

REN Annual Conference or Member Meeting Template ***(Or, So You Think You Want to Plan an Annual Conference...)***

Objective of annual meeting (i.e., why are you doing this and what do you hope to achieve by this activity/investment. Note: could be more than one, could be dependent on whether you are targeting one sector or many sectors.

- Create community
- Share information
- Build capacity
- Strengthen vendor ties
- Add/demonstrate value

Key Logistics

- Dates
- Venue (hotel facility, university/campus venue, will the venue location rotate or always be in the same place)

Note, ideally these should both be finalized a year out so you can announce at current conference, one year prior.

Program

- Plenary/keynote speakers
- Conference theme
- To track or not to track
- Breakout sessions (how many tracks, session spots to fill)
 - Will you solicit sessions from membership? If so, how to submit and process for submission/review/selection.
- Workshops
- Summits

Sponsors/Vendors

- Sponsor levels (fees and benefits to vendor)
- Role of vendors during event
- Exhibit floor planning
- Breakouts

Community

- Meals
- Evening social(s)
- Swag

Financials

Is financial goal to make money or is it a loss leader to develop community and

increase business?

- Vendor charges
- Attendee charges
- Logistical costs
- Speaker costs
- Swag costs

Communications

- Publicizing the conference
- Marketing/PR
- Live event communications needs (twitter, social media)
- Print needs (conference book, name badges, signage, displays)

Assessment

- Survey (survey at conference, post-event survey)

Capturing meetings

- Recording, live streaming, archival
- Archive .ppts, notes, workshop materials, etc.

Staffing/Resources

- Staff roles
- Program committee
- Member committee
- Role of board
- Outsourced resources
- Software for registration
- Annual meeting website
- Conference app

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