

## 2010 Seoul Conference – Final Report for Winter Policy Council Meeting

JANUARY 2011

by Man-Hyung Lee, Conference Chair; Tae-Hoon Moon, Program Chair; Dong-Hwan Kim, Organizing Chair; and Roberta Spencer, Conference Manager

**SEOUL CONFERENCE STATISTICS:** The conference had 305 registrants and 15 guests from 41 countries. This conference had the highest percentage of new (self-reported) attendees (40%). 45% of participants were from Asia, a dramatic increase from past years which ranged from 5% to 13%. 52% of our participants were members, 35% were students, and 57% of the registrants were authors.

We had an active conference team with Conference Chair: Man-Hyung Lee; Organizing Chair: Dong-Hwan Kim; Program Chair: Tae-Hoon Moon; Workshop Co-chairs: Nam-Hee Choi, Sang-Hyun Park; Conference Manager: Roberta Spencer, along with many other volunteers. The host was Korean System Dynamics Society. Our Conference Partners were National Research Foundation of Korea (NRF), National IT Industry Promotion Agency (NIPA), Korea Radio Promotion Agency (KORPA), Electronics and Telecommunications Research Institute (ETRI), Korea Research Institute for Human Settlements (KRIHS), Seoul Development Institute (SDI), Seoul Convention Bureau (SCB), and Korea Tourism Organization (KTO).

**THE PROGRAM WAS WELL BALANCED.** The Economics thread had the highest percentage of papers in Seoul at 13%. Threads' percentages were as follows on accepted papers:

Economic Dynamics 13%	Operations Management/Supply Chain 5%
Energy and Resources 9%	Qualitative SD/Eastern Philosophy and Systems Thinking 4%
Environment and Ecology 9%	Security/Military/Insurgency/Terrorism 4%
Public Policy 9%	Strategy 4%
Organizational Dynamics 8%	Complexity/Agent-Based Modeling/Nonlinear Dynamics 3%
Business Applications 7%	Methodology Alternative Approaches 3%
Education 6%	Information Science 2%
Health 6%	Participatory Approaches to Modeling and Simulation 2%
Methodology in SD 6%	Psychology/Social Dynamics <1%

The rejection rate for papers was 15.9%.

The online submission and review system worked well. This year we had 418 volunteer paper reviewers. A total of 400 submissions were handled through the online system, including:

10 Workshops	24 Roundtables/Special Posters (no decision)
79 Posters	26 Meetings (no decision)
46 Rejected	12 K-12 Special Events
86 Parallel	4 Bonus Day (no decision)
10 Plenaries	21 PhD Papers
(59 Withdrawn (w/program decision))	23 All Announcements/Descriptions (no decision)
<b>290 Subtotal</b>	<b>400 TOTAL</b>

For historical information on thread submissions and placement, please contact the Society office.

**NEW PROGRAM EVENTS AT THE SEOUL CONFERENCE** included a special guest lecture series and a new special subject "Eastern Philosophy and Systems Thinking" pooled with Qualitative System Dynamics.

Successful continuing events included the Poster Symposium and Buffet (with favorite posters contest), Chapter and Special Interest Group Poster Session, Getting Started With ... Software Workshops, PC Meet and Greet, Bonus Day, Special K-12 Poster Event, a Carbon Neutral initiative, and the Newcomer Orientation Session. We partnered with a local tourism agency and offered sight-seeing tours for attendees and guests.

THE SEOUL CONFERENCE SURPLUS WAS ABOUT \$6,600 (this number will change somewhat after the annual review by our CPA). The conference revenue goal was estimated at \$25,000, with the budget estimated registration count of 300. Actual registrations were 305 (includes 30 student volunteers). Estimated income from participant revenue was about \$8,100 under the budget projection. Our conference office sponsorship revenue (including in-kind) was estimated at about \$34,000 and we received almost \$27,000. The Korean site sponsorship was estimated at about \$52,000, which may have been exceeded when including travel for guest speakers. We had a total of 8 site sponsors and 26 office sponsors.

On the expense side, we spent about \$19,000 less than budgeted. It is difficult to know the accuracy of our records since many revenue and expense items were simply taken care of locally.

Please let us know if you have any questions or comments.

The Seoul Conference Team