 at the Place des Arts.  
"Lost love — a reflection on happiness and suffering"  
for all

**Amphithéâtre — Complexe Desjardins**

**P-2** June 7-8, noon hour.

- *Face to Face Bilingual*  
Trinity Theatre, Toronto.  
Free admission  
"Sketches about developing sexuality and responsibility in sexual practices" for all — youth

**P-3** June 5-9, noon hour.

- Music, performance to be announced.  
Free admission  
"Pot pourri of performances to add to your lunch break" for all

**Amphithéâtre — Meridien Hotel**

**P-4** June 5 (16:30, 20:00)

- *Livewire English*  
Plays for Living, New York.  
Free admission  
"Drama of life at home and on the street"  
for all — youth

**P-5** June 6 (13:00, 20:00)

- *One Night Stand English*  
University of Guelph, Ontario, Canada  
"We want it safe, we want it now"  
for all — adults

**P-6** June 6 (16:30), June 7-8 (13:00)

- *Inconnu dans notre bande French*  
Theatre collective group from Quebec city.  
Free admission  
"Comicbooks, creation, and crisis" for all — youth

**P-7** June 7 (16:30), June 8 (20:00) *French*  
June 7 (20:00), June 8 (16:30) *English*

- *Warm Wind in China*  
readings, Montreal.  
Free admission  
"A play about heroism, illness and transcendence in a gay Canadian family" for all  
(Text on sale at the door)

To be confirmed

- *De quoi souffre-t-elle? French*  
La Troupe Malanka, Zane
- *We Are All People With AIDS, English*  
Columbus, Ohio, U.S.A.
- *AIDA, English*  
Port of Spain, Trinidad, West Indies

## Film

NFB Cinema, Complexe Guy-Favreau

Free admission for delegates. \$2.00 for nondelegates

- F-1** June 5, (19:00)  
Bright Eyes *English*, Stuart Marshall, England, 1984,  
85 min.
- F-2** June 5, (21:00)  
Buddies *English*, Arthur J. Bressan Jr., U.S.A., 1984,  
81 min.
- F-3** June 6, (19:00)  
Parting Glances *English*, Bill Sherwood, U.S.A., 1986,  
90 min.
- F-4** June 6, (21:00)  
Encore *French*, Paul Vecchiali, France, 1987, 87 min.
- F-5** June 7, (19:00)  
A Virus Knows No Morals *German with English sub-  
titles*, Rosa Von Praunheim, Germany, 1986, 90 min.
- F-6** June 7, (21:00)  
No Blame *English*, Daniele Suissa, Canada, 88 min.
- F-7** June 8, (19:00)  
Videos on activism and cultural resistance *English*.
- F-8** June 8, (21:00)  
International video Creole.  
  
Se met ko *Creole with English subtitles*, Patricia Benoit,  
U.S.A., 1988, 28 min.  
  
Modern Man — Fais Attention, *Creole* Nick Moraites,  
U.S.A..  
  
Ak Sida Atskin Pa Kapon, *Creole* Robert Villefranck,  
Canada, 50 min.
- F-9** June 9, (19:00)  
A Death in the Family *English*, Stewart Main, Peter Wells,  
New Zealand, 1986, 50 min.  
(With other programming to be announced).

- F-10** June 9, (21:00)  
VIDEOS "pick of the week" to be announced.

Performance					
Monday June 5	P-3	P-4	F-1	F-2	R-1
Wednesday June 7	P-1	P-2	F-5	F-6	R-3
Thursday June 8	P-1	P-2	F-1	F-2	R-1
Friday June 9	P-1	P-3	F-9	F-10	

## Round Table Discussions

Meridien Hotel, Salon Alfred Rouleau

- R-1** June 5, (19:30) Aids, Aesthetics & Activism  
The role of the artist and AIDS  
Themes: Art and change, art and challenge  
  
Moderator: Douglas Crimp, Editor, U.S.A.  
Monika Gagnon, Art critic, Toronto.  
John Greyson, Artist, Activist, Toronto.  
Martha Fleming & Lyne Lapointe, Visual artists,  
Montreal.  
Jan Zita Grover, Critic, activist, U.S.A.  
Gregg Bordowitz, Artist, activist, U.S.A.  
Wieland Speck, Filmmaker, West Germany
- R-2** June 6, (19:30) "Naming It"  
The role of dramatic and fictional writers within the  
context of a social dilemma.  
Themes: Literature and the Unspoken  
  
Moderator: Louise Latraverse, Actress, Montreal.  
Michael Lynch, Poet, Toronto.  
Kent Stetson, Playwright, Montreal.  
Michel Tremblay, Author, Montreal.  
Doubmi Fakoly, Author, Senegal.  
Herbert Daniel, Author, Brazil.  
Yves Navarre, Author, France
- R-3** June 7, (19:30) Television: Seduction or Terrorism?  
The role of television in National AIDS Campaigns  
Themes: National Publicity Campaigns, censorship,  
panic & morality, fear.  
  
Moderator: Simon Watney, Britain.  
Shane Lunny, Producer, Vancouver.  
Jon Baggaley, Professor, Montreal.  
Henning Jorgenson, Denmark.  
Jurg Shaub, Switzerland.  
Renata Simone, Producer, U.S.A.  
Paula Treichler, Professor, U.S.A.  
Pratibha Parmar, Filmmaker, England
- R-4** June 8, (19:30) The Subject & The Spectacle  
The subject of AIDS in mainstream film  
Themes: The film industry and the problem(s) address-  
ing the subject of AIDS  
  
Moderator: Len Hilgermann, U.S.A.  
Rosa Von Praunheim, Director, West Germany  
Daniele Suissa, Producer, Montreal  
Donald Martin, Playwright, Toronto  
Tom Kalin, Filmmaker, U.S.A.  
Vitto Russo, Author, U.S.A.  
Tom Hulce, Actor, U.S.A.  
Lindsay Law, Producer, U.S.A.  
Bill Sherwood, Director, U.S.A.



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## Participants SIDART Info

### SIDART — Info

#### Complexe Desjardins

##### Information kiosks:

June 5 — 9, (9:30 to 18:00) (Thursday and Friday until 21:00)

- AIDS-related organizations and institutions
- Communications technology

### SIDART Sponsors

- Health and Welfare Canada
- Ministère de la Santé et des Services sociaux du Québec
- Ministère des Communications du Québec
- Caisses Populaires Desjardins
- La Ville de Montréal
- National Film Board of Canada
- Prevention and Detection Team, 03 section and East of Québec
- CLSC Metro (Local Community Service Centre)
- CLSC Centre-Ville (Local Community Service Centre)
- Canon
- Ogilvy
- Bell Canada
- Meagher's Distillery
- The Toronto Dominion Bank
- League of Red Cross and Red Crescent Societies
- The Canadian Red Cross Society
- MARC and C-TE Telematique
- Comité France SIDA (AIDS Association of France)
- Jean Duceppe
- World Health Organization
- International Development Research Centre

## Off SIDAR

### June 4

- Lézard, 4177 St-Denis, (evening)
- Video presentation

### June 5

- Salle Wilfrid Pelletier, Place des Arts  
Concert — classical piano with Louis Lortie and Hélène Mercier. Benefit for C-SAM (local AIDS committee)  
Tickets \$30, \$50, \$100 from Place des Arts or Ticketron
- Max, 1166 Ste-Catherine east, (evening)  
Video presentation
- Cinema du village, 1220 Ste-Catherine east  
Safe sex eroticism

### June 6

- Business, 3500 St-Laurent, (evening)  
Benefit — Joel Gregory Foundation. Entry \$20
- Cinema du village, 1220 Ste-Catherine east  
Safe sex eroticism
- Chez ma Cousine, 3809 Laval (19:00) "Open House" for hospice and foster home workers. Info: 849-6760

### June 7

- St. Joseph's Oratory, 3800 Chemin de la Reine Marie  
Ecumenical service, (19:00 to 20:00)
- Candle light vigil, info: Dignity Montreal 937-6576
- Sécurité Maximum, corner of St-Hubert and Ste-Catherine  
Cabaret — party and video presentation, (evening)
- Foufoune Electrique, 97 Ste-Catherine east, (evening)  
Video presentations

### June 8

- Café de la Place, Place des Arts  
"Ton Souvenir en Moi" gala benefit for Sida Secours  
Tickets \$50, (19:00 and 21:30) info: 933-1775
- C-SAM, 3600 Hôtel-de-ville (local AIDS committee)  
Open house, info: C-SAM 282-9888

### June 9

- L'androgynie, 3636 St-Laurent, book launching, (20:00)  
"Warm Wind in China", Kent Stetson
- L'Entre-peau, 1115 Ste-Catherine east, (evening)  
Video presentation

### Exhibitions

#### May 29 — June 9

- Ogilvy, 1307 Ste-Catherine west  
Names Project Quilt



#### All of June

- John A. Schweitzer Gallery, 42 Pine west  
Visual AIDS
- Museum of Contemporary Art, Cité du Havre Visual AIDS

### June 4-9

- Location to be confirmed  
"Votive Offering" painting by Andre Durand

### June 8

- Olympic velodrome  
Opening of the Names Project Quilt (20:00)  
Metro-Via Info: 282-9888

### June 9-10, (12:00-20:00)

### June 11 (12:00-17:00)

- Olympic velodrome  
Names Project Quilt  
Metro-Via Info: 282-9888

## WARM WIND IN CHINA

June 7 (16:30), June 8 (20:00)

(French)

June 7 (20:00), June 8 (16:30)

(English)

Complexe Desjardins

Amphitheatre

A play in two acts

by Kent Stetson

A play about heroism, healing and transcendence in a gay Canadian family.

### SETTING:

ACT I: A Nova Scotia Beach

ACT II: Halifax, Nova Scotia - The intensive care unit of a modern general hospital.

### TIME:

Early summer, late autumn, 1988.

### PLAYWRIGHT'S NOTE:

Just as Canadian gay men were hitting their stride, feeling the beginning of liberation, AIDS struck. Ghetto walls, being dismantled from both sides, began to rise swiftly again. Stone by stone, rumor by rumor, death by chilling death they found themselves encircled. Social cruelties emerged; men lost jobs, people with AIDS too weak to care for themselves lost friends, relatives, apartments. Basic human needs were snatched away without a second thought. The virus became more important than the humanity it destroyed. They rallied and informed more by compassion than fear, they began again. Stories of heroism emerged from behind viral ghetto walls. **WARM WIND IN CHINA** is dedicated to friends and lovers and those who seek to understand.

### CAST OF STAGED READING: (In order of appearance)

Slater: Timothy Webber

Davis: Robert Dodds

Hua Slater: Joanna Noyse

Jack: Salter, David Francis

Directed by Kent Stetson. The playwright participates, with the actors, courtesy of Canadian Actors Equity Association.

## ABSENCE OU UN INCONNU DANS NOTRE BANDE Québec

(Unknown in our comic)

6 juin (16h30)

June 6 (16:30)

7-8 juin (13h00)

June 7-8 (13:00)

(français)

(French)

Complexe Desjardins

Amphithéâtre

Amphitheatre

Pièce de théâtre réalisée par un collectif théâtral de la ville de Québec à l'intérieur d'un projet de sensibilisation à la problématique du sida auprès des adolescents.

Un adolescent travaille à la réalisation d'une bande dessinée. Son projet est perturbé lorsqu'il apprend qu'un de ses proches est atteint du sida. Cette nouvelle soulève en lui de graves questions sur l'amour, l'amitié, et la vie. Les autres membres de sa famille sont affectés; arriveront-ils à dépasser leurs peurs et leurs préjugés?

Avec: Antoine Laprise, Richard Aubé, Pierre Benhelot, Lise Castonguay, Hélène Lederc.

Initiation et coordination du projet: Pierre Benhelot

Ecriture du texte: Richard Audé

Mise en scène: Lise Castonguay

Conception, décors, costumes, éclairages: Monique Dion

Musique originale: Robert Caux

Conseillère artistique: Marie-Thérèse Fortin

Règle et direction de production: Eric Rouleau.

Spectacle subventionné par le Centre fédéral sur le sida et le Ministère québécois de la santé et des services sociaux.

*Absence: Unknown in our comic: An adolescent leaves the pressures of school behind while he works on his own comic book creation. When he discovers a close friend has AIDS, his life is thrown into turmoil. Love, friendship, life and death take on new meaning. Fear and prejudice take over the family.*

## "DE QUOI SOUFFRE-T-ELLE?" Zaire

(From what does she suffer?)

5 juin

June 5

(à l'heure du midi)

(noon hour)

Complexe Desjardins

Amphitheatre

(français)

Amphitheatre

(French)

La Troupe Malaika

Zaire

D'où proviennent ces cris?

Qu'est-ce qu'il y a derrière ces portes?

D'où vient cette apparition?

De quoi souffre-t-elle?

Qui est avec elle? Ces amis, ses ennemis, des curieux?

Comment savoir quand rien est évident?

De quoi souffre-t-elle?

Est-ce qu'il faut souffrir pour créer, apprendre, comprendre?

Va-t-on trouver l'arme du crime?

Y-a-t-il eu crime?

De quoi souffre-t-elle?

La troupe Malaika existe déjà depuis 1974.

Cette pièce didactique sur le sida et le vécu zairois est présentée pour la première fois à l'extérieur de l'Afrique. Huit comédiens, trois portes et des paroles qui nous transportent ailleurs, en nous communiquant leurs interrogations et leurs réponses?

Ecrit par le citoyen Katende

Mise en scène par le citoyen Mutombo Buitshi

avec

Mutombo Buitshi

Tshipamba Chaka

Dienda Mbudi

Kangudia

Lelo Mukundi

Lubanzadio

Muana Cialu

Tshipola Kamunga

From Central Africa, La Troupe Malaika presents "De quoi souffre-t-elle?" (From what does she suffer?) for the first time in North America.

This theatre troupe has been entertaining in Zaire since 1974. This particular production is an educational play about AIDS and the enormous weight it has on family and on community. Eight actors, three doors and a discourse which takes us to the other side of the world. "De quoi souffre-t-elle?" is sharing of questions and of answers.

SIDART

THEATRE

SIDART

## LIVE WIRE (Survolté) PLAYS for LIVING, New York

5 juin (16h30 et 20h00)	June 5 (16:30 and 20:00)
Hôtel Méridien	Meridien Hotel
Amphithéâtre (anglais)	Amphitheatre (English)

**LIVE WIRE:** Les adolescents sont obligés de prendre des décisions sur leur propre sexualité et leur activité sexuelle dans un monde où la drogue et l'alcool sont à la portée de tous. Le héros, Ethan, termine ses dernières semaines de cours au collège et travaille intensément en vue de ses examens, tout en occupant un emploi à temps partiel et en se préparant pour le bal de fin d'année.

**LIVE WIRE** is a play about AIDS prevention for teens. We are led into the pressured world of high school where four teenagers are making decisions about their own sexuality and sexual activity. This is also a world where drugs and alcohol are readily available. The play follows Ethan, a senior, through his last weeks of high school. Ethan is under tremendous pressure to get through finals, a part-time job, and the high school prom. He makes an error in judgment that will probably cost him his life. At the end of the play he must convince his sister to think before she acts.

For forty-seven years **PLAYS FOR LIVING** has given dramatic voice to social problems by developing and producing plays about critical family, community, health and work related issues. Each story is open-ended, serving as a springboard for a post-performance discussion in which the audience actively examines the play's themes and explores how the issues raised impact their own lives.

By Bruce Peyton  
Directed by Carla Grant and Molly O'Neil  
Stage manager by Mark Hamlet

Cast (In order of appearance):  
Ethan Eugene Key  
Larry Bennio Easterling  
Sandy Toni Ann Johnson  
Martin Kevin Rogers  
Mom/Sex Lady JB Waters

Post-Performance Discussion Led By  
Ann Downer

**A VERY SPECIAL THANKS TO**  
Claire Bishop  
Tomlin Productions, Inc.  
SAFECO INSURANCE COMPANIES for making these performances possible.

## ONE NIGHT STAND Guelph, Ontario

(Sexe sans suite - On le veut secondaire, mais ça presse)

6 juin (13h00, 20h00)	June 6 (13:00 and 20:00)
Hôtel Méridien	Meridien Hotel
Amphithéâtre (anglais)	Amphitheatre (English)

Cinquante minutes de sketches, de monologues et de chansons satiriques, **One Night Stand** s'adresse à plusieurs aspects de la sexualité dans ce monde où le sida nous touche tous. En se servant de la formule de 'cabaret humoristique', la collectivité de Guelph nous transporte dans l'univers du rire. De là, nous nous rendons compte de l'autre côté de la médaille.

**ONE NIGHT STAND - WE WANT IT SAFE; WE WANT IT NOW** is a fifty minute revue consisting of sketches, monologues and satirical songs which focus on various aspects of AIDS and safe sex. Although the dominant tone of the show is humorous, it has its serious side as well, following the old theatrical principle of softening up the audience before hitting them hard.

**One Night Stand** is a theatre troupe made up of students (and one professor) from the Department of Drama at the University of Guelph. The troupe began as a course in popular theatre - that is, the use of theatre for social development and education - in the spring of 1989. Its show, entitled **We Want It Safe, We Want It Now!** was written and directed collectively by the group to promote AIDS awareness in the university community.

Written and performed by:

Alan Fildew	Sylvia Markle-Craine
Karen Fockler	Craig E. Morrison
Kahe Gary	Jordan Patterson
Robert Lawson	Greg Robinson
Beth-Ann Little	Liz Snyder
Beth McCarthy	Kelly Thornton
Susan McMillan	

## FACE A FACE Toronto

7-8 juin (à l'heure du midi)	June 7-8 (Noon hour)
Complexe Desjardins	
Amphithéâtre (bilingue)	Amphitheatre (bilingual)

**FACE A FACE** : Une série de sketches sur le sexe et la responsabilité dans les pratiques sexuelles. Présente une vision humoristique des habitudes sexuelles dans notre société. Porte un regard sur les stéréotypes de la vie amoureuse des adolescents, la responsabilité sexuelle et le développement communautaire.

Cette production bilingue de 45 minutes s'adresse aux étudiants des niveaux Sec I à V. Elle a été écrite spécialement pour la conférence en forme de collage où les morceaux proviennent de plusieurs versions précédentes. C'est une banque d'information sur le sida, ainsi qu'une sollicitation à l'interrogation sur les valeurs et attitudes des étudiants des polyvalentes.

A la fin de la représentation, il y aura un échange entre les acteurs et le public.

**FACE TO FACE** is a 45 minute presentation for students Grade 7 - 12 dramatizing relevant information about AIDS as well as an emphasis on relationships and values on the junior school level, and dating and sexual activity and stereotyping for the senior school level.

The presentations have sections containing a humorous history of sexual practice in western society and practical suggestions for work in community on issues related to AIDS. The success of the programme lies in the building of rapport, trust, and frank discussion between the actors and the audience members.

This bilingual presentation is made up of sections from various AIDS presentations and was designed expressly for the conference. A short discussion period will follow.

Les participants de cette production sont:

The performers, researchers and writers of the Trinity ensemble taking part in this conference are:	
Louise Deniset	Sandra Crockard-Villa
Elizabeth McLaughlin	Alan Richardson
Sarah Richardson	Jodie Steverangn
Walter Villa	Debra A. Wright
Shawn Zevit	

## AIDA, LA MAUDITE MÈGÈRE DU MONDE Trinidad, Tobago

(AIDA, The Wicked Wench of the World)

6 juin (à l'heure du midi)	June 6 (noon hour)
Complexe Desjardins	
Amphithéâtre	Amphitheatre
Mime,	Pantomime
(narration en français)	(French narration)

**AIDA**, pantomime carnavalesque, s'adresse aux problématiques entourant le sida telles que la discrimination et la sexualité.

Dans l'esprit léger du carnaval de Trinidad Tobago, cette performance met en scène des personnages traditionnels. Chacun porte une pancarte situant sa personnalité. Ces derniers font la satire soit d'un événement, soit d'une personne, soit une situation. Tous restent humoristiques sans devenir morbides ou sensationnalistes. Les rythmes proviennent directement de sons typiques du calypso.

**AIDA** est un spectacle haut en couleurs, un exemple du théâtre indigène pour sensibiliser les gens à un changement d'attitude face au sida.

**AIDA, THE WICKED WENCH OF THE WORLD** is a carnival pantomime that addresses the issues of discrimination and relationships with respect to AIDS.

It is a lighthearted perspective that features characters that are traditional to Trinidad and Tobago Carnival.

The rhythms are those that are in keeping with the typical sounds of calypso.

A colourful piece of indigenous theatre, **AIDA** will tickle but most of all sensitize people towards a change of attitudes in dealing with HIV and AIDS.

Comédiens/actors:  
Lesley Ann Wells  
Brian Richardson  
Raymond Choo Kong  
Ronald Guy James  
Clifford Learmond.

## COMME UN VENT CHAUD DE CHINE Montréal

7 juin (16h30), 8 juin (20h00)  
(français)  
7 juin (20h00), 8 juin (16h30)  
(anglais)  
Complexe Desjardins  
Amphithéâtre

Une pièce en deux actes

Par Kent Stetson

Une pièce sur l'héroïsme, la maladie et la transcendance dans une famille canadienne gaie.

Metteur en scène: Robert Duparc

Note du traducteur: M. Guèvremont:

Grâce à Michael Springate, j'ai découvert une oeuvre touchante qui m'a fait comprendre que face à cette terrible maladie qu'est le sida, nous avons tous intérêt à nous unir, à nous connaître et à nous aider. Kent Stetson possède, et je ne suis pas le seul à le penser, les dons d'un véritable auteur dramatique. Il traduit la réalité en tirant avec dextérité sur les ficelles magiques du théâtre.

Premier acte: Une plage de Nouvelle Ecosse

Deuxième acte: Aux soins intensifs dans un hôpital général en Nouvelle Ecosse.

TEMPS:  
Août, septembre 1988

PERSONNAGES:  
David: Dans la trentaine  
André: Dans la trentaine  
Edna Beauregard: Mère d'André  
Jacques Beauregard: Père d'André

LECTURE:  
Monique Joly  
Benoît Girard  
Robert Duparc  
Gaston Caron

## **PROGRAMME**

The fifth and final part of the Conference reports  
is produced separately because of its size.