



ERAPPA

ANNUAL MEETING

GUIDE

July 12, 2000

ERAPPA ANNUAL MEETING GUIDE

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ERAPPA ANNUAL MEETING GUIDE

GENERAL STATEMENT OF PURPOSE

The Annual Meeting Guide is intended to serve as a blueprint for Chapter Host Committees planning and executing an ERAPPA annual meeting. The Host Committee performs these activities under the guidance and ultimate responsibility of the ERAPPA Board.

Sample formats have been included in the Guide in order to provide you with a tried-and-true boilerplate. Additionally, the use of the standard format facilitates discussions between the Host Committee and the ERAPPA Board.

SUGGESTED HOST COMMITTEE STRUCTURE

Commitment to organizing and executing the tasks required to produce an annual meeting is paramount to the success of the event. The cohesiveness of this committee can make the difference between the process being one of excitement and discovery or one of drudgery. The committee does not have to be large, and some of the suggested sub-committees could be combined.

Chair/Co-Chair of the Host Committee (Ideally someone who is close to the meeting site and the Conference Department, if one is used.)

Finance Sub-Committee

Educational Program/Scheduling Sub-Committee

Hotel Arrangements Sub-Committee

Entertainment/Special Events and Spouse/Guest Sub-Committee

Registration and Public Relations Sub-Committee

Service Directory and Business Partners Sub-Committee

Secretary/Coordinator/Traffic Cop

- Maintain a Bar Chart schedule for all activities & for each committee
- Minutes for all meetings with distribution ASAP
- Report for the ERAPPA March Board Meeting (bound)
- Conference Booklet – 2 parts (consider a graphic arts company to design Business Partner material & Conference material)
 - Consider pullout center section for conference schedule
 - Set production deadline of mid/late August
- Web-site - Find someone who can design; content needs to be edited
 - Constant update is essential
 - Recommend an on-line registration form

Business Partner from the local area

CHECKLIST FOR LIAISON with the ERAPPA HOST COMMITTEE

1. As a general guideline, Host Committees should target gross proceeds of \$20,000 from ERAPPA Annual Meetings. However, quality of educational program takes precedence over revenue generated.
2. All net proceeds from the ERAPPA Annual Meeting are split 50/50 between the Host Committee and ERAPPA. ERAPPA's portion is used to replenish the Educational Fund.
3. As a general guideline, registration fees should remain in the range of \$195 for full registrants, and \$75-85 for registered Emeritus members and spouse/guests.

Historically, these are the numbers; but they must be adjusted to the expense budget. Changes must be approved by the Board prior to final implementation.

- Additional considerations
 - Value driven; program quality is paramount.
 - Maintain the ratio – 5:1 Attendees to Business Partners balance. Historically, about 65-75 Business Partners and 350-425 Attendees. Exposure of the Business Partner Booth to attendee visits and interchange is very important to long-term Business Partner Support.
 - Board liaison will talk to Host Committee Chair to develop best arrangement for fee level versus cost.
 - This is to help further our mission by ensuring that we are providing our members a quality educational experience at a very competitive price.
 - Please note that registration fees alone will not be adequate to cover the entire cost of the meeting.
 - Revenue sources, such as Business Partner contributions, Business Partner displays, sponsorships, and a service directory (optional) will have to be developed.
4. For tax reasons, it is recommended that Host Committees utilize the services of either a conference center (preferably college/university if available), APPA, or ERAPPA for the collection of funds related to the ERAPPA Annual Meeting.
 5. Establish one point of contact with the Host Committee.

HOST COMMITTEE

CONSIDERATIONS FOR AFTER THE ANNUAL MEETING

1. Be aware that, after all the hard work and many, many meetings, and the adrenaline that had been pumping during the Annual Meeting as you go about the business of being hosts, etc., there will be a big let down when the event comes to an end.

When you no longer have to meet every month, then every week or more often, and when you no longer are interacting with the people who have made this event the success that it was, you may well feel there is a gap in your life. These reactions are normal and are part of the history of past Host Committees.

2. Is there a way to overcome these feelings and the sense that something is amiss? Yes, there is.
 - First and foremost, team members should enjoy the success of their efforts.
 - Arrange an “after the annual meeting wrap-up/celebration” before the annual meeting, giving folks a couple of weeks to recharge. This tends to be postponed until after the meeting and getting the momentum going “one more time” can be frustrating.
 - If possible, have a meeting to review the event - what went well, and what did not go well, and pass these lessons learned on to the next year’s Host Committee.
 - The next step might be to step up to the plate and take on some new initiative after an appropriate period has passed for R&R!!! The bottom line is to keep busy and embrace new initiatives.
 - Do not delay reconciliation of the books. Details are easy to lose; debts will be owed; receipt of revenue delayed. The reconciliation of the entire event is extremely important, not only for the ERAPPA Budget, but also for the next year’s Host Committee, as they continue their planning. Follow the chart-of-account format from the beginning, and you’ll have fewer problems at the end.

ERAPPA ANNUAL MEETING GUIDE INDEX

1. General Timetable/Meeting Planning
2. ERAPPA Guide – Annual Meeting Information
3. Hotel
 - General Notes
 - Agreement with Hotel (see sample)
 - Hotel Contract (addendum)
 - Sleeping Room Block and Pickup Schedule (number of rooms for each date of the conference)
 - Hotel Arrangements for ERAPPA Board
4. Educational Program
 - Suggested Timetable
 - General Notes/Signage
 - Educational Tracks (number and type)
 - Call for Presentation of Papers (see sample)
 - Suggested List of Presentation Room Equipment
5. Service Directory/Business Partner Exhibits
 - Suggested Timetable
 - Suggested Letter to Business Partners for Service Directory
 - Suggested Business Partner Application Form
 - Suggested Letter to Chapter Members/ERAPPA Board Members
6. Registration, Public Relations & Memorabilia
 - Suggested Timetable
 - Registration Form
 - Suggested Mailing Schedule & Type of Mailings
 - Travel Consideration
 - Suggested Material for Registration Packets & Memorabilia
 - ERAPPA Newsletter Information
7. Special Events
 - Spouse/Guest Program
 - Optional Evening Attractions
8. Conference Department Services (an option)
 - General Notes
 - Services
9. Meeting Final Report
 - General Notes

ERAPPA ANNUAL MEETING GUIDE

SUGGESTED GENERAL TIMETABLE

June – Two Years Prior to Meeting:

1. Set up the steering/host committee; select active participants.
2. Make hotel commitments; have ERAPPA President/Treasurer sign the agreement.
3. Arrange for signing of the Standard Host Chapter/ERAPPA Board Letter of Agreement.

May – June – One Year Prior to Meeting:

1. Assemble literature to be handed out at the coming Fall Annual Meeting; usually only area information. See the convention bureau in the hotel location with which you have a contract.

October – January:

1. Begin the planning for the general nature of the meeting.
2. Develop the list of potential firms for service directory offerings. Concentrate on ALL college/university Business Partners. See the APPA Directory for Business Partners from the Eastern Region.
3. Begin to consider those Business Partners that would take an active position as sponsors for special events at special dollars.
4. Submit proposal for Education Program Grant to ERAPPA Board.

January – March:

1. Send a mailing to all of the members in the region for speakers.
2. Confirm number of rooms for visiting dignitaries.
3. Confirm basic agenda for the guest program.
4. Develop pricing structure for the guest program; consider the half-bus price if the group falls short.
5. Get first mailing out to Chapters for program presenters.
6. Develop an outline of perspective program presentations to be submitted for ERAPPA Board reviews.
7. Send letter of confirmation late FEBRUARY to all program presenters.
8. Stipulate MARCH 30 for the response deadline to the confirmation letter.
9. Get ERAPPA-member and perspective-member mailing lists from the APPA office.
10. Actively solicit targeted Business Partners for active financial support.
11. Engage the services of a college/university Conference Department that is close to the site.
 - a. Have all funds received and disbursed through this department.
 - b. Have Conference Department set up an account with object numbers for each type of expense. (See sample budget format.)
12. If a Conference Department is not used, then the following should occur to avoid having to file an income tax return. The IRS requires a return to be filed if gross receipts exceed \$25,000 a year, averaged over a three-year period.

- a. The APPA national office may be used to handle the meeting Registration and the collection of fees for same. There is a charge for this service.
 - b. Establish liaison with the ERAPPA Treasurer for the receipt and disbursement of all funds. ERAPPA is a registered, tax-exempt organization with the IRS and files an annual income tax return.
 - c. Use a combination of a. and b. above.
13. Send letters and forms to all Chapters and the Host Chapter members for the **Service Directory** campaign (optional).
 14. Revise the required registration form (see sample) and (optional) suggested **Service Directory** invoice to accommodate your meeting information.
 15. Develop Board Brochure; fancy, Board proposals are nice but not required. Emphasize content, not appearance.
 16. Meet with ERAPPA Board. Ensure you receive approval for pricing structure, registration form, educational schedule, waiver of fees, and ERAPPA Board meeting schedule before the meeting terminates.

April – May:

1. Early April, set up phone contacts with those giving presentations.
2. Check with speakers to find out special requirements for delivery.
3. Develop final rates for the meeting.
4. Establish a list of the fee-paid educational sessions; set fee.
5. Finalize menus for all activities.
6. Purchase supplies required for the meetings, badges, holders, etc.
7. Contact ERAPPA Newsletter Editor and provide material for articles.
8. Update ERAPPA-Host Committee WEB page.

June:

1. Finalize registration form and introduction to the meeting letter.
2. Complete contract with any special speakers.
3. Confirm room reservations for special guests.
4. Confirm requirement of specialized and regular meeting rooms.
5. Obtain all ERAPPA Board information material for the **Service Directory**.

July:

1. Get all of the memorabilia for the registration packets and/or gift packs.
2. Arrange for all audio-visuals with the hotel; consider for WEB-page/email access.
3. Develop signage required for the meeting rooms and the hotel lobby.
4. Get all ribbons and badges required for speakers, VIP's, etc.
5. Put **Service Directory** together (optional).
6. Send letters to Business Partners confirming their copy for the directory.
7. Conference Dept. Responsibilities:
 - a. Develop a list of restaurants/special events in the area for distribution; include Business Partners.
 - b. Set up database for attendees so list can be generated for distribution at registration.
 - c. Look into registration area, desk, tables, and booth.

- d. Establish area/tables for APPA material and the next year's meeting group.

August:

1. Check with ERAPPA President to see if anyone is coming from the APPA office and make arrangements.
2. Send the **Service Directory** material to the printer.
3. Conference Dept. Responsibilities:
 - a. Develop directions for the driving, flying, and walking attendees.
 - b. Arrange for pencils, typewriter/computer, wastebaskets, message boards, easels, banners, and welcome sign for the registration area.
 - c. Discuss with the hotel all the requirements for the head table for the Banquet. Generally nine (9) Board members and guests, Chapter President and guest, Speaker and guest, mike and podium.
 - d. Arrange for the head table at breakfasts/lunches.
 - e. Get setups for the reserved tables for the banquet.
 - f. Make sure buses are confirmed for any special trips.
 - g. Print all of the meal tickets and assemble into packets for full registrants, guest registrants, and daily registrants. Deal with how to seat guests at the Banquet.

September:

1. Get literature from ERAPPA, the Strategic Plan, and the Videotape Library Brochure.
2. Get any literature from the APPA office and arrange table for the handouts and video display.
3. Develop list of personnel for support staff, registration, information, literature distribution, and runners. (May not be necessary if Conference Department is used.)
4. Confirm sign locations for each of the program areas with descriptions of the sessions.
5. Conference Dept. Responsibilities:
 - a. Confirm hospitality suite for guests with the hotel.
 - b. Develop the lobby arrangements, generally four (4) tables for registration, one (1) table for APPA literature, and one (1) table for the next-year Host Committee.
 - c. Name tags for registrants, speakers, and hosts.

November/December:

1. Prepare Annual Meeting Report and **include the actual number of room nights sold for each day.**
2. Reconcile the Financial Reports: expenses and revenues using the included Chart of Accounts.
3. Provide a copy of the total Report to the ERAPPA Board Liaison for transmittal to the Board before the subsequent March meeting.

ERAPPA ANNUAL MEETING GUIDE

GENERAL NOTES

1. Board Receptions: are hosted by the President in the Presidential Suite. They are provided by the hotel and are a meeting expense.

People customarily invited to these receptions to recognize their support and contributions to ERAPPA:

- Chapter Presidents
- Past ERAPPA Presidents
- The ERAPPA Education Committee
- The Newsletter Editor
- The Web-Master
- ERAPPA Representatives to APPA Committees
- APPA President/President-Elect
- APPA Executive VP
- APPA Liaison to ERAPPA
- And others as deemed appropriate by the President

2. Work closely with the ERAPPA President to ensure his/her needs are met via the Hotel/Catering Service. There is no standard format except to allow the President plenty of time to socialize with the guests without concern for the catering support. Check type of food and beverages desired, timing (setup and length), service levels and type, cleanup, decorations, etc. Remember: This is an ERAPPA President's event, not that of the Host Committee. The past expense level has been \$700-1400.
3. The President's Receptions are extremely important for continued communications between the Board and the various groups to be invited. Given the disparate schedules and geographic locations of our members, this may be the only time during the year when we are all together for face-to-face discussions. The opportunity for networking is of great value. The ERAPPA Board will work closely with you to insure there are no conflicting time schedules, that all groups are included in the invitations, and that the event is accorded a first class image and ambiance.

FORMAT FOR ANNUAL MEETING

Friday	8:00 AM	ERAPPA Board of Directors' Meeting (full-day meeting)
	9:00 AM	Host Committee meets with ERAPPA Board
	6:00 PM	Reception & Dinner with Host Committee/ERAPPA Board
Saturday	8:00 AM	ERAPPA Board of Directors' Meeting (half-day meeting) Opening Sessions(s) (optional)
	12-1:30 PM	Chapter Presidents
	12-1:30 PM	ERAPPA Board w/APPA Staff
	1:30-2:30 PM	Board meets with ERAPPA Representatives to APPA Committees
	1:30-2:30 PM	Nominating Committee meets with Sr. APPA Representative
	2:30-3:30 PM	ERAPPA Board meets w/Chapter Presidents
	Evening	President's Reception
Sunday	AM	Registration/Business Partner Setup
	12-4:30 PM	Education Committee meets
	1-3:30 PM	Opening Education Sessions (optional)
	4-4:30 PM	Opening Ceremony Welcome Reception
	4:30-6:30 PM	Exhibit Opens
	Evening	Leave free – no special events
Monday	AM	Breakfast and welcoming remarks (Keynote Speaker) Daily registration Educational program
	PM	Lunch – Exhibit Hall Educational program
	Evening	Special event
Tuesday	AM	Breakfast – APPA Update/ERAPPA Reps on APPA Committees Report Daily registration

	PM (2 hours required)	Educational program Lunch/Annual Business Meeting & Chapter Reports
	3-5 PM	Educational program Host Committee Meeting (current year, 1 & 2 years out)
	Evening	Reception Annual Awards Banquet Entertainment
Wednesday	8:00 AM	Breakfast
	8:30 AM	Special Interest program
	10:00 AM	End of Annual Meeting
	10:30 AM	New ERAPPA Board of Directors meet

Note: Any of the above shall not be changed without the approval of the ERAPPA Board prior to finalization of the program schedule.

FORMAT FOR SPOUSE/GUEST PROGRAM

Sunday	AM	None
	PM	Registration Welcoming Social Gathering Opening session/reception (optional)
Monday	AM	Breakfast Optional Tour
	PM	Lunch and Tour Special event (with delegates)
Tuesday	AM	Hospitality Suite open
	PM	Lunch and Tour
	Evening	Reception Banquet (with delegates)
Wednesday	AM	Breakfast General Interest Program (with delegates) End of Annual Meeting

OPENING SESSION AGENDA
Sunday 4-4:30 PM

Welcome

Annual ERAPPA Meeting

Attendance

Program

- Educational
- Spouse/Guest

Introductions

- Guests of Note
- Host Committee
- Introduce Spokesperson for Host Committee

Equipment Needed

- Ribbon-cutting Materials (at main entrance to exhibit hall)
- Microphone (stand)
- Podium

**ERAPPA BUSINESS MEETING AGENDA
(Tuesday Lunch – 2 hours required)**

- | | |
|--|--|
| 1. Opening Remarks | President
Call to order (Gavel)
Purpose of meeting |
| 2. Announcements/Deaths/Moments of Silence | President |
| 3. Secretary’s Report/Approval
Minutes of Previous Annual Meeting Only (consent) | Secretary |
| 4. Nominating Committee Report of Candidates for ERAPPA Office
Election and Distribution of Ballots
Voting by Institutional Member Only
Selection of ERAPPA members of APPA Committees | Sr. APPA Rep. |
| 5. Treasurer’s Report
Current Year Results (consent)
New Year Budget (consent) | Treasurer |
| 6. APPA International Officers and Executive Director’s Report
(if not completed at the Tuesday AM breakfast session) | |
| 7. Chapter Presidents Reports
Delaware Valley
Maryland/D.C.
New Jersey
New York (NY APPA)
Northern New England
Southern New England
Pennsylvania (KAPPA)
Atlantic Provinces
Ontario Universities (OAPPA)
Quebec
Ontario Colleges | President |
| 8. Report on Next Year’s Meeting | 1 st Vice President |
| 9. Report on Meeting Location 2 Years Hence | 2 nd Vice President |
| 10. Report on Meeting Location 3 Years Hence | President |

**ERAPPA BUSINESS MEETING AGENDA
(Cont'd)**

- | | |
|---|----------------|
| 11. ERAPPA Committee Reports | President |
| Standing Committees | |
| • Education Committee | |
| • Awards and Scholarship | |
| Appointed Committees | |
| ERAPPA Newsletter Editor | |
| 12. Old Business | |
| 13. New Business | President |
| ERPPA Scholarship Recipients | President |
| 14. Result of Election for ERAPPA Officers | Sr. APPA Rep. |
| 15. Host Committee Announcements | Host Committee |
| 16. Adjournment | |

INVITATION TO THE APPA OFFICERS

At least two months prior to the Region Meeting, the Region President should extend individual written invitations to the APPA President, President-Elect, and the Executive Vice President to attend the Region Meeting. These letters should include a copy of the program for the meeting, showing the time and place in the program where that person's report to the membership is planned. If the Region President would like to have specific topics covered, these should be noted. The letter should also note the expected length of the presentation. (Note: 10 minutes each for the President, President-Elect, and the Executive Vice President is adequate time, shorter for the President-Elect.)

The Region waives registration fees for the invited APPA Officers. This should be noted in the invitation letter. The invited Officers should also be advised of any other expenses that will be paid by the Region in this initial letter to reduce later misunderstandings. Specifically, the policy is for the ERAPPA Board to pay costs of recommendations/hotels. Waved Registration costs are part of the general recruiting expenses. The Board and APPA each pay for their applicable Booths; thus, the Host Committee includes that revenue as meeting income.

The Board of Directors of ERAPPA must decide if the Region will pay any other additional expenses.

Be sure to assign someone to track attendees resulting from this invitation, and to work with the Host Committee to make Hotel reservations and ensure ribbons have been prepared.

INVITATION TO THE ERAPPA EMERITUS PAST PRESIDENTS

At least two months prior to the region Meeting, the Region President should also extend individual written invitations to the Past Presidents Emeritus of ERAPPA. The letter should also indicate the Region will waive the registration fee for the meeting, but all other expenses will be their responsibility.

ERAPPA BANQUET AGENDA*
(Tuesday Evening)

- | | |
|---|---------------|
| 1. Introduction | President |
| 2. Grace | Sr. APPA Rep. |
| 3. Dinner | |
| 4. Opening Remarks
Welcome
Spouse/Guest Program Comments
Educational Program Comments | President |
| 5. Introductions
Head Table (Please Hold Applause)
Honored Guests and APPA Representatives
Host Committee Members
APPA International Officers
Past Presidents of ERAPPA
Congratulations to New Board Members | President |
| 6. Awards and Recognition
ERAPPA Emeritus Members (Present)
Recognition of APPA Awards (Previous July Meeting)
ERAPPA Certificates of Appreciation
ERAPPA Certificates of Merit
Special Awards
APPA Award for Excellence | President |
| 7. President's Remarks | President |
| 8. President Passes Gavel to New President | |
| 9. Remarks by New President
Presentation of Gift to Past President | New President |
| 10. Adjournment of Banquet | New President |
| 11. Entertainment | |

*Must be approved by sitting President.

ANNUAL BANQUET

The Annual Banquet is intended to be a social evening. A cocktail party with a cash bar precedes the banquet. (Note: Cost of this bar may be offset by Business Partner Sponsor Agreements. If so, adequate publicity of the hosting firm is expected.) Certain formalities are a part of this social evening.

1. Seating at Banquet head table (Head table is optional, at discretion of President.)
 - Regional Officers and Spouses
 - APPA President and Spouse, if attending
 - Host Committee Chairperson and Spouse
2. Region President acts as the Master of Ceremonies and makes introductions or recognizes individuals.
3. Seating for visiting VIPs (a table reserved for special guests)
 - Other APPA Officers
 - Executive Vice President APPA
 - Host Committee
4. The Annual Banquet provides an ideal forum for the presentation of any APPA or Regional Awards or for special recognition of individuals.
5. Presentation of gift to Past President.
6. Light entertainment should conclude the Annual Banquet.

OFFICERS' DUTIES AT ANNUAL MEETING

President

1. Chair Sunday afternoon welcoming/opening session
2. Conduct the Annual Business Meeting
3. Host reception with Board of Directors on Saturday and/or Sunday evenings
4. Chair Annual Banquet and act as Master of Ceremonies

President-Elect

1. Coordinate with Host Committee for all details of Annual Meeting
2. Verify President's gift on site

First Vice President

1. Coordinate with Host Chapter for Annual Meeting for next year
2. Host joint discussion of lessons learned for various Host Committee Members

Second Vice President

1. Present recommendations to Annual Meeting on site two (2) years hence.
2. Coordinate with the Host Chapter
3. Coordinate with Chapter Presidents for meeting with ERAPPA Board of Directors

Secretary

1. Compile notes of extemporaneous remarks at various sessions
2. Present minutes of previous Annual Business Meeting
3. Prepare minutes of Annual Business Meeting
4. Assist Treasurer as required

Treasurer

1. Present Treasurer's report at Annual Meeting
2. Settle accounts with Hotel/Host Chapter

Director

1. Participate in Educational Committee Meeting

Sr. APPA Representative

1. Chair Nominating Committee for nominations of candidates for election
2. Supervise ERAPPA Elections

Jr. APPA Representative

1. Chair Scholarship and Awards Committee
2. Verify nominations for APPA Scholarships

EASTERN REGION APPA
The Association of Higher Education Facilities Officers

AGREEMENT

This agreement between the _____ Chapter of ERAPPA (hereafter referred to as the Chapter) and the ERAPPA Board of Directors (hereafter referred to as the Board) established a framework for the relationship and division of the responsibilities between the Chapter and the Board as the Chapter prepares for hosting the ____ Annual Meeting for the Eastern Region of APPA.

Whereas:

1. The annual meeting is the only regional activity that brings together the members of the region. The Board, as the elected representatives of the membership, is responsible for establishment of the philosophy and policies in the interest of the members and for year-to-year consistency in planning and execution of the Annual Meeting.
2. The Board greatly appreciates the efforts of the Chapter in accepting the responsibility of hosting the annual meeting. This meeting is the one major event for the Eastern Region. Preparation of all of the many details required to host a large meeting such as this one requires much time of the members of the Chapter, and the Board is fully aware of the many hours of work it will take to have a highly successful meeting.
3. The Board bears the ultimate responsibility for the financial management and programmatic content of the meeting.

Therefore:

1. The Board will provide a liaison who will communicate, on a regular basis, the desires of the Board to the Chapter and concerns of the Chapter to the Board. The Board will also provide guidance for educational programs and will establish financial policies. It is the Board's philosophy to encourage the Chapters to keep fees for hotel, registration, and guest programs as low as practical to encourage maximum attendance.
2. The Board may assist with funding of various portions of the Educational program at the Annual Meeting. The Host Committee will make its recommendations for this program, based on its theme/topics, to the Board one year prior to the fall event.
3. The Board will establish the policies for accounting for the funds that are received and disbursed by the Chapter. A chart of accounts will be established for the meeting to assist the Chapter in its financial policies. The Chapter is encouraged to open communications with the ERAPPA Treasurer, as soon as practical, to

ensure adequate discussions of accounting and tax-related issues. See the attached ERAPPA budget format.

4. The Chapter will establish accounting procedures that are in accordance with the general guidelines established by the Board and in accordance with good accounting principles. The Chapter must provide full accounting for all funds received and disbursed through final audit within six months of the end of the meeting.
5. When the meeting is held in the United States, the Board encourages the Chapter to obtain an IRS tax number and be recognized as a 501 (c) (3) nonprofit organization. The ERAPPA Treasurer will provide advice and assistance in the preparation of IRS application. If a Canadian chapter hosts the meeting, it is suggested the appropriate provincial or national tax exemption be obtained. Tax exemption requirements for State, Province, and local jurisdictions will be satisfied.
6. The Board will review the educational program, and suggestions will be offered as necessary.
7. The Board will provide advice and a history of previous meeting. An Annual Meeting Guide will be provided to the Chapter at least two years prior to the meeting.
8. The principal person in the Chapter designated to receive and disburse funds must be bonded. The Board will provide advice and assistance in obtaining this bonding if requested to do so by the Chapter.
9. Before the registration form is printed, the Board will review the final meeting budget and registration form at its June Board meeting.
10. The Chapter agrees to cover all costs of the Annual Meeting through a combination of registration fees, optional-event charges, Business Partner donations, etc. The surplus balance of funds will be shared equally by the Chapter and the Board, after all meeting expenses are paid. Meeting loss, if any, will be covered by the Board.

ERAPPA President

() Chapter President

Date

Date

Enclosure: Format for Annual Meeting Budget

ANNUAL MEETING ACCOUNT LISTING

<u>Account</u>	<u>Type</u>
Annual Meeting Income	Income
Meeting Income:Erappa Loan to Host Chapter	Income
Meeting Income:Education Grant	Income
Meeting Income:Directory	Income
Meeting Income:Host Chapter	Income
Meeting Income:Misc	Income
Meeting Income:Registration--Daily	Income
Meeting Income:Registration--Full	Income
Meeting Income:Registration--Guest	Income
Meeting Income:Registration-Emeritus	Income
Meeting Income:Sponsors	Income
Meeting Income:Tours	Income
Meeting Income:Vendor Support	Income
Annual Meeting Expenses	Expense
Annual Meeting:President's Receptions	Expense
Annual Meeting:Host Chapter Reimbursement	Expense
Annual Meeting:Erappa Loan Repayment	Expense
Annual Meeting:Chapter Advance Reimbursement	Expense
Annual Meeting:Wednesday Speaker	Expense
Annual Meeting:Audio-Visual Equipment	Expense
Annual Meeting:Banquet Entertainment	Expense
Annual Meeting:Board Meals	Expense
Annual Meeting:Directory--Annual Meeting	Expense
Annual Meeting:Distribution to Chapter	Expense
Annual Meeting:Guest Program	Expense
Annual Meeting:Hotel Expenses	Expense
Annual Meeting:Meeting Memorabilia	Expense
Annual Meeting:Miscellaneous--Annual Mtg	Expense
Annual Meeting:Planning Committee Expenses	Expense
Annual Meeting:Printing & Postage--Annual Mtg	Expense
Annual Meeting:Registration Support	Expense
Annual Meeting:Tours--Annual Meeting	Expense
Annual Meeting:Track Programs	Expense
Annual Meeting:Vendor Displays	Expense

HOST COMMITTEE MEETINGS WITH ERAPPA BOARD

1ST – March of Annual Meeting Year

STANDARD AGENDA:

1. Review of Past Annual Meeting.
2. Summary of financial goals for that Fall's Meeting.
3. Review of ERAPPA Board Support.
4. Discussion of Policy for Business Partners/Business Partner Support:
 - Service Directory
 - Hospitality Suites
 - Sponsored Receptions
 - Business Partners/Business Partners Exhibits
 - Special Business Partners/Business Partner Tracks
5. Review of Meeting Plans:
 - Distribute Board Brochure to Board Members.
 - Chronological Order of Events
 - Registration
 - Educational Program; Grant Approval Discussion
 - Hotel Arrangements
 - Size, number and quality of Meeting Rooms
 - Sleeping Accommodations
 - President's Suite
 - ERAPPA Board Accommodations: how many, which days
 - Meals: number by day, registrants and guests
 - Guest Program
 - Special and/or Optional Events
 - Directory and/or Business Partner/Business Partner Support
 - Reports and/or Speakers at Meals
 - Scheduling of Special Meetings (Small Colleges, Chapter Presidents, etc.)
 - Budget and Other Financial Considerations
6. There is no requirement for a "super-glossy," specially bound brochure. The ERAPPA Board will need some sort of consolidated paper/plan to review with you (and to use in subsequent months to make management decisions). However, fancy appearance is not the goal. Quality of content is far more important.

2ND – June of Annual Meeting Year

Host Committee chair needs to be present to finalize arrangements.

ANNUAL MEETING – The Host Committee and the ERAPPA Board typically have dinner together Friday evening. All expenses for meals shared by the Host Committee and the Board are a 50/50 split.

HOTEL

GENERAL NOTES

1. Selection of the City for the meeting site: Consideration should be given to availability of spouse/guest program activity potential.
2. When selecting a Hotel, the facility should contain sufficient space to support meals and education session breakout rooms within the hotel or be located within a short (one-block) walking distance. If more than a block distant, a shuttle must be provided. Don't forget shuttle service to and from the airport or train station.
3. **Ask questions of hotel: Are you unionized and when does your labor contract end?** If the contract ends near or during your conference and there is a strike, it has the potential to affect food and housekeeping services, maintenance, etc., within the hotel and other unions refusing to cross picket lines to deliver a prearranged service to your conference in the hotel.
4. **Have a single source contact, from the Hotel Committee, for the Hotel.**
 - Insure only one contract exists. Over the 2-3 year planning process, changes will be made in your arrangements with the Hotel. Avoid amendments.
 - Remember: The ERAPPA Board – a guarantor of the meeting expenses, debts, and liability – will need to review and sign all versions of your contract document. Work with your ERAPPA Board liaison to insure changes you wish made are speedily processed through the Board.
 - Be sure to include arrangements for the Business Partner display area. Support provisions to Business Partners, space, layout, expenses, food serving space, etc.
5. Prior to signing the Hotel Contract:
 - Under **Room Block** – Reserve some rooms for the day preceding the start of the conference for early arrivals and the day immediately after the conference for stayovers. Be sure to coordinate expected room counts with both the prior-year Host Committee and the ERAPPA Board Liaison Representative to avoid room shortfalls.
 - Under **Complimentary Rooms** – In addition to the one-per-fifty room agreement, ask that the hotel include four or five upgraded rooms to use at the Chapter Host Committee's discretion.
 - Under **Miscellaneous** – Before the contract is signed, have the hotel fax you a copy of the rules and regulations that will apply to your group, just to make sure there are no surprises later on.
 - Under **Cancellation** – Have the hotel state in the contract exactly what charges you would incur if you had to cancel the meeting or for some other reason than acts of God, war, etc.
 - Check traffic flow within the hotel; i.e., are there enough elevators to handle the potential number of attendees and where are they located in relation to the function rooms? Beware of elevator shortages or delays. Long waits may generate dissatisfaction and reduce attendance at educational sessions.
 - Check the sound attenuation between function rooms. If a miked speaker in one room can be heard in the adjacent room(s), this will detract from the other presentation(s).

- Do not believe what the hotel tells you about how many people they can get into a room. Attendees do not want to be packed in like sardines.
 - **Do not lock with the hotel room guarantee prior to three (3) months from meeting dates.**
6. Include in the contract with the Hotel:
- The Hotel will supply the complimentary registration cards by (date).
 - The Hotel Registration Cards:
 1. Will be imprinted with “**APPA Eastern Region Conference.**”
 2. Should permit registrant to specify -
 - Type of bed – KS, QS, 2xDouble
 - Smoking/Non-Smoking
7. **Confirm in writing any and all subsequent changes to the contract and have them signed by both parties to the contract.** This is necessary to ensure that you get what you are promised; the Hotel Sales Representative you start with may not be the one you finish with. All changes to the contract need to be sent to the ERAPPA Secretary.
8. Room rates:
- Try to get the same room rates for single and double occupancy.
 - Try to get the same room rates for early arrivals (one to two days before the start of conference) and for stayovers (one to two days after end of conference).
9. Have a backup hotel available for (x) number of rooms to accommodate any exceeded number of anticipated attendees. Only use if hotel conference site is fully booked. (See Registration Notes.)
10. ERAPPA Board Room Requirements
- President’s Suite – noon Friday through Wednesday morning
 - Board Meeting Room – noon Friday through Wednesday afternoon
 - Sleeping Rooms – number for each night (Thurs. through Wed. morning) **located together on same floor.**
11. Parking for Attendees:
- Guaranteed parking for Hotel Guests included as part of the room charge.
 - If Hotel parking cannot accommodate day-trippers, then request that an alternate site be located nearby and the fee for same.
12. Meal Guarantees: How well you control the final count given to the hotel for each meal will have a **big impact** on the financial outcome of the meeting. The number of meals guaranteed to the hotel could be approximately 5% less than the number of attendees registered for each meal.

13. The following statistics provide guidance for your calculations (as of March 2000):

Estimates of Burlington Meal Counts Based on Ocean City and Providence Meetings Actual Attendees and Meal Counts

<u>Registrations</u>	1998	1999	2000
	<u>Providence Actual</u>	<u>Ocean City Actual</u>	<u>Burlington Budget</u>
# Early Registrants	176	205	240
# Late Registrants	63	52	60
Total Delegate Registrants	239	257	300
# Monday only	22	28	25
# Tuesday only	13	21	15
Total One-day Only	35	49	40
Spouse/Guests	43	65	75
Emeritus	4	5	5
Speakers/Presenters – Monday			5
Speakers/Presenters – Tues/Wed			4
# Vendor booths	54	70	80
# Vendors w/registration	108	140	156
# Additional vendor registrations	19	27	30
Total Vendors	127	167	186
Total Registrants	448	543	615
<u>Maximum Potential Meal Counts (not including spouses)</u>			
Total Sunday	370	429	491
Total Monday	392	457	521
Total Tuesday	383	450	510
Total Wednesday	243	262	306

Meal Counts	Providence		Ocean City		Burlington		
	Actual	Calc %	Actual	Calc %	Avg. %	Adj. %	Budget
Sunday Opening Reception	375	101.4	450	104.9	103	67	329
Monday							
Breakfast	260	63.3	247	54.0	60	60	313
Break	300	76.5	350	76.6	77	77	401
Lunch	300	76.5	400	87.5	82	82	427
Break	250	63.8	350	76.6	70	70	365
Tuesday							
Breakfast	240	62.7	215	47.8	55	55	281
Break	300	78.3	350	77.8	78	78	398
Lunch	260	67.9	225	50.0	59	59	301
Break	N/A		N/A				
Banquet	300	78.3	355	78.9	79	79	403
Wednesday							
Breakfast	200	82.3	184	70.2	76	80	245

14. **Meal Costs: Read the fine print. Per plate is also plus gratuity and taxes or on any other single items such as soft drinks or shrimp at a reception.**

15. Meal Costs: Read the fine print. Per plate is also plus gratuity and taxes or on any other single items such as soft drinks or shrimp at a reception. Business Partner Meals – Include lunches in the Business Partner booth fee.
 - Recommend substituting breakfasts and the Banquet for an Attendee ASCI file. These are meals that the Business Partners either do not show up for or are willing to buy ticket(s) for. and this can affect your meal guarantee.
 - Have the local hotel serve lunch to the Business Partners one-half hour before lunch I served to the attendees. The Business Partners can then talk to the attendees with empty mouths and hands.

17. Buffet Meals vs. Sit-down Meals:
 - Buffets work well for breakfast and lunch **if** the serving lines go down both sides of the table(s) **and** the food is on the serving table(s) **before or no later** than when the doors open for the meal.
 - If spouse/guests are included for breakfast(s), do **not** increase the meal count to include them because not too many will participate. The no-shows will usually cover those that do participate.

18. The sample of the Hotel Contract, in this guide, shows the correct name for ERAPPA. Please note that this correct name should be used for all APPA/ERAPPA references.
 - APPA: The Association of Higher Education Facilities Officers
 - ERAPPA: Eastern Region -The Association of Higher Education Facilities Officers

19. Don't forget the support requirements for the Business Partner setup/display activity. It may be either via the Hotel or by an outside contractor. A copy of the minimum space, utility and equipage contract is included for your general guidance.

20. Insure a copy of the Hotel Contract is provided to the ERAPPA Board for approval and filing.

HOTEL CONTRACT

The following items should be included in the original document; if they are not, then an “**Amendment of the Letter of Agreement**” should be sent. It should be typed on ERAPPA letterhead and signed by the President ERAPPA. This amendment should then be sent to the Hotel for signature.

The Amendment of the Letter of Agreement should include:

1. RESERVATION PROCESS:

- Include an 800 number option for making reservations – ensure service is notified of special rate for the conference.

2. **MEETING/EVENT SPACE:**
 - Clarify that “appropriate space” is based on ERAPPA’s projected attendance and required seating arrangements.
3. **SLEEPING ROOM PICKUP:**
 - Clarify that the per-day charge (based on overnight room pickup) is for the collective use of space, not individual meeting rooms.
4. **FOOD AND BEVERAGE:**
 - Secure guarantee that banquet prices for ERAPPA will not increase more than 2% over the menu prices that were in effect at the time the contract was negotiated.
5. **PARKING:**
 - Parking is guaranteed to all registered conference attendees staying at the hotel.
 - Should parking become a problem and alternative parking is required, the hotel will pay for any parking charges incurred by registered guests.

SLEEPING ROOM BLOCK/PICKUP SCHEDULE

When making the arrangements with the hotel, it is prudent to initially reserve as many rooms for each night that you hope to fill. You can always reduce the number, but it may be very hard or impossible to increase the number later on in the planning process. Beware of a penalty to reduce numbers at a later date.

SUGGESTED INITIAL ROOM BLOCK RESERVE

Thursday Night	10 rooms for ERAPPA Board members
Friday Night	35 rooms for early arrivals
Saturday Night	205 rooms
Sunday Night	300 rooms
Monday Night	300 rooms
Tuesday Night	275 rooms
Wednesday Night	60 rooms (for late departures)

If the previous two years’ room pickup was greater than these suggested numbers and the hotel you are selecting or have contracted with could accommodate more, reserve the larger number initially.

Also be prepared to have an overflow hotel site available with a written commitment for 5-10% of your expected registrants room count. If this is necessary, then shuttle service to the main site should be provided as part of the conference cost.

Note: The ERAPPA Board Members expect you to make the arrangements for their sleeping rooms throughout the event. Contact the ERAPPA Board Liaison for details of who and when.

HOTEL ARRANGEMENTS FOR ERAPPA BOARD

It is customary for the ERAPPA Board to hold its March Board Meeting at the Hotel site that has been selected for the following Fall Annual Meeting.

ERAPPA Board Meeting – March

- Ten sleeping rooms for two nights (usually Friday and Saturday).
- Meeting to start right after lunch on Friday and the room should also be available Friday evening, all day Saturday and Saturday evening, and possibly Sunday morning.
- Meeting room large enough to accommodate the nine Board members, plus those of the Host Committee for a portion of the meeting, usually Saturday morning, but this could be scheduled at the convenience of the Committee. The room should be outfitted with a flip chart or a dry board with pens/markers. Ensure arrangements are made for access in this room to the WEB using laptop access.
- It would be helpful to have refreshments (coffee, soft drinks, ice water, etc.) available both Friday and Saturday. If a light lunch was available on Saturday, the Board could work through without a prolonged break.

ERAPPA Board Meeting – October

- The hotel should be aware of the early arrival of the ten board members (Thursday or Friday) and will provide sleeping rooms at the conference rate.
- The meeting will begin after lunch on Friday and continue into the evening and again all day Saturday to about 5:00 P.M.
- Meeting-room size similar to the March/April requirement, as the Host Committee normally joins the Board for part of the Saturday morning session.
- No special arrangements for Saturday evening.
- Provide Internet Access in the meeting room as an event expense, not that of the ERAPPA Board.

EDUCATIONAL PROGRAM

SUGGESTED SCHEDULE FOR PROGRAM MATERIAL

- January/February – Develop a theme of what the educational programs will cover. Schedule a keynote speaker if having one. Determine the number and type of educational tracks to be developed and filled. Mail out Call for Papers packages and immediately contact potential speakers. Make sure you have a “Call for Presentation” that is an attention-getter; use colored paper.
- March – Review the educational program outline with the ERAPPA Board at the March Board Meeting. Be sure to bring Request for Budget support for special educational speaker to the ERAPPA meeting for approval. Reflect the proposed Revenue in the Meeting Budget.
- March/April – Review proposed papers. Discuss possible budgets for major speakers with full committee.
- May – Make final decision on complete educational program.
- June – Presentation of final educational program to the ERAPPA Board at the June ERAPPA Board Meeting.
- Have a list of possible backup speakers and appropriate material ready in case any presenters drop out.
- **Do not** schedule educational sessions at the same time meetings are scheduled or the reverse.

EDUCATIONAL TRACKS

Special Tracks/Sessions -

Educational offerings on Sunday justify attendance on this day. For attendees that fly, traveling on Saturday is more cost effective, and having educational sessions on Sunday can justify the Saturday travel. Try to have the sessions of a general nature that will appeal to both attendees and spouse/guests.

Consider having Campus Tours for Tuesday afternoon. They provide flexibility if the Business Meeting runs over the time limit and change of scenery that can still be educational in scope.

Three Tracks -

Administration

Physical Plant Operations

Technical Assistance

If Business Partner sponsored and presented and Business Partner's price is part of the presentation, then Business Partner should pay for the privilege to present.

If Business Partner presented and the presentation is generic, then no fee should be assessed.

18 Sessions -

Monday – 3 per track

Tuesday – 3 per track

EDUCATIONAL PROGRAM

GENERAL NOTES

1. **The educational program is the focus of the Annual Meeting; thus the quality of the programs is vital to the success of the meeting.** Many attendees must receive upper-level management approval to attend and submit the educational program outline for this approval.
2. All programs, including the Wednesday morning program, are the responsibility of the Host Committee. The Board may fund (not to exceed \$5,000) the Wednesday program, and the Host Committee will make its recommendations for this program, based on its theme/topics, to the Board one year prior to the Annual Meeting. Expanded Education program funding may be requested for ERAPPA Board consideration.
3. Develop a schedule for educational session hosts to introduce the speakers, keep the program on time, and remind attendees to visit Business Partner exhibits.
4. Be prepared to pay for two to three professional speakers.
5. Speaker expenses:
 - a) For your review and approval, get a **written estimate** from the speaker(s) that states what they expect to be covered. Using these guidelines can save surprises when invoices are submitted for payment after the conference is over.
 - For example: Mileage/plane fare normally would only be to and from their regular place of business, **not** from another speaking engagement, etc.
 - Room charges normally would be only for the evening of the day of the presentation, **not** for the whole conference should they elect to attend.
 - Car rental normally would be only to and from the airport, **not** for the duration of the conference should they elect to attend.
 - b) You can stipulate an amount that you will not exceed and confirm in writing.
6. Use APPA as a resource for speakers/presenters.
7. Go to local colleges and universities that have professors that do presentations.
8. You need diverse topics and speakers to hit all levels of attendees.
9. Use a form for the speakers to fill out and contact the speakers at least twice before the meeting.
10. Business Partners who want to do a presentation should be charged
11. **Be sure to thank our Business Partners.**
12. Speaker Support:
 - Provide a room with the basic equipment (except LCD) so they can practice; this needs to be in a quiet area.
 - Get an email address for your speakers.

SIGNAGE

1. Each track for each day needs a sign that tells:
 - Track number or letter
 - Time of each session
 - Topic for each session
 - Presenter for each topic

2. Find out ahead of time how many easels are needed for signs so they are on site.

EDUCATIONAL PROGRAM

SUGGESTED LIST OF PRESENTATION ROOM ITEMS

1. Professional Slide Projector with:
 - Auto focus
 - Zoom lens
 - Empty tray
 - Remote operator, **with 50 ft.** extension cord
 - Suitable elevated table
 - Power cord to reach nearest outlet and duct tape to cover
2. Large Screen
3. Overhead Projector
 - Table
 - Power cord
 - Accessories: blank transparency paper and 4 color markers
4. Portable Easel
 - Large paper pad
 - 4 color markers
5. Speaker's Podium or Table Podium
6. Microphone, or lavalier-type mike connected to room speaker system – **check it out**
7. (2) 8 ft. tables at the rear of the room; (1) for the speaker's handouts and (1) for water/ice/glasses
8. VCR and one (or two) monitors
9. Standardize AV equipment and have backups available. Get operating procedures for all equipment.
10. Computer projector with connections for multiple laptop use.
11. Insure an emergency AV/Microphone/projector person is on call in the Hotel for immediate response.
13. Media Support: for each room (establish a realistic budget)
 - Computer projection is expected but expensive, and the charge is by the day. Coordinate laptop support needs.
 - Get what you pay for.
 - Overhead & slide projector (sometimes 2)
 - 2 Screens if possible
 - Flip chart
 - Bring 60 copies of paper/materials for handouts.
14. Arrange for a data line and/or phone connection for probable use of WEB resource provisions. Don't forget to include these in your Budget.



TO ERAPPA MEMBERS:

THIS CALL FOR PRESENTATIONS IS RECEIVING WIDE DISTRIBUTION.

HOWEVER, YOU MAY KNOW OF SOMEONE WHO COULD PROVIDE AN INTERSTING AND INFORMATIVE PRESENTATION. IF YOU KNOW OF SOMEONE, PLEASE PROVIDE HIS/HER NAME, ADDRESS, AND PHONE NUMBER ON THE ENCLOSED APPLICATION AND SEND IT TO US. WE WILL CONTACT THEM. THANK YOU.



DEAR BUSINESS PARTNERS AND FRIENDS OF ERAPPA:

PLEASE NOTE THAT THERE WILL BE SIX OPPORTUNITIES FOR TECHNICAL ASSISTANCE PRESENTATIONS. THE CONTRIBUTION FOR EACH OF THE TECHNICAL ASSISTANCE PRESENTATIONS IS \$1000. PLEASE SEE THE ENCLOSED INFORMATION FOR APPLICATION DETAILS.

February , 20

S A M P L E

The program committee of the Eastern Region of Higher Education Facilities Officers is seeking presenters for our 20th Annual ERAPPA Meeting, October

- , 20 in . You have been recommended as a possible source for a presentation that would be timely and educational for our membership.

The theme for the 20th Annual Regional Meeting is “
“. Attendance at this meeting includes over 150 senior and executive-level facility managers and staff personnel from the northeastern United States and eastern Canada.

We are presently seeking a presenter, or group presentation, for our closing session on Wednesday from 9:00 to 11:30 AM. What we have in mind is either three 30-minute speakers, or two speakers of 45 minutes each to make presentations from 9:00 to 10:30. These speakers would then return as a group to lead a panel discussion from 10:45 to 11:30.

The presentation should encompass the meeting theme and address the following topics as a minimum:

- The role of creative leadership in achieving the effective management of resources.
- Improving management effectiveness through the development of the most important resource - the facility service person.
- Establishing the environment for innovative change.
- Improving quality of service and customer satisfaction in a time of resource limitations.

If you feel you could effectively add to our annual meeting and are interested in participating, we request that you submit a detailed proposal. We would like an in-depth outline or description of the elements of your presentation. We would also need your fee requirements and special equipment needs. We would appreciate receiving your proposal by March , 20 so we may present it to the full committee for evaluation and action.

The Educational Programs Committee will evaluate ideas for presentation using the following criteria:

- Overall quality,
- Relevance to facilities management,
- Relationship to theme,
- Focus of the presentation,
- Practical application of material,
- Timeliness of the topic,
- Audience appeal,
- Applicability to American and Canadian members, and
- Qualifications and speaking ability of presenter.

As a presenter you should assume a basic knowledge by the audience and concentrate on innovative problem solving, new methods or management techniques, and issues of general interest. Single-person and co-presenter presentations are welcome. Audio-visual materials must be designed to be seen and heard by a group of 150 people.

We look forward to hearing from you.

Educational Programs Committee

SERVICE DIRECTORY

Attention:

It is imperative that the term **Service Directory** and **service offerings** are used in all correspondence and publications if you want to avoid being taxed. **The IRS considers revenues received from advertisements to be subject to taxation.**

SUGGESTED TIMETABLE FOR PUBLICATION

- January 15: Initial mailing to all prospective participants.
- February: Mailing to Chapter members asking for assistance.
- May: All moneys and signed contracts due.
- July 1: All copy due.
- July 15: Submit all copy and material to the publisher.
- September 1: Finished publication due back from publisher.
Finalize database and produce ASCII file for next year's Host Committee.

BUSINESS PARTNERS

GENERAL NOTES

1. Business Partner Support: The key to success is preplanning.
 - Maximize service sales.
 - Be creative with your marketing; not everyone wants a booth or service offering.
 - Reward big-money sponsors with an extra, such as balloons or a tent.
 - The Business Partner mix is typically 60% national companies and 40% local companies.

2. Business Partner Booths: Business Partners like to see the layout of booth locations.
 - Booth size – 10' W x 7' D (10' minimum width)
 - Historically, the Business Partner Fee per Booth is \$1,500 with the following provisions:

Table	Two Registrations
Two Chairs	Power outlet (110v)
Wastebasket	Pipe and Drape
 - A reasonable cap needs to remain on the fee level to insure we don't turn away Business Partners. Balance is the key. Many "non-fee" sources of income exist that should be exploited before proposing a substantial fee increase.

3. Have a list of extras available, with fees, for the Business Partners.

4. Get the traffic to their booths and have food set up in each Business Partner area. Provide secured "standup" tables for food consumption support.

5. Set up a gopher patrol for assistance anywhere.

6. Keep the hotel engineers available **all** during setup.

7. Keep Business Partner and attendee lists separate.

8. Make follow-up phone calls for dollars and art work.

9. Use separate registration forms for Business Partners.
 - If they are staying in the meeting-site hotel, make sure they inform the hotel that they are part of the ERAPPA Group; this impacts the room pickup for free breakout rooms for the meeting.

10. Do not depend on the mail for submittals/documentation to the printers.
Hand carry!

11. **Be sure to thank our Business Partners.**

12. Mail to the following year's Business Partner Chair all the materials sent to the Business Partners.

BUSINESS PARTNER DISPLAYS

- If you plan on having Business Partner displays/booths, they should be located in an area that will provide maximum exposure for the Business Partner.
- **Have the Business Partner set up the day before the opening, if possible (Saturday if the exhibit area opens Sunday).**
- To provide attendee exposure, beverage breaks and Monday lunch (buffet style) could be set up in this area. If doing a buffet lunch, avoid food that requires utensils for eating; it makes eating difficult while standing. If having two serving areas, use signage for what is being offered in each line.
- To encourage attendees to visit the Business Partner booths, have drawings for Business Partner-supplied prizes. To be eligible an attendee must obtain, on a card provided, a predetermined number of signatures from participating Business Partners, and they must be present at the time of the drawing to win. Or have a scavenger hunt with those getting all the items in a drawing for a big-ticket prize.
- APPA and the ERAPPA Board each pay for their respective Booths; Revenue received is part of general meeting income.

ASSIGNMENT OF BUSINESS PARTNER BOOTH LOCATION

1. The application form should ask for top three (3) preferences based on the layout of the area.
2. The checks received are time and date-stamped and then assignment is on a priority basis, trying to keep the same products/services separated.
3. A Business Partner does not get into the queue until the first payment is received.

BUSINESS PARTNER TRACKING REPORT

A sample is provided for your review and adaptation.

FUTURE MEETING SUGGESTIONS

As WEB technology progresses, our Business Partners will expect expanded capability/support as a part of the package received for the fee. We suggest consideration be made to provide phone or data lines either to part or all of the Booths to enhance the attractiveness of our program.

LESSONS LEARNED

1. **Getting Business Partner participation:**
 - Visit every single booth at the previous meeting and get business cards.
 - **Have a Business Partner/Sponsorship Form with you at the meeting prior to yours, including the room layout. Many will sign up on the spot.**
 - Look at the previous meeting **Service Directory**; then compile a list of potential Business Partners. Send the letter to them giving them the first opportunity to participate. Then compile local list. Many of the previous year's Business Partners expect to come. You need to do follow-ups on phone calls. Folks are late getting their money in.
2. Business Partners, provide a list of:
 - Company name, contact person & what they purchased for a booth
3. Sponsorships: Do the same as for No.2.
4. Send two different letters: one to Canadians and one to U.S.
5. Stipulate what they get for the booth price. Anything else they want is up to them; however, provide a contact person. (See letter on Page 43.)
6. The only Business Partners allowed to choose their locations are those that have taken two (2) booths as a double.
7. No charge for the booth for the next year's Host Committee; needs to be in a good location.
8. Send Business Partners a list of the "registrants to date" two weeks prior to the event.
9. Include instructions as to where to ship booth material:
 - Hotel, address, level, conference & contact person.
10. **Use a customs broker to assist with border crossing of Business Partner material whether it is Canadian or U.S. Send letter for Business Partners to bring with them identifying purpose of travel.**
11. Effective methods for keeping attendees in the Business Partner area:
 - A scavenger hunt with a prize
 - Prizes/drawings – require "you have to be there to win"
12. Opening reception; have the hotel serve hors d'oeuvres in the Business Partner booth area with the wait staff circling the area; nothing on tables.
13. Serve lunch to the Business Partners one-half hour prior to the breaks if lunch for attendees is being served in the Business Partner area.
14. Invite the Business Partners to have breakfast with the group; give them two (2) drink tickets for the opening reception and two (2) tickets to the banquet.
15. Expect the unexpected; never show surprise & **there are never any problems.**
16. Be relentless when you go after people!
17. Sponsorships are easier to sell than space in a Service Directory (according to a business partner who served on a Host Committee the return space in a service directory is very low).
18. Be flexible with nametags, but tie fees to two representatives. Additional representatives must pay for meals, etc., beyond basic registration fee.

SUGGESTED LETTER TO POTENTIAL BUSINESS PARTNER PARTICIPANTS

(Use ERAPPA letterhead and include as part of the mailing for Chapter members to include with their personal notes to Business Partners.)



_____ CHAPTER HOST COMMITTEE

ERAPPA 20__ MEETING

Date:

To:

From:

Subject: **Eastern Region The Association of Higher Education Facilities Officers
Service Directory**

Over one billion square feet of building area is controlled by members of ERAPPA (Eastern Region The Association of Higher Education Facilities Officers) on 800 campuses from the Canadian Maritime Provinces, through New England, New York, Pennsylvania, as far south as Washington, D.C., and everything in between. The Service Directory of the ___nd ERAPPA Annual Meeting, to be held in _____, ___ in October will be sent to each of these construction and maintenance managers, and you will have an opportunity to include your services offering for their consideration and review.

APPA members tend to be conservative, and we like to give business to the same people who service other campuses. They are a “known quantity” to us. If you are or have been active on campuses, you can refer specifically to this work in your copy. If you have not been active in academia, consider using this directory as a way to enter an industry with over \$600 billion in deferred maintenance work nationwide. For \$_____ you can place a full-page offering directed at the administration officials who make decisions regarding which Business Partners serve their campus environment. There will also be available a limited number of Business Partner displays, hospitality suites, educational sessions, etc. Contact your local _____ Chapter member for details.

Because of publishing deadlines, we must receive all signed contracts, checks, and camera-ready copy no later than July 1, 20___. Please use the attached contract to reserve your space in the directory. Also attached are samples of the different sizes of offerings that are available.

Thank you for your interest.



SAMPLE – SERVICE DIRECTORY CONTRACT

HOST COMMITTEE
ERAPPA 20__ MEETING

____ Annual Meeting
(Hotel Name)
(Street Address)
(City, State, & ZIP Code)
(Dates of Meeting)

SERVICE DIRECTORY

Please insert (my/our) service directory material in your program for which (I/we) agree to pay the sum of \$_____ for copy to occupy _____ page space.

__ CHECK HERE FOR BUSINESS PARTNER DISPLAY

Name of firm: _____

Address: _____ Email Address: _____

Phone #: _____ Contact Person: _____

Signature: _____

SERVICE DIRECTORY RATES:

Full Page (8x11): \$ _____
½ Page (8x5): \$ _____
¼ Page (4x5): \$ _____
*Business Card Size: \$ _____
Business Partner Display
(may include Full Page) \$ _____

MAKE CHECKS PAYABLE TO:

AND MAIL TO:

Please enclose CAMERA-READY COPY of your Service Directory material and your check with this form. Deadline for this copy is July 1, 20__.

*All business cards are not camera ready. Please check yours before submitting.

CONTACTED BY _____
SCHOOL _____

REGISTRATION, PUBLIC RELATIONS & MEMORABILIA

SUGGESTED TIMETABLE

December

- Article and photo for the ERAPPA Newsletter

January – March

- Draft registration form and have ready for ERAPPA Board review at the March Board meeting. **There is one fee for all registrants in each category; there will be no distinction between member/non-member.** Do not use this terminology on the form.
- **The registration fee for Emeritus members will be the same as for spouse/guest attendees. It must be listed separately from spouse/guest.** Incorporate this category into the registration form.
- Use a separate registration form for Business Partners.
- Get mailing lists/labels from the APPA office.
- Article for the ERAPPA Newsletter.

April – May

- Prepare first ERAPPA mailing.
- Develop format for programs and other materials.
- Develop contracts for memorabilia.

June

- Registration Form ready for final approval by ERAPPA Board.
- Final forms for programs, events, spouse/guest program, travel.
- Send out first/second mailings.
- Prepare news release for the August ERAPPA Newsletter.
- Article for the ERAPPA Newsletter.

July

- Have all forms printed.
- Registration, etc. mailing.
- Prepare tourist information for meeting - list restaurants, special events, etc.

August

- Define host Committee responsibilities for the meeting.
- Send reminder mailing.
- Article for the ERAPPA Newsletter.

September

- Business Partners send out “See you there” letters/notices.
- Assemble registration packets.
- Assemble memorabilia/gift bags.
- Prepare Meeting materials: name badges, message boards, signs/posters.

October

- Print attendee lists **by institution** and insert in registration packets.
- Print Business Partner list and insert in registration packet.
- Assemble tables, etc. for registration area at hotel.
- Submit story to local newspaper.

PUBLICITY MAILING SCHEDULE

These suggested types of mailings will save mailing costs and are very effective.

1. June (first week) Conference Theme/Logo Post Card
See you in _____, Save the Date
2. July 1 Alert Notice
Self Mailer
Emphasize programs, fun, and Sunday agenda
Use envelopes for Canadian mailing
3. July 15 Registration Information-in #10 envelope
Program information – 4 page, color, in heavy
stock
Registration form (insert in Program)
Card with selection boxes for appropriate ribbon
designation(s) for name badges
Lure Brochure
Hotel Reservation Card *(See notes below.)
4. September 1 Reminder Post Card with Conference Theme/Logo
5. As Needed Confirmation notice to registrants including:
Welcome letter from Host Committee
Chair/Co-Chair
Travel information
Weather for area and suitable clothing
6. Mailing Distribution: 1) Conference Theme/Logo Post Card to all ERAPPA
institutional, associate, affiliate, subscribing and
Emeritus members.
2) Alert notice to same as #1
3) Registration packet to same as #1
4) Reminder notice to all ERAPPA members (same
as #1) and all Prospective Members

Notes:

***DO NOT INCLUDE** in the registration material that is sent to potential attendees any information about a backup or alternate hotel for room accommodations or the room rates for same. If you do and the rates are lower than at the hotel conference site and the alternate is selected, you may not meet your sleeping room guarantee. The sleeping room guarantee determines the number of breakout rooms for the educational sessions/meeting rooms that the conference receives at no cost.

7. Mailing labels ordered from the APPA office:

- 3 sets – all ERAPPA institutional, associate, affiliate, subscribing and emeritus members
- 1 set – all ERAPPA members (as above) and all Prospective Members

If there is a sponsor for any mailings, these should be noted with the sponsor identified in the Program.

Copies: 400 for ERAPPA Member mailing, which will include copies for Chapter use and handouts, etc.
2000 for ERAPPA members and prospective members

If using the services of a college/university conference department, they can prepare mailings, stuff envelopes, and affix labels. **Also**, use the college/university department envelopes with ERAPPA stamped below the college/university identifier so those institutional mailing rates can be used.

SUGGESTED MATERIAL FOR REGISTRATION PACKETS

- Program Outline in three-fold form (easier to carry during the meeting)
- Attendee lists and Business Partner lists (keep separate)
- Lined paper for note taking
- Pen and/or pencil
- Information about the area
- **Conference evaluation sheet** (to include)
 - Programs (by specific topics), Meals, Site, Accommodations, Special Events
 - Recommendations for future topics
- Diagram of Hotel, Meeting Room Area and/or on Special Event Locations

HAND OUT SEPARATELY (at registration)

- SERVICE DIRECTORY
- NAME BADGES with appropriate ribbon designations, if applicable
- MEAL TICKETS

RIBBON PROTOCOL for Name Badges

ERAPPA President	Host Committee – current year & next year
APPA Dignitaries	ERAPPA members on APPA Committees
ERAPPA Board	ERAPPA Education Committee Members
Presenters	Past ERAPPA Presidents
Exhibitors	Chapter Presidents
First Timers	ERAPPA Support Group (web, newsletter, video tape library)
Emeritus Members	

SUGGESTED MEMORABILIA/GIFTS

Items of local interest and/or manufacture. Try to get items donated or at a reduced rate, and let the donor know that there will be a printed acknowledgment included in the pack.

TRAVEL CONSIDERATIONS

Special Air Fares

- If the meeting site is such that a majority of the attendees will need to fly, try to get a designated air carrier with special rates.
- Flying on Saturday is cheaper than on Sunday, thus a reason to have educational sessions start on Sunday.

Hotel Shuttle Service

- If the hotel does not have shuttle service from the nearest airport, then you may want to include this service as part of the conference cost.
- Contract with a local transportation company to provide this service.

Travel Directions

- Directions to and from any meeting site need to be developed and printed.
- To save printing and mailing costs, the directions only need to be sent to those who have registered.

RECOMMENDATIONS FROM LESSONS LEARNED

1. **Registration Form:**
 - If you are having a special program that requires an additional fee, make sure that it is clearly indicated on the form **and stipulate that the fee is in addition to the registration fee.**
 - Make clear to Emeritus registrants that the banquet is included in their fee.
2. **Registration Table:**
 - Have a telephone at the registration table.
 - Have the registration table open whenever there is any activity going on.
 - Have a PC at the registration table with database file on disc and a Xerox copier.
 - Have a briefing for all staff at the Host table, with a representative from each committee.
 - Have extra baskets/bowls for raffles.
3. **Registration** – people counts are essential.
4. Pre-determine how to deal with **rooms and number of attendees that are mismatched.**
5. **Name Badges:** Name and Institution should be the same size font. Add city and state for all classes of registrants. Be prepared for name changes with Business Partners on each of three (3) days. This can become a very disruptive process if not handled well.
6. **Supplies and Support Services:** To the degree that it is possible use, local Business Partners, even if cost is more. Can save time and aggravation.
7. Use **faxes** whenever possible, especially for late registrations; folks can bring their check with them. Put the fax number on the registration form.
8. **Check lists** are invaluable on keeping people on track.

MEETING MAILING LIST

1. Determine your target audience and develop a corresponding mailing list.
2. Potential Sources –
 - APPA Data Base
 - Past ERAPPA Meeting Mailings
 - Chapter Mailing Lists
 - Local/Regional Secondary Schools
 - APPA list of non-APPA members
 - APPA Emeritus List
3. Use a bulk mailer; it saves \$\$\$.

HOST COMMITTEE ERAPPA NEWSLETTER INFORMATION

- Contact the **ERAPPA NEWS** Editor/Publication Designer and give the name of the Host Committee Correspondent.
- The Editor/Publication Designer will provide a complete listing of article due dates for the **ERAPPA NEWS**.
- Photos taken a year out (at annual meeting) and at the Annual Meeting you are hosting are taken by the Editor/Publication Designer. If you have specific requests, i.e., photographing sponsors at social events or within Business Partner area, provide information to Editor/Publication Designer in advance
- The Host Committee provides camera-ready graphics (possibly of brochure cover) for August ERAPPA NEWS. These materials should reach the Editor/Publication Designer by the submittal date for the August publication.
- Don't forget either the APPA publications or a full-scale development of the ERAPPA WEB page.
- The Annual Meeting WEB Page generally is established as a sub-directory of the ERAPPA WEB site; e.g., www.ERAPPA.org/ERAPPA 2000. You should contact the ERAPPA.ORG webmaster at least 12 months prior to the event to work out details.
- Do not wait until all the programmatic details are nailed down (perhaps July-August). Rather, establish the site early in the program year, and add to it as the program becomes more defined.
- Use links to local restaurants, visitors' bureaus, your reserved hotels, airports, travel agents, recreational spots, etc. "What would you as a visitor want to know in planning for your trip?"

COPY SUGGESTIONS

(We encourage you to be creative and expand these.)

December Issue – A photo taken of Host Committee at Annual Meeting and a little press (initial announcement) – **Article placed on inner pages and back upper half of ERAPPA NEWS.**

March Issue – Complete committee listing and “bleep” on how Host Committee is coming along; encourage folks that it is not too early to mark calendars, make plans, etc. – **Article placed on next to last page of ERAPPA NEWS.**

June Issue – Second “bleep” to include more dialogue on planning, perhaps highlight one topic – might want to include a photo (B&W glossy) of committee at work – **Article on front page and back page (upper half)**

August Issue – Full-blown article to include excerpts on educational sessions, spouse/guest programs, social events. Camera-ready copy of front of program (B&W) also include any photos that might be inside program – this article gets

front-page billing – ***This is the get your attention, last chance to inspire folks to attend – Photos are important, i.e., “picture is worth a thousand words.”***

SPECIAL EVENTS

SPOUSE/GUEST PROGRAM

Suggested Options:

- Tours to local places/points of interest – verify dates, days and times that desired sites are open. Have a representative from the Host Committee go on the prospective tour(s) prior to scheduling the event to verify that it is as stated. Use professional guides for tours.
- Shopping trips to unusual/renowned places.
- Use spouses as an advisory group for menus & events – prior-year interview.
- Don't plan long (one-hour) bus trips; 20-minute average OK
- **Don't plan entire day.**
- Serve full breakfasts; gives people an opportunity to meet.
- Don't overfeed at lunch - light meals.
- Don't plan anything that gets folks wet or cold.

OPTIONAL EVENING(S)

Suggestions:

- Museum Tour/with dinner
- Racetrack meeting/with dinner
- Garden Tour/with dinner
- Boat cruise/with dinner
- Historic mansion tour/with dinner
- Scenic tour/with dinner at yacht club
- Trip to a casino
- Dinner Theater

Considerations:

1. **Bookings for Special Events, Entertainment needs to be made ASAP, sometime 18 months or more early.**
2. Use some method/means to control participation in Premier Event, or you may wind up paying for more attendees than you budgeted for or received revenue for. There can be a problem when people register for a gala. It is hard to gauge how many to guarantee for. If the provider wants up-front payment of 100%, try to negotiate down to 80%.
3. These types of activities usually require transportation, and these costs need to be factored into the conference costs.
4. Travel time/distance.
5. If transportation is part of the event, make sure that **all buses** are at the site ready for pickup at the same time, unless the length of travel is such that a rotation of buses can be used. Insure a Host Committee member is with each bus.
6. Instead of tickets for tours, use a list of paid goers and check them off as they board the bus.

CONFERENCE DEPARTMENT SERVICES

GENERAL NOTES

Contracting with a college/university Conference Department has many benefits. The following will give you some ideas as to how their services can enhance your efforts. See 54A-G for sample Conference Department Contract

1. The avoidance of having to pay state taxes for hotel meals. All billing for meals, by the hotel, is to the Conference Department. To accommodate this, **all** registration fees are paid to the College/University Conference Department/ERAPPA and are deposited to an account established just for this conference. The savings realized have the potential to offset costs for this service.
2. **All** mailing can be sent out under the College/University Conference Department's Letterhead/Envelopes using the non-profit bulk rates available to the institution. Another substantial saving.
3. Having the Conference Department staff the registration table at the ERAPPA Annual Conference makes it possible for the Host Committee to attend the educational sessions. When members of the Host Committee staff the registration table and attend to all the details during the course of the conference, they seldom have the opportunity to attend the educational sessions, although their institutions have paid a full registration fee for them to attend the conference.
4. The volume of business the Conference Department generates in the area with local/regional Business Partners can result in more favorable rates/prices, such as for transportation (buses) and special events.
5. The Conference Department has the time to follow up on **all** the details that can make the difference between an average/good to an outstanding conference.
6. If this option is selected, it is recommended that one person from the Host Committee be designated as the liaison with the Conference Department person responsible for this conference. All material to and from the Host Committee would then be channeled through the liaison. This reduces the opportunity for mixed messages and confusion.

SERVICES A CONFERENCE DEPARTMENT CAN PROVIDE

Meeting Planning:

Maintaining and negotiating services with the hotel. This can be particularly beneficial if the Conference Department does business with on a regular basis with the hotel you have contracted.

- Provide meeting flow, outlining times, floor plans, menus, conference support materials, audio-visual requirements, and other details.
- Meal counts are another area where professional experience can be very beneficial.
- Arranging audio-visual equipment, as needed, with the College/University's Media Services or a local commercial Business Partner.
- Assisting with the design and publication of the conference brochure, call for presenters, and other media.
- Arranging for local entertainment/special events for attendees and spouse/guests, including transportation, and shopping trips.
- Arranging the review of all details at the pre-conference meeting.
- On-site conference assistance at check-in to ensure all arrangements have been completed properly, each day of the conference (size of staff and length of coverage as required by the conference).
- Provide a tourist package, complete with local historical, shopping, art, sightseeing, activities and entertainment information. A map of the area.

Financial Administration, including:

- Pre-registration of conferees, complete with computerized receipts, letter of welcome and directions to and from the hotel.
- Complete financial accounting, up-to-date and available on request.
- Participant lists and name tags generated from the registration.
- Conference check-in to include, collecting outstanding balances due, and reconciling accounts.
- Complete financial report, including accounts of all revenues and expenses.
- A professional "conference history" outlining number of attendees, room nights, food and beverage recap, and multiplier spending.

Administrative, including:

- Preparing the conference mailings, including pre-conference notices, conference brochure, and other promotions.
- Receiving and forwarding information to committee members.
- Assembling registration packets, meal envelopes, name badges and memorabilia/gift bags.

CONFERENCE DEPARTMENT FEES

There are several methods of assessing charges for this type of service; the following are two examples:

1. On an hourly basis, plus expenses. Based on what the Host Committee requests the Conference Department to provide and the estimated number of attendees, an estimate can be given by the department for their services. If the number of attendees exceeds the original attendee estimate, an increase in the estimated base should be anticipated.
2. A flat amount, plus a per-attendee administrative fee.

MARKETING ISSUES

The success of the program will largely turn on your ability to market the event. Many marketing concepts are involved, and you will need to get started early. Publicity must begin a full year prior to the event date and include a continuous stream of reminders, updates, new articles, and general information to assure that members and Business Partners are aware of the program.

Pages 55A-B show a sample Marketing Plan with a wide variety of issues for your use and adaptation.

FINAL REPORT

GENERAL NOTES

The following items need to be incorporated into a report that does not exceed six pages. This information is most vital to the next Host Committee as they plan and execute their meeting. Examples of three such reports are included in this guide.

- Categories of people who received mailings
- List of committee members and phone numbers
- Hotel contract
- Business partner list
- Meal counts
- Room nights
- Budget & actual expense/revenue accounting
- Lessons learned
 - Use comparative (actual vs. planned) Registration breakdowns of all categories
 - Narratives are not needed
 - Wednesday AM count (How did it go? Attended, who, quality?)