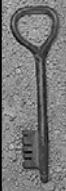



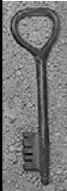
**KEYS TO CONVENTION
PLANNING**

ELLAYNE GANZFRIED – NY
SUZIE ROSSER-MS
PETE FAORO-KY




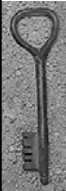
PROGRAM:
If you build it, they will come!!

- Identify target audience(s)
- Research Topic Areas & Speakers
 1. Ongoing-Keep a file
 2. Read & Research
 - a. Internet
 - b. Review other programs/states
 - c. ASHA


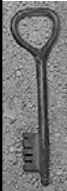
SCHEDULE

- Time of Year
 - a. Critical time
 - b. Conflicting Events
 - c. Weather
- Day of Week/Weekend

SCHEDULE...CONTINUED


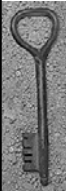
- Number of Speakers
 - a. Multi-session & overlapping
 - b. Strands
 1. Specific to target audience
 2. Overlap areas of interest
 3. Collaboration with other professions

ADVERTISING


Website


1. Post all future conference dates ASAP
2. Post partial listing of speakers & events
3. Highlight invited/guest speakers

ADVERTISING...CONTINUED


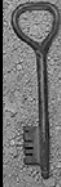
- Website
- 4. Continue updating program
- 5. Full conference program
- Newsletter







ADVERTISING...CONTINUED

- Mailings to target audiences
- Non-Members
 - a. Licensure List
 - b. ASHA
 - c. Other SHA lists
 - d. Purchase out of state advertising


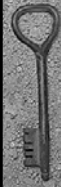
LOGISTICS: Smooth as silk, milk, a baby's.....

- Convention Planner
 1. Economics
 2. Experience
 3. Negotiating
 4. Onsite Management
- Volunteer Members
 1. Board position
 2. Annual selection



LOCATION

- Space
- Parking
- Ease of Travel
- Access to food/entertainment and shopping
- Size


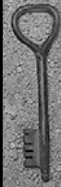
REGISTRATION

- Fees
- Pre registration
- On site registration
- Speaker Check in
- Waivers
- Record Keeping
- Materials

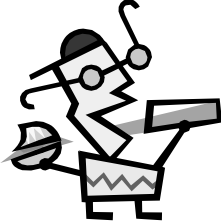
SET UP


- Strands
- Vendors
 1. Location
 2. Grouping
 3. Fee structure
 4. Non professional fun stuff
 5. Availability

LET'S EAT


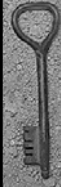
- Location of food
- Menu and amount
- To Snack or not to Snack
- Signage/restrooms
- Meetings
- Receptions
- Included or Excluded







AUDIO VISUAL

- Equipment Rental & costs
- What to offer
- On-site management
- Trouble shooting


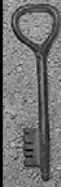
CONFERENCE MATERIAL

- Ad Material
- Conference Program
- To Hand-out or not to Hand-out....That is the Question!
- CEU's



TIPS...DON'T SWEAT THE SMALL STUFF

- Communication
 1. Critical
 2. Access to conference chair, event planner, venue staff, volunteers, etc.
 3. Cell phones or radios


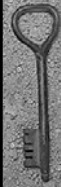
TIPS...CONTINUED

- Identification
- Moderators
- Student Volunteers
- Tips/Change
- Gifts
- Keynote Speaker
- Special Events
- Honors and Awards


BUDGET ISSUES: WE'RE IN THE MONEY!!


- Site Negotiations
 1. Meeting Room Rental
 2. Block Hotel Room Rate
 3. Catering
 4. Security
 5. Perks


BUDGET ISSUES...CONTINUED

- 6. Contract
 - a. Liability insurance
 - b. Attrition
 - c. Cancellation Policy
- 7. Unions?



 **BUDGET ISSUES...CONTINUED**

- Speakers
 1. Sponsorship
 2. Honorariums
 3. Call for Papers
- Sponsors
 1. Corporate or Local
 2. Raffles
- Printing: Don't
 1. CD
 2. Website downloads



 **CONTACT**

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