



AIDS 2010

XVIII INTERNATIONAL AIDS CONFERENCE
JULY | 18-23 | 2010 | VIENNA AUSTRIA

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AIDS 2010 Recommendations

MANAGEMENT RESPONSE REPORT
(progress as of May 2012)

International AIDS Conference Secretariat

**AIDS 2010 RECOMMENDATIONS:
MANAGEMENT RESPONSE REPORT**

Outreach / promotion

- * **Adapt outreach strategies, including the content and format of messages and materials, to local contexts, taking into account the HIV epidemics, cultural and political factors:**
 - ✓ Two communications/outreach strategies were developed for AIDS 2010 – a global one and an Eastern European/Central Asia strategy. These two strategies ensured that relevant media were targeted, therefore reaching a diverse worldwide public audience. In Eastern Europe and Central Asia where the HIV epidemic is particularly linked to injecting drug use, specific communications materials were developed. In addition all materials were translated into Russian language – to reach out to the regional audience. This dual technique has also been used for AIDS 2012. Again there is a global communications strategy and one developed for the US (materials in English and Spanish). Moreover three organizations within the US were chosen to be outreach partners and this has allowed us to reach HIV affected communities across the US and in Washington DC.
 - ✓ All media databases have been updated since AIDS 2010 as during the Vienna conference it was realized that some of the database was out of date. So this matter has been addressed for AIDS 2012 – and the new media database has also been organized into regions worldwide so that media targeting can be more specific.
 - ✓ Media outreach for AIDS 2012 started a lot sooner than with AIDS 2010. This earlier approach has paid dividends with all major media already being committed to attending or covering AIDS 2012.

- * **Make efforts to attract leaders and decision makers who need to be convinced about the importance of engaging in the response to HIV and AIDS:** outreach to world leaders and decision makers for AIDS 2010 was reasonably successful. One learning was to reach out sooner due to calendar commitments – this has been put in place for AIDS 2012 and the result has been very positive with many more committing to attending the conference.

Programme

- * **Better select speakers to ensure that they include new faces, high-quality experts able to present new ideas and findings in a clear way, and people with different views and arguments to take part in debates/panels:**
 - ✓ Committee members consulted their networks ahead of each meeting and decision point to gather new speaker suggestions from various constituencies.
 - ✓ During meetings, each committee selected speakers based on the following criteria: expertise, experience, gender and regional balance, ability to represent interests of key affected populations, amongst others.

- * **Include sessions and/or workshops aimed at developing concrete action plans for the two years following the conference:** committee discussions on session development were based in the context of looking forward concretely, and using lessons from the past to improve and plan for the future.

- * **Take measures to ensure that workshops provide an adequate space for participants to build and/or strengthen their skills:** under guidance from the CCC the workshops team reduced the number of workshops from 80 to 60 and revised the workshop criteria to be more discerning. It is expected that this will produce a more focused and coherent programme with cutting edge workshops that speak to increased delegate satisfaction and greater impact on their work.

Global Village

- * **Ensure local and international outreach and promotion strategies are well targeted and coordinated:** the Programme Activities team attended and presented on all outreach calls and webinars hosted by the local partners of the AIDS 2012 conference. During national and international conferences and meetings, presentations were made on the different ways to participate and get involved in AIDS 2012. The team attended regular meetings hosted by the official local outreach partners, the DC Community Coalition, and provided them and their communities with an insight into the background of the conference and the importance of local community involvement.



Austria, Vienna. XVIII International AIDS Conference (AIDS 2010)
Scholarship group

Positive Lounge

- * **Provide different options to access a variety of healthy warm meals, inside the Positive Lounge if possible or at least close to it in the conference venue:** in the past, free warm meals were served in the Positive Lounge, but unfortunately non-positive people were also dvataking antage of that option, creating long queues and saturating the space. A voucher system has therefore been put in place at AIDS 2010 so that HIV+ delegates can get their free warm meal at any food stand throughout the venue.
- * **Make sure that the Positive Lounge is located in a central place of the conference venue to avoid long walks to reach the Global Village and other important areas:** the AIDS 2012 Positive Lounge has been allocated a space in the central building on the floor of session rooms.



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Human Rights March and Rally at AIDS 2010 followed by a live performance by Annie Lennox.

Abstract Mentor Programme (AMP)

- * **Improve support provided to abstracts submitters with limited experience through enhancements of the online Abstract Mentor Programme (AMP):**
 - ✓ The submission of draft abstracts to the AMP opened two weeks before the opening date of the abstracts' submission to the conference programme and the AMP closed two weeks before the deadline for abstract submission to the conference programme so that abstract submitters had enough time to improve and finalize their abstracts.
 - ✓ The number of mentors was increased to allow more abstracts to be reviewed and efforts were made to make sure that mentors reviewed abstracts that matched their expertise.



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The Winner of the Woman , Girls and HIV Investigator Prize.
Photo shows: Prize Naina Rani, India

Online access to conference programme/proceedings

- * **Improve the layout of the Programme-at-a-Glance and ensure that it is easily accessible with any type of computer:** the layout of the PAG has been completely rethought by two web designers to ensure its user-friendliness. Delegates have tested this new version during the IAS 2011 conference in Rome and found it was a better and easier tool to search the content of the conference programme.
- * **Include presentation slides in all webcasts and use a unique downloadable format for all webcasted sessions to make it easier to access them:** the AIDS 2012 sessions which will be recorded by the IAS will combine the video of presenter (talking head), the sound and the PPT slides (where available) in one file for easier usage. All recordings will be accessible through the PAG.



Austria, Vienna. XVIII International AIDS Conference (AIDS 2010)
Asia Pacific Session.
Photo Show: Anand Grover