ANNUAL CONFERENCE PLANNING GUIDELINES

California School Personnel Commissioners Association

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With input from:
Annual Conference Committee Feedback 2015, 2016 & 2017
CSPCA Standing Conference Committee 2017

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INTRODUCTION

This CSPCA annual conference planning guidelines is to serve as a starting point and guidebook for the CSPCA Board, the Executive Director, the Vice-President, the Regional President, the standing state conference committee (SSCC), and its annual regional conference planning committee (CPC). Each annual conference may be slightly different, and each coordinator will have his/her own method of organizing the conference based on goals and directives assigned by the Board, and the needs of statewide and regional membership. Nevertheless, it is hoped these guidelines will assist in coordinating the details.

RESPONSIBILITY OF CONFERENCE PLANNING COMMITTEE

Annual conference is part of the continuous CSPCA Board strategic plan. According to CSPCA bylaws, the conference planning is the joint responsibility of the Vice-President, the Executive Director, and the three Regional Association Presidents (taking turns), to make sure a three-year conference plan and sites are in place. The planning and arranging of any conference shall be conducted by a standing state conference committee, consisting of the above three members, the Sponsors and Exhibitors Coordinator, plus several experienced members. The Vice-President and the Executive Director shall act as co-chairs of the standing state conference committee.

Once the conference sites are identified by the standing state conference committee for the three upcoming conferences, the next regional conference planning committee shall be established. The regional conference planning committee shall recruit members from the specified region to assist in planning the conference, which includes, among other things, developing the program, and determining hospitality and social activities appropriate to the location. Prior to major decisions such as hotel contracts and large expenditures, the committee shall be included in all decision making correspondence for input prior to final decisions.

Although the CSPCA Executive Director and the CSPCA Vice President are co-chairs of the standing state conference committee, decisions as to hotel contracts and large expenditures will be made with the input of the regional planning committee. The Executive Director shall be the key person to keep the multi-year planning calendar active and on target, to enhance continuity, and to provide current information to the CSPCA Board and the regional conference planning committee. It is vital that the Vice President, Executive Director and Regional President be involved in the initial stage of the conference planning to identify an experienced conference coordinator.

It is the responsibility of the Executive Director and/or another member of the standing state conference committee to keep records of all previous annual conference feedback and written reports. The summary of this information must be passed on to the coordinator of each conference prior to beginning planning. Moreover, this conference feedback should be reviewed periodically and used to update this CSPCA Annual Conference Planning Guidelines.

RESPONSIBILITIES OF CONFERENCE COORDINATOR

1. Recruit Conference Planning Committee Members and Assign Duties

    - The responsible regional association shall be utilized to assist in identifying suitable and willing members to serve on the conference planning committee.

    - The conference planning committee may consist of the following members or sub-committees:

        o Coordinator or co-Coordinators
        o Hotel Arrangements or Facilities (incl. banquets/food) - 2 people on this committee
        o Treasurer
        o PR/Marketing Person
        o Registration Chair and Committee
        o Program Document Preparation (could be part of PR position)
        o Primary Contact with Presenters
            ▪ Contacts presenters with confirming letter, asks for their equipment needs, and photo and bio as well as session description and intriguing title.
        o Entertainment (Kids at lunch Friday, and if banquet, entertainment)
        o Sponsors and Exhibitors
        o Hospitality (includes purchasing food and setting up for President's reception Friday night, plus cleaning up)
        o CSPCA Executive Director
        o Early on in the process, all conference planning committee members can brainstorm ideas for theme and session ideas. Then the smaller program committee can further refine topics and presenters for sessions.
        o All committee members should also be "hosts." May have to call on people beyond the committee to cover all presenters. Duties of "hosts" are shown below.
        o A description of each of the committee positions should be included on the CSPCA website under "Conference Guidelines" in members only section.

    - Contact recent conference coordinators and program chairs and request their assistance as advisors.

    - NOTE: There are advantages to having most of the members working in close proximity to the conference coordinator and conference site. It is highly recommended that hospitality, marketing, program, registration, and facilities are local individuals.

2. Determine Conference Facility, Location and Schedule

    - The standing state conference committee shall be the key decision entity, working with the regional president, conference coordinator (if it has been identified) and regional members to come up with a multi-year conference schedule, facility and location. Executive Director needs to be the key linking person in this communication.

3. Meet with the Proposed Conference Hotel Staff

- The Conference hotel should be reasonably priced, easily assessable with various modes of transportation, and have comfortable meeting rooms, vendor hall, and registration areas.

- First meet with hotel convention services manager, survey the hotel and get a feel for the services offered. Get an estimate of meal and hotel room options and prices, and when they will guarantee prices.

- Plan to open a charge account a few months before the conference, possibly working with Executive Director to utilize direct billing through the CSPCA account.

- Ask the hotel staff for their ideas on meals or fun activities for conference participants. Ask about bar service options during the Banquet, if there is one. Confirm price of rooms with hotel staff. Research and project the room guarantee level.

- Coordinate with the Executive Director of CSPCA to, along with the conference coordinator, sign the contract with the hotel before the first conference planning committee meeting.

4. Prepare for First Meeting of Full Conference Planning Committee as Early as Possible

- This first meeting needs to be face-to-face to establish trust. Ask the hotel if they would provide a room for meetings, possibly refreshments. Although preferable to have all meetings face-to-face, if necessary, some subsequent meetings could be by teleconference.

- Discuss the role of each member and/or committee. Discuss the overall format for the conference; e.g., pre-conference staff development day, full conference program, evening activities, workshop times, etc.

- Decide conference theme to meet the need of membership and CSPCA goals.

- Brainstorm ideas of multi-track sessions to meet the needs of Personnel Commissioners, Directors, HR staff, and their focuses, and potential speakers for each track in order to provide the program chair some leads.

- Have the budget prepared for review by the conference planning committee. (This is why it is important to know the meal prices and other costs so that a registration fee can be established.) Talk about the financial needs of each member or committee chair so they know what they have to work with. Structure your budget in accordance with the results of last three years as well as the needs of your committee. The budget then goes to standing state conference committee to review, and the CSPCA Board for approval. Registration to include an early bird and non-member rate.

- Keep in mind that honorary life members are not required to pay for meals or a registration fee for Saturday attendance. This should be excluded from their registration cost if they attend more than just Saturday.

- Board policy is to give NO refunds after the drop dead date for registration, regardless of the reason. Refunds will only be given if the request is received prior to the deadline date.

- Base projections on a conservative number of attendees. When calculating cost of meals, be sure to factor in costs of meal plus tax and tip. Tax is applied after the gratuity determined by the hotel. This figure is set by the hotel and should be included in the quote you receive. Verify.

- Prior to the meeting, read the contract with the hotel staff so you know the details. Check room guarantee, free rooms, etc. Hotels typically comp a sleeping room for every 50 room nights you guarantee. By grouping these comp rooms, this can be converted to the suite for the President and a hospitality room. As an example, with a 3-day conference, if you guarantee 50 room nights the first night, 100 the next and 75 the third, that gives you 225 room nights. Work with the hotel and determine how to best use these comp rooms. Arrange with the hotel staff for a tour for all the committee members. No need to meet hotel personnel at this point.

- Analyze the commuter population in order to help set prices for one-day registrations. (A large commuter population may spur you to recommend a higher single day registration so you don't lose money.)   Keep in mind if people are driving in rather than staying overnight, this will affect your room nights and you should take this into account when giving the hotel your guarantee.

- Discuss and decide on a recommended fee structure for conference registration.

- Prepare a timeline for publicity, committee meetings, and registration so all committee members can mark their calendars.

- Work with the Executive Director to sign the contract with the hotel after the first meeting, if not already signed.

5. Prepare a recommendation for the CSPCA Board on registration fees and conference budget for the spring Board meeting.

6. Conduct a membership survey and/or meet with program committee separately over the spring/summer to solidify content.

7. Prepare for Second Meeting of Conference Planning Committee

- Each committee member should have worked on the conference over the spring/summer and have preliminary plans for this meeting.

- Review draft of program. Of key importance is the format of activities, when or whether to have the banquet, when to have entertainment, what to do Thursday, Friday, Saturday and Sunday, keynote addresses, when to have business meeting(s), president's awards, etc. Details of all workshop content will probably not be firm, but some of the specific topics and the keynote speaker(s) should be firm so they can be used in early marketing announcements. Ask program or publicity chair to prepare a one-page flyer showing as much as possible for first e-mailing in September.

- Registration and publicity should have a draft of the registration form for review.

- Analyze what you want to send for the first registration mailing, i.e., registration form, hotel reservation form, social activities flyer, program highlights, letter of invitation from CSPCA President and/or Regional President, and others.

- The Social/Hospitality Chair may be able to provide for some spouse's activities. Sometimes it is determined that you don't need an organized function, so this is optional. This may depend on the services offered by the hotel.

- Discuss meals with the committee, but the final decision is best left up to you. After this meeting, confirm with the hotel the meal prices to see if you are within budget. A key point to check is the cost of the breaks. Coffee may seem like a simple item to have at breaks, but it is surprisingly expensive. Be sure to include the cost of this in your calculations. Also if you have an afternoon break with sodas, be sure to get the accurate cost for this from the hotel. If you should find there are sodas left after the break, have someone assigned to gather them up and take to the reception or hospitality suite. Watch that passers-by are not taking them.

- Keep in mind that money paid by school districts is NOT to be used to purchase alcohol for the reception. The money for this is the money received from vendors. Prior to start of the conference, you will know how much money is available from vendor money for use in purchasing food and drink for the social event, e.g., President's Reception.

- The Registration Chair should be well into plans for keeping records of the registrants and preparing materials for the packets. Suggested packet materials include: programs, list of registrants, list of restaurants and activities, maps of the hotel, CSPCA flyers, note pads, conference evaluation forms, meal tickets, and name tags.

8. The CSPCA Executive Director has audio visual and sound equipment for three rooms, plus excess name tag holders, bags, signage and other excess conference supplies.

- Consider newer name tag format, e.g., plastic name tags, or name tags with summary conference programs.

9. Prepare for First E-Mailing

- Ask for current membership e-mail addresses from the Executive Director of the association. The Executive Director or the CSPCA Communications Director may send out mass E-mail distribution to all members of CSPCA for you. Nevertheless, the conference planning committee can decide which way is more efficient.

- If sending material through US mail, hold a small committee meeting or use other staff to assemble and send registration packets by the end of mid-October. It is highly preferable to utilize e-mail instead of the regular postal service because of postage cost. Work with Executive Director to utilize CSPCA standard template for the final design of the conference program. CSPCA recommends using on-line registration through Google Docs.

- Start to work on entertainment ideas for Friday lunch and for Saturday banquet, if there is to be one.

- In December, Conference Coordinator and the Program Chair should meet with the hotel staff to finalize the room assignments for each activity. Give them your estimates for coffee breaks and meal counts. Give them a one-page list of all mealtimes and break times. Check that you order all microphones. Give them rough sketches of how you want rooms arranged for general sessions and meals. Check with the Executive Director or the CSPCA President for general session arrangement.

- Order all the free audiovisual materials you can, such as asking for flipcharts in each session room. Utilize your district audiovisual resources to assist, if you can.

- Apprise them of arrival times for the vans to be ready for airport pickup. Tell them who should get free rooms. Ask where luggage can be stored. Ask for microphones and a room to store A/V and extra supplies and equipment. If they give special gifts to some VIPs, give them the list of names.

- Be sure they separate the billing of the CSPCA Board of Directors from the conference committee. The Board has meetings on Thursday and Sunday of the conference, which includes meals. These should not be charged to the conference, but can be part of food/beverage minimum.

- Send out reminder materials to districts about the conference in late September/early October, including an update on the program and additional registration forms.

10. Prepare for Final Meeting of Full Conference Planning Committee

- Meet two weeks prior to conference.

- Have each chair run through all details so the full committee can answer questions from conference participants. At this point, your planning and coordinating activities should be over.

- Have fun at conference!

11. After the Conference

- Write thank you notes.

- Have a post-evaluation meeting with conference committee to review the feedback, close the financial books, and brainstorm suggestions for future conference.

- Prepare a final written report to the CSPCA Board. Work with the Conference Planning Committee, and communicate with next year's coordinator and include it in the manual to pass along.

CHECKLIST FOR PROGRAM CHAIR

1. Develop the thrust of the conference early. Be prepared to suggest a theme in the spring. Important to have continuity of the theme with program content throughout the conference. In considering the theme, keep in mind that the merit system and personnel commission only exist as supports to the district's goal of educating the students.

2. The Merit 101-103 track has been very popular, with the largest number of attendees among multiple options.

3. When planning a session that is likely to be extremely popular, like the "Legal Updates," consider doing it as a general session, or allow the session to be repeated.

4. Plan the format for the conference (first major decision).

5. Identify "hot topics" or other possible session ideas.

6. Recruit seasoned members to serve on the committee. They can be members of the conference planning committee.

7. Brainstorm with entire committee in the spring for ideas.

8. Pick coordinators for workshop subject areas and have them coordinate the content and speaker.

9. Have a preliminary program for review by the committee as early as possible, but no later than the August/September meeting.

10. Consider the balance of workshops/concurrent tracks during each time slot between commissioner and director interests.

11. Find and confirm keynote and general session speakers.

12. Prepare and send each speaker a confirming e-mail (or ask the room host to send this e-mail and Cc you), and request a short bio (use 150 words as a guide) and head shot to be used for the final program. Also request presentation title and PowerPoint e-file to be published on "members only" section of CSPCA website after the conference.

13. Prepare and send each workshop/session host an e-mail telling them the time and location of the workshop and a form for them to return with a list of A/V needs.

14. Keep in touch with the conference coordinator concerning any costs involved in speaker fees. The rule of thumb is to pay for one hotel night stay, travel, and a meal ticket for out-of-town speakers.

15. Work with CSPCA Communication Director to prepare a flyer with program highlights for first e-mailing.

16. If several workshops are planned on Thursday, arrange networking activity/prizes to engage participants. If budget permits, arrange continental breakfast/lunch/afternoon break refreshments.

17. Prepare an update for second e-mailing.

18. Print the program or arrange for someone else to print it.

19. Discuss with the Executive Director and President of the Association the activities of each general session to be sure sequencing is correct. The President, Executive Director or the Board designee shall prepare the business meeting and make arrangements for Joyner-Snipes award, honorary life memberships, and special awards.

20. Meet with the hotel staff prior to printing the program to ensure that hotel map, all times and locations of concurrent sessions, workshops, vendor hall are correct. Assign one key person, either a member of the committee or seasoned staff, to be responsible for the construction of final program.

21. Double check with the hotel staff and conference coordinator on times for meals and breaks.

22. Have speakers pick up complimentary badges at the registration desk.

23. Design and send evaluation forms to the Registration Chair for inclusion in the packets.

24. Send thank you letters to all speakers after the conference.

25. Hosts are to be assigned to each presenter. They are to be sure presenter knows where their session will be, and location of restrooms.

    - Hosts are to be sure the area around where the presenter will be speaking is clean and water is available with a clean glass.

    - Host introduces the presenter and lets them know they will be the timekeeper for the presenter. Give a fifteen, ten, five-minute sign, and a one-minute wrap-up sign.

    - Suggestion for host – on back of presenter's name badge, include name of host with host's cell #. When presenter arrives, have person at registration area text the host and have them come to greet the presenter if possible. If not possible, host should text back that they can't come, and another committee member should be standing by to greet them and assist them.

    - The "Host" needs to welcome the presenter and give them direction to the room where they will be presenting. Invite him/her to meals (lunch or dinner or both).

    - The "Host" needs to be instructed in the use of the remote so they can advise the presenter on its use.

26. More Notes on Presenters:

- If presenter is also a vendor, be sure they know they are not supposed to just sell their product.

- If the presenter is going to bring handouts, they need to know how many to expect.

- Need a deadline for submission of their PowerPoint. This would allow for saving all presentations on flash drives to be used to load computers at conference.

- Let the presenters know if there will be internet in the hotel, and in the session rooms, where they can get it, and what the cost will be. (Note: this would be resolved if we have a hospitality suite open at all times and there is internet in the guest rooms).

- Provide the presenter a program when they arrive so they can orient themselves.

PAST CONFEFENCE THEMES

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CSPCA Mission:
To have a positive effect on the education of our students.

CSPCA Vision:
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The CSPCA is a professional service organization committed to providing high quality support to members in their efforts to get the most out of the Merit System. The CSPCA promotes the Merit System as a comprehensive human resource system for classified employees. We are focused on promoting positive relationships between personnel commissions, boards, directors, employees and employee organizations for the benefit of instructional programs for students.

In developing a conference theme, please keep the CSPCA mission and vision in mind; combine with important HR trends, critical potential legislative and economic impacts, and local flavor.

2018, San Diego   Promoting the Promise of Merit: The Five C's of Classified Personnel

- Communication
- Collaboration
- Creativity
- Critical Thinking
- Customer Service

2017, San Francisco: Merit System: Bridging Relationships

2016, Anaheim: Reaching Excellence with Merit

2015, San Diego: The Merit System's Value in the Improving Economy

2014, San Jose: I Love Merit

2013, Anaheim: Supporting Student Learning through Merit

2012, San Diego: The Fresh Face of Merit

2011, Sacramento: Capitalizing on Proven Merit Leadership

2010, Irvine: Staying the Course in Challenging Times

2009, San Diego: Efficient Practices in a Climate of Limited Resources

2008, Millbrae: The Road to leadership and Excellence: Recruiting, Retaining
& Promoting Leaders in the Classified Services

2007, Long Beach: Merit Systems: Investing in Student Achievement

WORKSHOP/SESSION/ROOM HOST – WORKSHEET

(this is also added as an addendum at the end of the guidelines as a fillable form)

Room Host: _____

Session/Workshop Date/Time: _____

Meeting Room: _____

Presenter(s): _____

Workshop/Presentation Title: _____

Presenter Bio(s): Read from Program

Notes:
- Meet/Welcome Presenter(s)

- Make sure they have everything they need (water, access to computer projector, microphone, easel/chart paper/markers, etc.)

- Remind presenter(s) of time left (lift up cards: 15, 10, 5 and one minute)

- Announcement at Beginning of Workshop:
  - Welcome attendees
  - General announcement - water, location of restroom
  - Introduce Speaker
    - Title of Workshop/Session
    - Bio of Presenter(s)
    - Name of Presenter(s)

- General note - please refrain from engaging with speaker(s) during presentation, leave the workshop/session to the presenter(s). Presenter may counter this and invite questions during the presentation. Check with him/her on this issue.

- Announcement at End of Workshop
  - General announcement - time of next activity (session, lunch, break, or reception)
  - Thank you to speaker(s)

Example of Conference Program Layout

CSPCA Conference Program, Friday

Time	Session		
7:30 – 5:00	Registration/Coffee		
8:00 – 5:00	Hospitality Room -- Marina		
8:00 – 5:00	Vendor Displays -- Foyer		
8:40-9:00	Welcome – Opening Remarks – Posting of Colors – Salon CD		
9:00 – 10:00	**Keynote Address** **Salon CD**		
10:00– 10:15	**Break**		
10:15 – 11:30	**General Session (or can be three break-out sessions in Salon B, C or D)** Salon CD		
11:30 – 1:15	**Lunch (Included with Registration Fee)– Salon A**		
1:30 – 2:45	**Breakout Session** Salon B	**Breakout Session** Salon C Biddle – EEO & Validation	**Breakout Session** Salon D Shelley Langan *Changing Face Of Today And Tomorrow's Workplace*
2:45 – 3:00	**Break**		
3:00 – 4:15	**Breakout Session** NCLB --	**Breakout Session** Salon C Kristine Smith Job Analysis	**Breakout Session** Salon D Ted Darney ROI/Validation
4:30 – 6:00	**Regional President's Reception Shoreline Room**		

CSPCA Conference Program, Saturday

Time	Session		
7:30 –12:00	Registration		
8:00 – 5:00	Hospitality Room -- Marina		
8:00 – 5:00	Vendor Displays -- Foyer		
8:00 – 9:00	Continental Breakfast– Salon A		
9:00 – 10.15	**Breakout Session** Salon B	**Breakout Session** Salon C	**Breakout Session** Salon D
10:15 – 10:30	**Break**		
10:30 – 11:45	**Breakout Session** Salon B	**Breakout Session** Salon C	**Breakout Session** Salon D
11:45 – 1:30	**Lunch (Included with Registration Fee) & Business Meeting – Salon A**		
1:30 – 2:15	**Breakout Session** Salon B	**Breakout Session** Salon C	**Breakout Session** Salon D
2:15 – 2:30	**Break**		
2:30 – 3:45	**Breakout Session** Salon B	**Breakout Session** Salon C	**Breakout Session** Salon D
5:00 –7:00	**Presidential Reception– (Included with Registration Fee) – Presidential Suite**		

CSPCA Conference Program, Sunday

Time	Session
7:30 – 9:00	CSCPA Board Meeting – Tokyo/Vancouver
9:00 – 10:00	Continental Breakfast– Salon A
10:00-11:00	Speaker – Salon A
11:00	Closing Remarks – Salon A CSPCA President

In recent years, a staff development day has been included on Thursday. This typically has two sessions in the morning, which are repeated in the afternoon so that all attending can access each session.

The fee for this day is noted as a separate option on the registration so that those only wishing to attend the staff development day can sign up just for that day. It is also a nominal fee, just enough to cover costs. You have the option of providing lunch if your registration fee is sufficient to cover this cost. If you choose not to provide lunch, be sure to allow enough time for attendees to get lunch and return.

Coffee in the morning is a good idea. Afternoon sessions end fairly early, so no break has been provided in the past.

CHECKLIST FOR REGISTRATION CHAIR

1. Work with Conference Coordinator and PR/Marketing chair to design registration form.

2. Analyze the commuter population in order to help set prices for one-day registrations. (A large commuter population may spur you to recommend a higher single day registration so you don't lose money.) Include fees for early bird and non-members on registration form.

3. Search sources for free materials. Convention bureaus or cities sometimes give out folders, name tags, etc.

4. Organize an accounting system for the receipt of money and a way to easily know how many and what type of registration count you have at all times. Have system organized to send money directly to the treasurer. Check with Executive Director for on-line Google registration option.

5. Ask the Executive Director to provide a list of all member e-mails, or ask his Clerical Assistant to e-mail out the information, whichever way is more efficient.

6. Order ribbons which will be attached to the name tags. These include "Board Member, Presenter, Committee" and any others you determine are needed.

7. Staff the registration table and train someone to handle accounting procedures.

8. Have ready for conference packets:

    - Conference bag

    - List of registrants and Name tags

    - CSPCA flyer

    - Note paper

    - Evaluation forms (from program chair)

    - Miscellaneous other information (maps of hotel, list of restaurants, etc.)

9. Make up extra packets for last minute registrants.

10. Secure from program chair the list of names of speakers. Keep them at the registration desk so you know when they report and can give them their name tags.

11. Obtain a list of names of vendor representatives from Sponsor Coordinator so you may provide them conference bags, name tags, and show them directions to the vendor hall.

12. Have extra materials for last minute emergencies.

13. Prepare special name tags for registered honorary life members.

14. You may prepare a message board and have notepaper and pins, or magnets and markers.

15. Prepare an emergency kit with pens, felt markers, paper, scissors, sign paper, pins, masking tape, and aspirin!

16. Have a petty cash box with some change.

17. Have a receipt book just in case someone wants a receipt.

18. Bring a PC and printer to make last minute nametags, if possible.

19. Bring a box or two for people to drop off the evaluation forms.

20. Secure all registration materials at night.

21. Suggested hours for registration table:

    Thursday   8:00 a.m. to 5:00 p.m., or two hours before the first workshop

    Friday   7:30 a.m. to 5:00 p.m.

    Saturday   7:30 a.m. to 5:00 p.m.

    The reason for the long hours is that conference attendees seem to gather at the registration table and use it as an information source.

22. Be sure those who will be doing registration (usually someone from a nearby district) know whether they can close for breaks or for lunch. Preferably only for lunch and they can take breaks individually if there are only two, so someone will always be present at registration.

23. Arrange to have the tote bags in their original boxes and the materials available to insert on Thursday morning if there is a staff development day, or if not, Thursday afternoon of the conference. Have several people from the committee available to insert materials. This should include the program, items the vendors have provided for the bags, any insert from the association, hotel, or about the area. Often the local Chamber of Commerce will provide brochures of local attractions, but you must contact them and request the material.

24. It's important to have the email addresses of all who will attend, not just the director or the staff person who sent in the registrations. DropBox material will go to the email given in the registration process. The registration form needs to make this clear. We want each attendee to receive the information and have access to DropBox. The Attendees should be registered in advance so they can download and make copies of material if they want, instead of waiting until they arrive at the conference.

25. It's important to have people at registration who are friendly and efficient. We want our attendees to start off their experience on a good note.

REGISTRATION TIME LINES

JANUARY-FEBRUARY

The standing state conference committee has identified the conference planning committee, and the conference coordinator has been identified soon after the current year conference to prepare for the next year's conference.

MARCH

Meeting of regional conference planning committee at the hotel where the next conference will be held. Members include: Conference Coordinator, Program Chair (and members), Treasurer, Hospitality, Marketing, Facilities, Registration, Vendor/Sponsor, CSPCA Executive Director, and recent prior conference coordinators.

The purpose of the meeting is to solicit suggestions made concerning program schedule, theme, ideas for workshops, length of conference, registration fee, budget, hospitality, and publicity. The suggestions will be presented to the CSPCA Board of Directors for their consideration and approval in April.

SEPTEMBER-OCTOBER

The registration chair and PR/Marketing chair have collected all related material from other committees to prepare for the registration packets. Work with Executive Director and CSPCA Communication Director in order to e-mail to all commissioners, directors, guests, and non-member districts. Develop system to maintain an accurate accounting of who has registered and for what portion of the conference. Sending registration materials September and reminders in early October gives Personnel Commissions time to review and approve attendance and submit to fiscal for payment.

NOVEMBER-DECEMBER

As on-line registrations begin to arrive, track who has registered and for what portion of the conference. This activity will continue up to and including the conference. All the information and activities should be handled electronically with computer.

Order and secure name tags. Plastic holders with name tag and summary program is highly recommended. For convenience and money saving purpose, district graphics arts department may be utilized to print the nametag. The plastic folders can be purchased at a stationery store or online.

Secure the names of those registered from the Executive Director, Program Coordinator, and/or Conference Coordinator, who will need special identifying name. They are President, Regional President, Conference Committee members, Speakers, Vendor Representatives, and Board of Directors.

JANUARY

Very early in January, ask Executive Director and/or Communication Director to send registration reminder e-mail to all members and friends.

Start preparing the registration bags for registrants attending the conference.

AT CONFERENCE

Have a master list of all who have registered. As bags and name tags are picked up, check off a name on the master list. There will be those who register late and whose names will not appear on the master list. These need to be added so they can be checked off as packets are handed out.

Materials to have at the registration table:

Master list of those registered

Registration packets

Computer and printer

Scotch, masking, duct tape, and paper clips

Rubber bands

Scissors

Receipt book

Extra programs

Map of conference workshop rooms

Additional nametags and plastic holders

Hospitality suite number, if there is one

A word of caution: Never leave the registration table unattended. Things seem to disappear.

CHECKLIST FOR PR/MARKETING CHAIR

1. If possible, the basic info for the following year's conference should be announced at the current conference. That would include dates, location if determined, and a teaser to entice attendees.

2. First emailed notice should be out early August as a "Save the Date." By first of September, send out first tentative notice with program content information. This allows district commissions to have the information at their October meeting to consider / approve.

3. When sending out the registration material, include a statement in **bold print**, and include it in the cover email that the Director should notify their purchasing and accounts payable departments that the **registration fee should be sent to the address listed**, not to the address from the previous conference (this often happens). The Finance people don't notice that it's a different address than the one they used to pay for the conference since the organization name is the same.

4. Develop process to collect emails on <u>all</u> attendees - ease of communication with attendees prior to and after conference. Work with CSPCA Communications Director to develop preliminary flyer for e-mailing.

5. Develop registration form in conjunction with registration chair. Use CSPCA's Google Docs to establish the online registration forms. If needed, Executive Director should have templates to use for a flyer and program. Fees should be included for early bird and non-members.

6. Arrange with program chair if he/she wants you to develop and print program.

7. Include deadline date for final registration, which is also the final deadline for cancellations.

8. It's important to have the email addresses of all who will attend, not just the director or the staff person who sent in the registrations. DropBox material will go to the email given in the registration process. The registration form needs to make this clear. We want each attendee to receive the information and have access to DropBox. The Attendees should be registered in advance so they can download and make copies of material if they want, instead of waiting until they arrive at the conference.

9. Arrange to secure already made CSPCA signs and banners for conference--the big signs showing where to go for registration. Arrange for other marketing materials.

10. Working with Communication Director, publicize conference information on CSPCA and regional chapter websites.

11. May want to announce conference information on local news media.

12. Arrange to have a couple of volunteers take pictures at conference. Offer these to the committee for the following year's conference and to the Executive Director.

CHECKLIST FOR FACILITIES CHAIR

1. Get to know the layout of the hotel conference rooms, including registration areas, dining area, general session, break-out rooms, vendor hall and secured working room.

2. Seek input in advance of conference regarding interest in certain workshops in order to determine which workshops to assign to larger rooms.

3. Get rooms for break-out sessions, and use rooms next to general session room, if possible, for all break-out rooms.

4. Know where plugs for extensions are in each room. Ask about heating and air conditioning controls.

5. Secure from program chair the individual needs for A/V equipment of each session.

6. Confirm with CSPCA Executive Director that we have four easels, laptops, video projectors and three sets of sound equipment (including cordless mics, cords, mixers and speakers that can be used in up to three break-out rooms.

7. You may want to develop your own form for a/v or rely on the program chair to give you a list.

8. Know what the hotel will provide free. There was a time when the hotel would provide technology (microphones/speakers, projector screen, etc.) for the general and break-out session locations for free, and we would provide the laptop. This is no longer true. The hotel may provide a flip chart, but you would need to check. Best to rely on local districts to bring projectors, computers, extension cords and flip charts. Be sure each item is clearly marked so it gets back to the proper owner. CSPCA has some equipment. Check with the Executive Director as to what is available.

9. Several weeks before the conference, order from local districts all the other A/V equipment you will need. Bring extra projectors and flip charts to accommodate last minute needs. As a last resort, you may order A/V equipment from the hotel at a cost, but it will be very costly. The hotel can provide you a list of A/V services with costs. Be sure if it is necessary to use the hotel's, you include it in your budget and make registration high enough to cover the cost.

10. Bring chalk and magic markers to the registration desk.

11. Ask hotel for a secure room to store all materials and for committee members to meet, discuss, and go over items, and provide keys to several conference members. This is an important feature in order to lockup all the A/V equipment and registration material. It is preferable to have the room location in the conference area.

12. Before each general and break-out session, check and test all equipment to make sure they are properly placed and working.

13. Coordinate with Executive Director since CSPCA has several cords that may be used. Secure those and bring a couple extra ones. Be sure they are identified.

14. Coordinate with session chairs to make sure speaker's PowerPoint presentations and other equipment usage are set, and be sure there is someone there who can operate the equipment.

15. Be sure all equipment is marked with identification who it belongs to, and is returned at the close of the sessions and conference.

16. Be aware the Facilities chair really swings into action during the conference and has minimal planning activities during the year before the conference. The person to fill this chair must be able to be physically active, and in many places at the same time, or it seems that way. Should be an experienced volunteer, who might want to have a couple of individuals to assist.

17. Double check the signs outside the workshop session doors to be sure they are accurate. The hotel should do this, just check to be sure they will, and that they are accurate.

18. In session rooms, arranging tables for first 5 or 6 rows, then individual chairs in rows after that usually works well.

19. Be sure there is clear direction to the area where sessions are. Might need additional directional signage.

20. It is desirable to have a "Hospitality suite" that is open the entire conference for those who are driving in and would like to take a break. Arrange a few simple snacks and sodas/water in the suite, e.g., pretzels, potato chips, veggie plate with dip, nuts, but not something that would go bad without refrigeration.

HOTEL INFORMATION

NAME

Number of meeting rooms

(Get specs, capacity charts, etc.)

Are all meeting rooms soundproof? Which are not?

Do all meeting rooms have self-contained audio systems installed?

Which do not?

Do all meeting rooms have individual climate control?

Which do not?

Meeting rooms are located on how many levels of the hotel?

Meeting room level(s) are served by:

Escalators

Elevators

Public Stairs

Capacities of meeting rooms by type of setup (classroom, banquet, or just chairs)

(Attach hotel chart to program)

Internet in meeting rooms? Guest rooms?

Meeting room obstructions

Proximity of meeting rooms to kitchen

Available special facilities, services, equipment, rest rooms

Area for registration

Room where equipment and registration materials can be locked, keys

Equipment availability

Cordless mic

Projectors

Flip charts

Pointers

Screens

Podiums (table)

Podiums (floor)

Room lighting

Are all meeting rooms rheostat-controlled?

If not, which are not?

Distractions

Name of Room(s)

Mirrors

Ornate wall decorations

Noise from ventilation

Public Traffic Noise

Chandeliers

Columns

Tiers

General room condition

Lighting

Permanent or temporary stage availability

Security, public traffic

Acoustics

Staging, access area for head table

Reception area

Staging area for performers

LARGE PUBLIC SPACE

Banquet or General Session Rooms

Room capacity in square feet

Internet?

Proximity to kitchen

Equipment

Risers

Dimensions

Number

Covering

Skirting

Dance Floor

Type

Dimensions

A/V, Lighting Controls

Location

Union regulations

Headsets

Type

Location

Portable steps

Number

Dimensions

Rails, covering

CHECKLIST FOR HOSPITALITY/LEISURE CHAIR

1. Presidents reception(s) in the hotel facility or Presidential suite? Are all guests, including spouses, invited?

2. What are the hotel facilities, cocktail & food prices?

3. Do you want additional spouse activities, e.g., spouse meeting/breakfast?

4. How do you publicize activities?

5. Do you need night activities, plays, transportation, tours?

6. What athletic facilities are available?

7. Do you want hospitality suites open during the conference?

8. Who buys the food, refreshments for the reception? Who cleans the room? When open? Who has key?

9. Provide separate brochures of activities?

10. Do we need to make arrangements for pickup of VIPs at the airport or rides if needed for conference attendees?

CHECKLIST FOR TREASURER

1. Open an account with seed money from state treasurer and get checks. Single approval is necessary for most checks, except ones $500 or over which have joint signature.

2. Secure a copy of the conference budget.

3. Make sure a master account is opened with the hotel. This can be done by the region or by the Executive Director.

4. Be prepared to pay for each committee meeting luncheon if necessary. Ask for complimentary lunches for planning team. This makes it simpler to pay bills as you go.

5. Have the committee give all bills to you immediately for travel, printing, paper, etc.

6. Make a preliminary report just prior to the conference of all receipts from registration and bills paid.

7. Send a follow-up e-mail to the committee right after the conference with the deadline date for submitting bills.

8. Make the final financial report and send it to the auditor, conference chair, and conference coordinator.

9. After all conference business is concluded, return money to the CSPCA Treasurer and close the account.

CHECKLIST FOR SPONSOR AND VENDOR COORDINATOR

Our organized conference sponsor and exhibitor program started in 2009. In the last nine years, it has brought in an average of $8,000 income yearly. This has helped to lower the conference registration fee as well as to cover the overhead conference spending.

Sponsors and exhibitors come from two areas: HR private consulting firms or consortiums and HR professional organizations. Several sponsors have been supporting CSPCA since 2009. Long time connection, rapport and trust with the sponsors seem to work out well for us.

A suggested timeline and checklist:

- Recruit a member who is experienced and has good connections with these sponsors; and has a persistent work attitude. Some returning sponsors require continuous reminders. New sponsors would need even more attention and encouragement.

- The sponsor program is part of the yearly regional conference planning; yet it is vital to keep the application process consistent so that the recruitment and communication with the sponsors is smooth.

- The Sponsor/Vendor Coordinator should develop a Sponsor and Exhibitor Guide early in the year, and share it with the standing conference committee and the conference coordinator. The updated Sponsor and Exhibitor Guide is attached. A similar guide has been utilized for the last nine years. Working closely with the conference committee, the same coordinator has been using the guide flexibly to negotiate what is best for our conference.

- Continue keeping conference coordinator in the loop for two reasons: set a reasonable registration fee, if monetary commitment comes in earlier than April; and discuss ad sizes on final program, arrangements for vendor hall tables, demo sessions, inserts, and/or other sponsoring possibilities.

- January/February: Work with Executive Director and Communication Director to update CSPCA website. Include thank you notes and logo links for the previous year's sponsors – this is vital marketing step one.

- February/March: Work with Executive Director and Communication Director to provide links to HR professional organization websites as well as their upcoming conferences and meeting dates on CSPCA website.

- March/April: Communicate to all previous sponsors and negotiate the best deals.

- All year: Reach out to potential new sponsors, marketing and selling our services.

- All year: Send out invoices, collect checks, send out receipts, and deposit checks through conference Treasurer.

- July-November: check with Facility Chair to make sure vendor hall arrangement. i.e., draped tables, size of the room or hallway, vendor hall sign, and traffic attraction ideas.

- April-November: Collect advertisements in PDF files for final conference program, collect PowerPoint files to display on the projection screen during Friday luncheon.

- April-November: Ask for tote bag inserts and provide them to registration on the day before conference.

- Four weeks before conference: Compile a list of vendor site representative names and give it to conference coordinator.

- Three weeks before conference: Obtain a list of conference attendee e-mail list and provide it to sponsors, if requested.

- Two weeks before conference: Last e-communication with all Vendor representatives, including timeline with information on when they can set up, when they will have an opportunity to speak before an audience, if possible; and a pdf copy of the program with their ads.

- If feasible, arrange to allow them 2 minutes each at Friday lunch to address the attendees, while a PowerPoint plays in the background with their logos and key services.

- If feasible, consider another planned opportunity of 5-10 minutes each for interested vendors. For example, it could be a later afternoon current session, something like… "What's new with our Vendors"?

- We need to make vendors feel they made a good choice in supporting the conference with their money, and for them that means being in front of people.

- Make sure the exhibit hall area is well marked and easily accessible to conference attendees.

- Announcements should be made throughout the conference to remind attendees to visit the vendor area to get information on great products and services.

Sponsor and Exhibitor Guide

Annual Conference, February 1 to 4, 2018

Wyndham San Diego Bayside Hotel1355 N. Harbor Drive, San Diego, CA 92101
https://www.wyndhamhotels.com/wyndham/san-diego-california/wyndham-san-diego-bayside/overview

All sponsors will receive:

- Your company logo prominently displayed at the conference and on printed conference material
- Listing of your company logo and hyperlink on CSPCA website
- One-time use of pre- and post- conference attendee mailing lists with prior permission (list distributed electronically to include—name, title agency/organization and e-mail address)
- Your company name at the networking refreshment breaks at the vendor hall area
- Your company inserts and/or gifts in the tote bags (for exhibitor only)
- Drawing of surprised company donated gifts at the Friday afternoon networking refreshment break, if it is arranged by the conference committee
- Your company will be recognized by level of sponsorships on all publications and displays: **Platinum** ($2,400 & above), **Gold** ($1,600 & above), **Silver** ($800 & above), or **Bronze** (below $800).

Advertisement only on the on-site final conference program:

- **$450** – Quarter page ad
- **$600** – Half a page ad
- **$750** – Full page ad

(Page I of 2)

Sponsor and Exhibitor Guide (page 2)

Advertisement & exhibitor booth combined
($400 extra for the 2nd table):

- **$800** -- Quarter page ad, exhibitor with one 6'x30" draped table, and complimentary registration and meals for one representative for all functions
- **$1,000** -- Half page ad, exhibitor with one 6'x30" draped table, and complimentary registrations and meals for one representative for all functions
- **$1,200** -- Full page ad, exhibitor with one 6'x30" draped table, and complimentary registrations and meals for two representatives for all functions

Additional Sponsoring Options:

$300 -- Tote bag insert for non-exhibitor (free for exhibitor)

$500 each -- Company name and/or logo on conference name badges and/or lanyards (two opportunities)

$700 each -- Conference tote bags with company name, logo and short message (two opportunities)

$1,000 – Presidential suite reception sponsor for Friday or Saturday, with 5 minutes introduction talk

$1,200 – Breakfast sponsor for Friday or Saturday, with 5 minutes introduction talk

$1,800 -- Luncheon sponsor for Friday or Saturday, with 5 minutes introduction talk

$2,000 -- Professional Showcase Demo Session: 4:15 pm to 5:00 pm, prior to Friday's President's reception or Saturday's reception. Cost of food/beverage/gifts for the demo session is the responsibility of your company, and may be pre-arranged with CSPCA

$Negotiable Package -- Sponsoring Friday or Saturday keynote speaker, general session speakers, any of the above and/or other combinations

**For sponsor/exhibitor arrangement, please contact
TR Lin
tr.retired2016@outlook.com
626-373-4615**

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3/3/2017

TIPS AND SUGGESTIONS FOR CONFERENCE COORDINATOR

1. Choose a program chair that has the combined talents of vision and organization.

2. Make money on the conference by:

   - Charging enough for registration to easily cover meals and supplies, plus a bit more to cover unexpected costs that always seem to crop up.

   - Watch the meal count closely. Underestimate the guarantee. As an example, if there were approximately 250 headcounts for the banquet, a maximum of 210 was guaranteed due to the knowledge that some people were not going to stay for the banquet. Day 2 always has less people than Day 1. Sunday breakfast normally has low attendance.

   - Don't pay too much money for guest speakers.

   - Limit the times you meet as a conference committee. Use tele-meetings as needed. See if hotel will host meeting (s).

   - The closer the members are, the less expensive it will be to travel.

   - Limit the number of sodas you put out in the afternoon. For example, if you know that each soda costs $3, a reasonable cap is 50 sodas for 100 people.

   - Order coffee by the gallon.

   - Use CSPCA A/V equipment; and if needed, secure additional A/V equipment from local districts.

   - Charge enough for daily rates to encourage people to pay for full registration. If you want to encourage guests, such as superintendents or staff, put in a low guest rate to cover the cost of meals and badge.

3. Make sure committee members know their budget limits and ask that they stick to them or under.

4. Suggest a "program at a glance" section in the final program. This helps participants to see the whole conference.

5. Sunday morning is always difficult to plan. Many people would like to sleep in or go home early in the morning. A suggestion is a very small program and a continental breakfast.

6. Be sure to include a few technical workshops for experienced personnel directors; i.e., a seminar for directors.

7. On the other hand, be sensitive to the need of Personnel Commissioners when you arrange for the program. Merit 101, 102, etc. type sessions are great for new and continuing commissioners

and have been very popular. When planning content, remember that there will be Union and Board members in attendance.

8. Need continuity at the podium throughout the conference. Determine who will be the person to "narrate" the conference. In other words, someone needs to be at the podium to open and close each general session, including on Sunday morning. Don't leave people hanging with no one to close.

    o   This could be the CSPCA Executive Director, the President of the association, a Conference Committee member, or a combination of these. Just be sure it is clear who has the responsibility at each closing.
    o   The Executive Director will brief the president in advance on duties during the various general sessions.

9. It should be announced at first general session on Friday and Saturday that questions can be asked of committee members who are identified by badges. Also announce when and where the President's reception will be, and location of hospitality suite if there is one.

10. Consider assigning two individuals as Technology Gurus. You may provide them complimentary registration in exchange for being assigned to do set-ups and handle issues related to technology. These two tech. folks should have 15 minutes of training before start of conference on day one so they are aware how remotes work with projectors. They can then show the "hosts" so they can advise the presenters on the use of the remotes.

11. Timing for lunches Friday and Saturday could be vital. Meal timing depends in part on whether lunch is plated or buffet. Having salad and dessert already on the table speeds up the service. It also means there is no need for a centerpiece – a plus.

12. Friday lunch should be about 1 to 1 hr 15 minutes. Consider allowing vendors 2 minutes each to talk to the assembled group about their product. A PowerPoint with their logos will be playing throughout the lunch, although it could be stopped during kid's entertainment if you have that. Kids entertainment usually is very popular at the conf.

13. The Business Meeting is at Saturday lunch, so more time is necessary, but should not be any more than 1-1/2 hours. Elections are held at this meal, and if there is no banquet, the installation will also occur at this time. The installation can be brief. Confirm that the Executive Director has the Script.   Do not make it "cutesy" with focus on each separate office and some sort of ceremony. Takes too much time.

14. Start time for general sessions Friday and Saturday should be the same.

15. President's Reception could start at the end of the final session on Friday without a break.

16. CSPCA Board Members could host a table at the meal functions – breakfast and luncheon. Could indicate on the table with standup who the Board Member is hosting the table. Gives attendees more contact with the Board and the Board members can network.

17. Consider having Sunday brunch/speaker presentation open to spouses.

18. If not having banquet and instead having networking reception on Saturday, could eliminate food options, and just have snacks and beverages (sodas/water) to save money.

19. Create/Develop Dine-Around Program on Open Evenings.

20. Could have at the networking session, a getting acquainted game, like a Bingo Card.

21. At the conference, committee members should be easily identifiable. They could have a colored celluloid insert in their name tags for example.

22. A matrix should be created in Excel, (sample in appendix) probably by coordinator, to have a visual layout of conference. It should be divided into days, and include columns for:
    o   Session time
    o   Room name
    o   Set-up style
    o   Number expected
    o   Title of activity/session
    o   Presenter's name and member responsible for securing presenter
    o   Host's name

23. Survey Monkey or Google Survey is a good way to do follow up evaluations shortly after the conference. Thank folks for attending, and let them know they may receive email from sponsors and why, something like this additional statement: Each year we invite vendors to sponsor our conference. In exchange for their monetary contribution to the success of the conference, we provide them email addresses of attendees so they may have a chance to share with you their products and/or services. They are given the opportunity to make two contacts. Thank you again for your participation in this year's conference, and for your feedback.

Please consider these suggestions as you prepare for your session.

1. Think about the composition of your audience as you prepare the outline and content of the session. We are an association with Personnel Commissioners, Personnel Directors, HR staff including Analysts, plus union members. One third of Commissioners may have union background. Although our focus is education of students, we are not an organization of teachers. Instead, our focus is the employees who support the students' education, including bus drivers, cafeteria workers, custodians, accountants, clerical staff, classroom aides, and many more. We work to ensure that the people filling these types of jobs are the best possible, who are caring and competent.

2. State at the beginning of the session the reasons why this workshop is important for the audience. Each activity should generate evidence regarding improved performance or understanding on the part of the participants.

3. Deliver the instruction in a variety of modalities that require the audience to learn and use professional development strategies designed for adults. For example, adults prefer a variety of learning strategies rather than using lecture only.

4. Encourage interaction and questions/answers among audience members.

5. CSPCA will publish your PowerPoint handout later at the member only section on the website for you. Use handouts when appropriate. Be sure to bring sufficient copies. Coordinate with your host, checking ahead of time about your audio visual requirements.

6. Give a recap stating what the participants have learned at the end of the session.

Session Monitor Guidelines

1. Be sure the program chair of the conference has all the information well in advance of the printing of the program about the session; include the name, title, session topic and description, and short bio.

2. Confirm in writing to presenter and conference chair the information including any fees that will be covered or paid. Confirm with the presenter the audio visual needs for the session.

3. Contact the presenter 2 weeks before the conference to be sure he/she knows the location of the conference and discuss any last minute details. Tell the presenter what to do upon arrival.

4. Secure from the presenter a short bio to be used for introductions.

5. Check that the presenter is in the room and that all equipment is in order prior to the beginning of the session.

6. Thank the presenter in person and by follow up letter.

Appendix – Sample Matrix for Conference Schedule

	TIMES	ROOM	STYLE	NUMBER	ACTIVITY
Thurs., 2/21					
	7 am - 7 pm	Sea Breeze Room			Registration
	5 pm - 9 pm	Pacific Ballroom Foyer - north	table-top display	5	Vendor Exhibits
	9 am - 5 pm	Redondo	classroom	35	Staff Development
	10 am - 5 pm	San Diego	classroom	35	Staff Development
	noon - 1 pm	Oceanside	existing	20	Luncheon for CSPC
	noon - 3 pm	Oceanside	existing	20	CSPCA Board mtg.
Fri., 2/22					
	7 am - 7 pm	Sea Breeze Room		5	Registration
	7 am - 7 pm	Pacific Ballroom Foyer - north	table-top display	5	Vendor Exhibits
	7:30 - 8:15 am	Pacific Ballroom BCD	rounds	100	Continental Breakfa
	8:30 - 10 am	Pacific Ballroom BCD	rounds	100	Opening Session
	10:15 - 11:30 am	Oceanside	classroom	35	Breakout
	10:15 - 11:30 am	Redondo	classroom	35	Breakout
	10:15 - 11:30 am	San Diego	classroom	35	Breakout
	noon - 1:30 pm	Pacific Ballroom BCD	rounds	100	Lunch
	2 - 3:15 pm	Oceanside	classroom	35	Breakout
	2 - 3:15 pm	Redondo	classroom	35	Breakout
	2 - 3:15 pm	San Diego	classroom	35	Breakout
	3:30 - 4:45 pm	Oceanside	classroom	35	Breakout
	3:30 - 4:45 pm	Redondo	classroom	35	Breakout
	3:30 - 4:45 pm	San Diego	classroom	35	Breakout
	5 - 6 pm	Pacific Ballroom A	scattered cocktail tables and chairs		Reception
	6 - 8 pm	Dana Point Suite	no set-up	50	President's Recepti
Sat., 2/23					
	7 am - 7 pm	Sea Breeze Room		5	Registration
	7 am - 7 pm	Pacific Ballroom Foyer - north	table-top display	5	Vendor Exhibits
	7:30 - 8 am	Pacific Ballroom BCD	rounds	125	Breakfast
	8:30 - 9:45 am	Pacific Ballroom BCD	rounds	125	Opening Session/K
	10 - 11:30 am	Oceanside	classroom	50	Breakout
	10 - 11:30 am	Redondo	classroom	50	Breakout
	10 - 11:30 am	San Diego	classroom	50	Breakout
	12 - 1:30 pm	Pacific Ballroom BCD	rounds	150	Lunch
	2 - 3:15 pm	Oceanside	classroom	50	Breakout
	2 - 3:15 pm	Redondo	classroom	50	Breakout
	2 - 3:15 pm	San Diego	classroom	50	Breakout
	3:30 - 4:45 pm	Oceanside	classroom	50	Breakout
	3:30 - 4:45 pm	Redondo	classroom	50	Breakout
	3:30 - 4:45 pm	San Diego	classroom	50	Breakout
	6 - 9:30 pm	Pacific Ballroom BCD	rounds	130	Banquet with no-hos
Sun., 2/24					
	7 - 11 am	Pacific Ballroom Foyer - north	table-top display	5	Vendor Exhibits
	8 - 9:30 am	Pacific Ballroom BCD	rounds	75	Continental Breakfa
	9:30 - 10:30 am	Pacific Ballroom BCD	rounds	75	Meeting
	10 am - noon	Oceanside	U-shape	30	Meeting

EVALUATION OF PRESENTATION

_____
TOPIC/TITLE

_____
SPEAKER(S)   LOCATION   DATE

Were the objectives for this session clear?	Clear	4	3	2	1	Vague
To what extent were the objectives met?	Fully	4	3	2	1	Little
Was the presentation organized?	Yes	4	3	2	1	No
How helpful was the presentation to you?	Fully	4	3	2	1	Little
Was there enough time allowed?	Yes	4	3	2	1	No

RECOMMENDATIONS/CONCERNS/REMARKS

What I found most useful was . . .

What I would like more of is . . . .

Topics I would suggest for future meetings . . .

Speakers I would recommend for future meetings . . .

Additional remarks . . .

Please return to registration or any committee member

CSPCA Conference Guidelines Addendum

WORKSHOP/SESSION/ROOM HOST - WORKSHEET

Room Host:	Click or tap here to enter text.
Session Date and Time:	Click or tap here to enter text.
Meeting Room:	Click or tap here to enter text.
Presenter(s):	Click or tap here to enter text.
Workshop/Presentation Title:	Click or tap here to enter text.

Presenter Bio(s): Read from Program

Notes:
- Meet/Welcome Presenter(s)

- Make sure they have everything they need (water, access to computer projector, microphone, easel/chart paper/markers, etc.)

- Remind presenter(s) of time left (lift up cards: 15, 10, 5 and one minute)

- Announcement at Beginning of Workshop:
  - Welcome attendees
  - General announcement - water, location of restroom
  - Introduce Speaker
    - Title of Workshop/Session
    - Bio of Presenter(s)
    - Name of Presenter(s)

- General note - please refrain from engaging with speaker(s) during presentation, leave the workshop/session to the presenter(s). Presenter may counter this and invite questions during the presentation. Check with him/her on this issue.

- Announcement at End of Workshop
  - General announcement - time of next activity (session, lunch, break, or reception)
  - Thank you to speaker(s)

From Toni Wilkerson (2016 Past-President)

Keep guaranteed meal count at only enough to meet your food and beverage minimum and ask what last date you can add to the numbers is. Some hotels want it a few days ahead and some will let you add within 24-48 hours. Be sure to include vendors and presenters in your count for Friday and Saturday lunches. These are well attended. Check with the hotel what overage they will allow beyond your guarantee without charging. Most hotels will allow at least a 5% overage.

Keep a tally at the registration desk or show of hands how many will attend Sunday breakfast. You can undercut count on continental breakfast meal guarantee by about 25%, as many like to go out earlier for breakfast or want a heavier meal and eat elsewhere.

She says she asks for extra seating to be set up so that people who would like to sit together will be able to. You may want to do a separate head count at the meal, in addition to what the hotel will do, so you are billed correctly. This is important, even if you have given a head count as they may claim there were more people that your guarantee. You want to be sure what you are paying for.

Add to the continental breakfast of fruit and pastries with protein, such as hard boiled eggs, scrambled, oatmeal, etc. Sunday's breakfast has been a buffet or hot plated meal with eggs, breakfast meats, potatoes, etc. But Sunday's attendance is usually very low, about 50% of attendees.

Toni said she always asks if the lunch desert can be served as an afternoon snack instead of at lunch. That way you only have to buy coffee and iced tea by the gallon for the afternoon break. According to Toni, it doesn't hurt to ask, but she has only gotten a "yes" twice.

Toni suggests having snacks at the registration desk, such as power bars or granola bars purchased in bulk at COSTCO, packaged nuts and trail mix, and of course candy (chocolate). If there is push back from the hotel, you can add these items to the registration bags.

From Pat Ridenour (2016 President)

Use this conference as an opportunity to involve additional participation on the Board, committees and regional associations by attendees. Pat used the "Be a Star – Volunteer with CSPCA" activity to gain interest of individuals and was able to get interest from nine attendees. Create an atmosphere to encourage and foster further participation.

Pat suggests that information provided at the Saturday lunch business meeting should be in written form, not just presented on a screen as it is too difficult to read. A full packet of business reports should be placed on the lunch tables before the crowd arrives. At the meeting, there needs to be time for a financial report, approval of past minutes, and the Executive Director's annual report. Plus, if there are changes to the AR & R's they need to be voted on with advance notice to attendees. As there is no

evening function, this is also the only time to hand out the various awards and recognize the scholarship recipient for the year. Additionally, this is the time for the presentation of the slate of officers, election and installation of the new Board. With so much to do, planning for this meeting is critical. Including having a list of paid members before the election of officers.

Pat felt one hour is not sufficient for lunch Saturday, considering so much occurs at this meal. (Note that the guidelines recommend 1-1/2 hours for lunch on Saturday.)   She believes it should be at least 1 hour 45 minutes.

In addition to Pat's recommendations, this general commentary… perhaps the awards and scholarship can be given while people are eating, rather than waiting until the meal is over. The printed slate of officers could be at the tables or on the seats so they are not missed, which would give people the chance to review them while eating.

Pat recommends NO CHANGES to the script of the business meeting once the conference starts on Thursday. She believes background information about the scholarship, the distinguished commissioners and the honorary life members should be presented on posters to be placed in visible locations around the room. This would allow verbal introductions to be reduced significantly. Only the Joyner-Snipes should be done verbally due to the nature of the award.

DO NOT rely on computer technology for projecting reports on the screen as it too often does not work and is difficult to read if it does.

Pat goes on to say that due to the required time, she recommends NOT having any actual presentation by a vendor, and NOT any planned entertainment. At most, a posting of the colors should be done.