**Conference Committee Members: Meeting Dates:**

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| --- | --- |
|  | **Suggested**   * **18 weeks of planning:**   + Biweekly for Week 1 - Week 9   + Weekly for Week 10 - Week of Conference |
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**Important Dates:**

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| --- | --- |
| Date 1 | Announce new conference dates |
| Date 2 | Speakers Confirmed & Scheduled  **Release Speakers Name**  Website published |
| Date 3 | Submit and purchase all technology needed for conference within conference budget |
| Date 4 | First round of registration opens |
| Date 5 | Speakers test round 1  Surveys generated for speakers  Contact potential sponsors (in kind only?) [Lana, NYSTEC] |
| Date 6 | Speakers test round 2  Thematic elements needed for event created (Clue Board, Scavenger Hunt items etc.) |
| Date 7 | Dry run for running multiple sessions (internal committee) |
| Date 8 | Conference Dates! |
| Date 9 | Send out Post Conference Survey  Send out Thank yous to Speakers and Sponsors |

**MAY [or Month 1, Week 1-4]**

* Meeting Dates:
* Tasks to Accomplish:
* Establish Virtual Conference To Dos/Timeline
* Establish Date/Length
* Virtual Platform/Tools
* Theme decision
* Reach out to Chapter partners/collaborators
* Marketing Materials Needed:
  + Website reset
  + Exciting news--future forward thinking element
* Communications
  + Chapter leaders/collaborators
  + Sponsors?

**Month 2, Week 5-8**

* **Meeting Dates:**
* **Tasks to Accomplish:**
* Develop lists of potential presenters and subjects\*\*
  + With the inclusion of other chapters, we may need to rework who is presenting and we may not be able to keep all of our speakers/introduce more
* Establish clear, impactful vision/dedicated big picture
* Marketing Plan developed
* Establish CRATD subscriptions needed for budget by **June 18**
* Ticketing/pricing announcement?
* Establish virtual schedule & timing
* Send notice to speakers re. presentations & request to move virtual
  + Do we need more speakers? If so, relaunch CFP with modifications (3 week adjustment on ALL conference and speaker announcements after the save the date)
* List and engage potential keynote speakers
* Engage potential sponsors
  + Goal to receive some sponsors--primarily IN KIND sponsorship opportunities
* **Marketing Materials Needed**
  + Website development for virtual conference and announcement
  + Save the Date Announcement for conference going virtual & changing perspective/goal
* **Communications**
  + Current presenters
  + Chapter partners
  + Sponsors
  + Chapter community

**Month 3, Week 8-12**

* **Meeting Dates:**
* **Tasks to Accomplish**
* Update on all speakers for 7/9
* Announce virtual speakers/keynote of 7/9
* Speaker requests (breakout rooms, etc.) due no later than 7/27
* PROMOTE PROMOTE PROMOTE!
* Volunteer collection & identify needed support for week before & week of support
* Wild Apricot page development begins
* Outline gamification aligned with conference elements
* **Marketing Materials**
  + Social Media graphics
  + Chapter Promo materials
  + Wild Apricot Page
  + Website
  + PDF pamphlet?
* **Communications**
  + Announcement of speakers & keynote
  + Website fully launched with speaker & keynote information
  + Wild Apricot page

**Month 4, Week 12-16**

* **Meeting Dates:**
  + **Tasks to Accomplish**
* PROMOTE PROMOTE PROMOTE
* Local advertising opportunities reach out
* Monitor registrations
* Generate evaluations for sessions
* Generate survey for post survey experience
* Establish volunteer assignments for individual volunteers/groups
* Present speakers with expectations and timeline
* Speaker “onboarding” session (meeting): description of how the event will run, a chance for them to ask questions and detail specific requests
* Letter from the President to be shared on Day Program/Opening Ceremony
* **Marketing Materials**
* **Communications**

**CONFERENCE MONTH**

* **Meeting Dates:**
* **Tasks to Accomplish**
* Weekly email blast
* PROMOTE PROMOTE PROMOTE
* Presentation dry run (week before)
* Presentations submitted for online portal (day before conference)
* **Marketing Materials**
* **Communications**

**CONFERENCE FOLLOW UP**

* **Tasks to Accomplish**
* Email conference evaluation to attendees
  + Possible “app” sponsor for this – or other convenient means to have evaluation complete day of?
* Send thank you emails to speakers and keynote
* Send sessions evaluations reports to speakers (individually)
* Forward email evaluations of overall conference to Board
* Submit Willingness to Serve forms to Board and recommend next year’s Conference Chairperson