

IEEE Sections Congress



CONFERENCE PLANNING

Don Hill

Conference Planner



What Kind of Conference?

- Program Goals
- Horizontal versus Vertical
- Technical or Soft Skills
- Multiple Tracks

Who Do Want to Attend?

- Section Members
- Section Spouses / Family Members
- Fellow employees (non members)
- Regional members / non members
- National members / non members
- International members / non members

Where Will You Hold the Conference?

- Hotel
- School
- Corporation

What Other Groups Will Help?

- ▣ Society
- ▣ Region
- ▣ Council
- ▣ Outside IEEE group

- ▣ Ask me about MOU

When and How Long?

- Morning
- Afternoon
- Evening
- Weekday
- Saturday
- Two hours, Half Day, Day, Two Days, etc

Why Have a Conference?

- ❑ Educate Your Members
- ❑ Educate non members
- ❑ Entice non members to join
- ❑ Add Value to Membership
- ❑ Encourage Networking

How Will You Organize It?

- Plenary Sessions
- Breakouts
- Tutorials
- Group Sessions

How Will You Organize Your Team?

- Size of Planning Team
- Recruiting and Selecting Members
- Defining Member Duties / Responsibilities
- Meeting Frequency / Location / Methods
- Setting Timetables / Goals / Schedules

Selecting a Topic

- Hot Local Topic
- Hot National Topic
- Defined Need From Member Poll
- Major Local Industry Focus

How to Begin and Carry Through

- Set Conference Parameters (Date, Place, Audience)
- Negotiate Place Well in Advance
- Decide on Program Requirements
- Brainstorm Theme, Topic(s)
- Develop and Manage Budget
- Seek and Manage Presenters

Begin and Carry Through (cont)

- Carry Out Effective Publicity
- Take Care of Registration
- Manage the Conference

You Can't Do It Without Money and Money Management

- Budgeting and Reporting
- Budget Methods (Quicken, Excel, etc)
- Payment of Bills
- Providing Management Information
- Auditing the Books
- Concentration Banking versus Local Bank

What Expenses Should Be Considered?

- Hotel Space
- Food and Breaks
- Speaker Fees and Expenses
- Administrative Expenses, including Travel
- Entertainment
- Audio / Video
- Registration

What Other Expenses?

- Insurance
- Credit Card Processing
- Printing
- Burning CD's
- Audit

What Are Sources of Revenue?

- Conference Registration Fees
- Exhibitors
- Advertising
- Corporate Contributors
- School Donations / Grants
- Seed Money From IEEE Entities
- Papers
- Books

Active Publicity Is a Must!

- ❑ Email, Web Site, Announcements, Flyers,
- ❑ Advertising
- ❑ Word of Mouth
- ❑ Newsletters: Corporate, Region, Society
- ❑ Target Publicity: Databases
- ❑ Timeliness, Simplicity, Emotional
- ❑ Repetition, Repetition, Repetition, Repetition

Program Development

- Generate Ideas for Themes and Topics
- Identify Speaker Possibilities
- Recruit and Book Speakers
- Speaker Bio, Presentation Title, Abstract
- Arrange for Publications
- Plan A/V and Other Speaker Needs
- Plan Honorariums, Speaker Gifts, Travel

Registration Procedures

- Attendee Categories and Fees
- Collection and Protection of Personal Data
- Attendance Forecasts
- Pre-Registration
- Registration Reports
- On-Site Registration (Manual, Computerized)
- Credit Cards

Facilities, Site Management, Logistics

- Choosing the Hotel
- Working with the Hotel
- Approving Contracts
- Selecting Meeting Rooms, Shapes, Usage, Cost, Location
- Costing Food, Drinks, Breaks
- Costing A/V
- Arranging Signage

Should We Try Exhibit Booths?

- Source of Revenue
- Booth Advertising
- Careful Planning and Execution
- Booth Sales, Booth Sales, Booth Sales

How Will They Remember You?

- Handouts
- Materials
- Publications
- Interactions

Other Considerations / Extras

- Gratuities for Food/Beverage
- Taxes (Tax Exempt)
- CEU's
- Entertainment
- Spouse Programs
- Value Added Taxes

After the Conference Stuff

- Celebrate!
- Reward Volunteers and Significant Others
- Review Lessons Learned
- Close and Audit Finances
- Produce Conference Proceedings
- Mediate Hotel Costs
- Maintain Records and History
- Plan for Next Conference

Have a Great Conference!

- Deliver Benefits to:
 - Conference Attendees
 - Presenters
 - Contributors
 - Volunteers

Strengths

- ❑ Improve Member Relations
- ❑ Improve Communication With Non Members
- ❑ Improve Corporate Ties
- ❑ Improve University Ties
- ❑ Improve Community Ties

Other Sources of Information

- Visit www.ieee.org conference web site
- Talk to your Region Conference Coordinator
- Talk to any Society
- Stay for the Next Speaker

Thank You

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