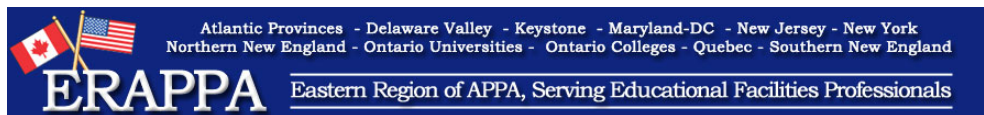


ERAPPA

ANNUAL MEETING GUIDE



December 15, 2008

ANNUAL MEETING GUIDE

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Note: *Sample documents are provided for reference and as guides. The information in the text of this document supersedes information that may be included in the sample documents.*

SECTION 1: MISSION STATEMENT

APPA (formerly the Association of Physical Plant Administrators) is the association of choice serving educational facilities professionals. An international association dedicated to maintaining, protecting, and promoting the quality of educational facilities, APPA represents more than 1,500 learning institutions serving over 4,700 individuals.

APPA's membership includes facilities professionals from public and private, two-year and four-year colleges and universities; medical and law schools; seminaries; public and private K-12 schools and districts; museums and parks; military installations; federal, state, and city-county governments.

Founded in 1914 as a learning forum for those engaged in the improvement and maintenance of educational buildings and grounds, APPA has a long history of effectively meeting the needs of its members and acting as a catalyst to their growth and advancement. Through the years, APPA has provided the forum in which its members collaborate, learn, and create a vision for a better future.

APPA elevates educational facilities professionals into higher performing managers and leaders, and helps them transform their institutions into more inviting and supportive learning environments. This furthers the recognition and value of the field, highlighting the direct impact facilities have on the recruitment and retention of students, faculty, and staff.

APPA promotes excellence in the administration, planning, design, construction, maintenance, and operations of educational facilities. In addition, APPA serves the entire education community by conducting research, providing learning opportunities, producing publications, developing guidelines, and serving as a central information source on educational facilities issues.

The **Eastern Region of APPA's (ERAPPA)** mission is to provide members and associates of **ERAPPA** with quality opportunities for professional development through relevant education and networking programs.

ERAPPA's vision is to be the preferred source of learning, career development and networking for educational facilities professionals.

In carrying out **ERAPPA's** mission, the following values are embraced:

- Collaboration
- Diversity
- Excellence
- Fiscal Responsibility
- Sustainability

Active since the 1950's, ERAPPA organizes an **Annual Meeting (AM)** where the ERAPPA Board and Committees meet and ERAPPA members come together to participate in quality Professional Development Programs, meet with Business Partners in an Exhibit Hall, attend social gatherings and an Awards & Recognition Banquet and all the while, networking with peers.

SECTION 2: GENERAL STATEMENT OF PURPOSE

The Annual Meeting site changes annually and is held in local Chapter regions on a rotating basis. While this is an ERAPPA event, the local Chapter acts as host for the meeting and manages the planning and execution of the meeting. The **Host Committee (HC)** works closely with the ERAPPA Board during the entire planning process to ensure that the objectives of the Board are met, all the while providing a local and unique perspective to the Annual Meeting.

The **Annual Meeting Guide (AMG)** is intended to serve as a blueprint for Chapter Host Committees and facilitate the planning process. The Host Committee performs these activities, in collaboration with the ERAPPA VP for Annual Meetings, under the guidance and ultimate responsibility of the ERAPPA Board.

Historical summaries and templates are included in the AMG to provide guidance and suggestions for ways to manage the many tasks involved in an Annual Meeting. The AMG is updated on an annual basis following each Annual Meeting and on an ad hoc basis as determined by the ERAPPA Board. **The current version of the AMG will be maintained on the ERAPPA website.**

SECTION 3: ERAPPA VP FOR ANNUAL MEETINGS

The Vice-President for Annual Meetings position was created by the ERAPPA Board and ratified by the ERAPPA membership in 2007. The Vice-President for Annual Meetings acts as a liaison between the ERAPPA Board and Host Committees and is the primary ERAPPA Board point of contact for the Host Committee. The position was created to facilitate the planning of Annual Meetings with all active Host Committees, of which there may be four active simultaneously in different stages of planning.

The VP for Annual Meetings will:

- Be an advisory member of the HC.
- Be an advocate on behalf of the HC to the ERAPPA Board.
- Attend HC meetings via conference call and, when appropriate, attend in person.
- Participate in hotel site selection.
- Provide the HC with current, consolidated ERAPPA mailing/contact lists.
- Work with the HC and ERAPPA Treasurer to develop solutions for financial problems associated with Annual Meeting finance.
- Provide guidance on implementing the Annual Meeting.
- Obtain signature of the sitting ERAPPA president for hotel contracts. All other contracts can be signed by the HC Chair(s). Major contracts greater than \$10,000 should be reviewed with VP Annual Meetings before finalizing.
- Provide monthly status and budget reports to the ERAPPA Board on the planning process of each active HC.
- Meets with active HC chairs at Annual Meeting to review the AMG and any concerns/questions brought forward by the HC Chairs.

SECTION 4: PRE-ANNUAL MEETING EVENTS

Planning for an Annual Meeting begins approximately three years prior to the event. Specific tasks will be discussed in the next section of the Guide; however, two events in the year preceding an Annual Meeting require Host Committee (HC) involvement and are outlined in this section.

4.1 PRECEDING YEAR – Annual Meeting

4.1.a Components of an Annual Meeting:

- ERAPPA Board meetings and Receptions
- Exhibit Hall
- Professional Development Program
- Annual Business Meeting
- Awards Banquet
- Lessons Learned Meeting
- Tours
- Entertainment
- Golf Tournament

The components will be referenced throughout this document and are reviewed in detail in Section 5.

4.1.b Exhibit Hall Booth:

At the preceding Annual Meeting, an exhibit booth space is made available to next year's Annual Meeting HC and advertisement space is provided in the conference program so that next year's Annual Meeting can be marketed. The booth size is generally 10' wide x 7-8' deep and in a high profile area. The standard booth set up (refer to Section 5.3 for details) is done by the drayage company contracted for the current year's Annual Meeting and the cost is covered by the current year's Annual Meeting budget. If any equipment/furniture is required in addition to the standard setup, these will be at the expense of the next year's HC and arranged directly with the drayage company. Any audio-visual requirements and associated costs are to be co-ordinated directly with the current year's HC and funded by the next year's HC. Past HC booths have included professional 10' wide x 6' high pop-up type floor stand display backdrop with spot lighting or smaller table top pop up type displays, large banner/sign on the backdrops, display of raffle & give-away items, "fishbowl" for collection of business cards, monitor for broadcasting of promotional video from future Annual Meeting location. The booth is usually manned by future HC member(s) while the Exhibit Hall is open. If storage space is required in or near the Exhibit Hall, the next year's HC is to co-ordinate their requirements with current HC.

4.1.c Marketing:

Apparel: Future HC members generally wear apparel (golf shirts, long or short sleeve shirts, vests, etc.) with the future conference logo during the current Annual Meeting. ERAPPA Board members are also provided with a HC shirt. Additional volunteers who will be helping at the AM should be provided with HC shirts as well so they are easily identified.

Give-Aways: Booth giveaways with future Annual Meeting logo are optional. Past examples include: pots of office grass (supporting sustainability theme), stuffed crabs (supporting seaside location of future Annual Meeting), pens, "Save the Date" cards (business size) with lapel pins inserted in the cards, luggage tags with delegate business cards laminated right at the booth.

Raffles: Raffles are not mandatory. If decided upon, the type and quantity of raffles (in addition to the future Annual Meeting registration) are optional and at the discretion of the future HC and are generally open to all visitors to the booth. Raffle items can either be purchased by the future HC as part of the marketing budget or donated by future HC chapter institution members. Past raffle items include: clothing, mugs, pen sets, bags, etc from chapter member institutions; and items from the future Annual Meeting location such as books, artwork, apparel items, regional food items, etc. Raffle winners are generally announced publicly in the Exhibit Hall at a time coordinated with the current HC and/or posted at the booth.

Future Annual Meeting Registration: Business cards are generally collected at the HC booth from current Annual Meeting attendees for a series of raffles. One raffle is sometimes done for a complimentary basic member (not Business Partner) attendee registration (not including travel, hotel or additional entertainment costs).

Literature: These items are at the discretion of the future HC. Items in the past have included: travel & tourist information pamphlets obtained from future Annual Meeting location tourist bureaus, letter from ERAPPA President inviting everyone to attend the future Annual Meeting, Call for Presentations document and Business Partner package for future Annual Meeting. The content for Call for Presentations and BP package should be reviewed by VP Annual Meetings prior to printing.

4.1.d Conference Program:

A full page is allocated to the future Annual Meeting's advertisement. The location of the ad is decided upon by the current year's HC. The future HC is responsible for providing camera-ready artwork for the ad and this is generally due by the end of August before the current Annual Meeting.

4.1.e Presentation:

An approximately 10 minute presentation is done by the future HC Chair(s) at the current Annual Meeting Annual Business Meeting and Lunch on Tuesday. The timeslot is determined by the ERAPPA board who develop the agenda for the Business Meeting. The presentation is an opportunity to advertise the future Annual Meeting, including highlighting the theme and location of the future Annual Meeting. Past presentations have included power-point presentations and/or videos of future sites. Additional items have also been used to market the future Annual Meeting, including: mint tins with future Annual Meeting logo at each lunch place setting (co-ordinated with current HC to have tins placed by hotel staff), future HC members at entrance to room distributing lapel pins with future Annual Meeting logo. The hand out of any items should be co-ordinated with the current HC.

4.1.f Future Annual Meetings:

It is important to note that the focus for any HC marketing is on the HC for the next year's Annual Meeting. On occasion however, other future HC's market their Annual Meeting informally. Past examples include stickers with location & date of future Annual Meeting placed on current Annual Meeting name badges, etc. Any HC, other than the next year's Annual Meeting HC, wanting to market at the Annual Meeting should review strategy with the VP Annual Meetings.

4.2 PRECEDING YEAR – MID-YEAR ERAPPA BOARD MEETING

A Mid-Year meeting (MYM) is held annually in mid-March where the ERAPPA Board, ERAPPA Board Committees, Chapter Presidents and the current year's Annual Meeting HC members attend. The meeting is held at the future Annual Meeting hotel site and planning is facilitated by the ERAPPA President who receives logistical support from the future HC. The ERAPPA Treasurer will work with the future HC to develop the budget for the MYM that the future HC will then use during the MYM planning process. The HC should initiate this budget process with the ERAPPA Treasurer 6 months prior to the MYM.

The travel, hotel, parking and food costs for the ERAPPA Board and ERAPPA Committee members (or designates) are paid by ERAPPA directly. The travel, hotel and parking costs for the current year's Host Committee members are paid for by the Host Committee under the heading of Conference Planning expenses in the Annual Meeting budget. HC Chairs for future Annual Meetings more than one year out are invited, but not obligated, to attend the MYM. The travel, hotel and parking costs are paid for by the corresponding future Annual Meeting budget. MYM meal costs for all HC Chairs and HC members in attendance are paid for by ERAPPA.

4.2.a Roles and Responsibilities:

President:

- Determines dates of meeting (usually Thursday to Saturday) in co-ordination with the HC
- Provides list of attendees
- Communicates meeting details to attendees (directly or via ERAPPA Board VP's)

Host Committee:

- Makes hotel bookings for all attendees
- Arranges hotel tour for ERAPPA Board with a representative from the hotel/conference site
- Makes hotel arrangements for meeting room bookings including AV requirements, meals/breaks
- Assists President with arrangements for off-site meals

4.2.b Schedule: refer to **Appendix A: Sample Mid-Year Meeting Schedule**

The schedule can vary year to year; however, a typical example is as follows:

Thursday:

- Board member arrivals
- Tour of hotel facilities (led by HC)
- Board meeting - afternoon
- Board dinner

Friday:

- ERAPPA Committee and Host Committee members and Chapter President arrivals
- Board breakfast
- Board meeting - morning
- Board and Professional Development Committees lunch
- Board meeting – afternoon
- ERAPPA Professional Development Committee and HC Professional Development Committee planning meeting – afternoon
- Board and Chapter President meeting – afternoon
- Board, HC, ERAPPA Committees and Chapter Presidents dinner

Saturday:

- Board, HC, ERAPPA Committees and Chapter Presidents – breakfast
- Committee Meetings – morning
- Board, HC, ERAPPA Committees, Chapter Presidents – Town Hall style lunch
- Committee Members – departure
- Board meeting – afternoon, includes HC Report to Board
- Board, HC – departure pm or following am

4.2.c HC Report to Board:

The report to the Board provides an overview of planning to date and future planning. The HC decides how the presentation will be made. In some cases, the Chair(s) make the presentation on behalf of the Committee and/or the Sub-Committee chairs present for their area of responsibility. A hard copy of the report should be made available for each member of the ERAPPA board. The report is coordinated by the HC and the VP for Annual Meetings. The report format is at the discretion of the HC and does not need to be “glossy” or specially bound. Regardless of format, the report should include:

- HC Membership
- Planning Schedule
- Budget
- Conference Schedule
- Conference Planner Contract (if applicable)
- Sub-Committee Summaries:
 - Business Partner
 - Communications, Marketing and Registration
 - Professional Development Program
 - Entertainment and Special Events
 - Finance
 - Hotel & Food
 - Golf
 - Other, as applicable

The Chair(s) for any active HC are welcome to attend this presentation and attendance should be coordinated with the VP for Annual Meetings. If the Chair(s) are not already attending the MYM as an ERAPPA Board member, ERAPPA Committee member or Chapter President, the cost of attending the meeting is at the expense of the HC and should be captured in the Annual Meeting budget under Conference Planning Expenses. If any other HC wants to make a presentation to the Board, this should be coordinated with the VP for Annual Meetings as well. Members from any future HC are welcome to and encouraged to attend the HC presentation.

Refer to **Appendix B: Mid-Year Reports to ERAPPA Board** for examples of previous reports.

4.3 PRECEDING YEAR – JUNE ERAPPA BOARD MEETING

The ERAPPA Board meets annually in June. The meeting is not necessarily held at the future Annual Meeting hotel site and is organized by the ERAPPA Board. The HC Chair(s) needs to be available via conference call to discuss any outstanding items with the board and finalize arrangements for the Annual Meeting.

SECTION 5: ANNUAL MEETING

The ERAPPA Board develops the Host Chapter Annual Meeting schedule, refer to **Appendix C: Host Chapter Annual Meeting Schedule**. The Host Chapter decides on the host city, considering the availability of transportation routes/means, the availability of spouse/guest program activity options and the facilities available to accommodate the typical Annual Meeting program.

5.1 ORGANIZATION

5.1.a Host Committee:

An effective leadership approach 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 exciting challenge or one of drudgery.

It is recommended that there be Host Committee Co-Chairs from different institutions so that issues at one institution do not negatively impact the progress of the team. It is also recommended that at least one of the Co-Chairs be located close to the meeting site.

Agreement with ERAPPA Board:

At the start of the planning process, a written Agreement is entered into between the Host Chapter and the ERAPPA Board, whereby the relationship, roles and responsibilities are identified. The VP for Annual Meetings will be responsible for obtaining the necessary signatures. Refer to **Appendix D: Annual Meeting Host Chapter & ERAPPA Board Agreement**.

Liaison with ERAPPA Board:

As outlined in Section 3, HC Chairs will liaise with the ERAPPA Board via the VP for Annual Meetings unless otherwise identified in the AMG. The VP for Annual Meetings is an advisory member of the HC and will provide assistance with the planning process.

Membership:

The Chair or Co-Chairs are selected by the Host Chapter. The HC does not have to be large and membership/responsibilities are at the discretion of the HC Chair(s). Suggested membership as follows:

- Chair(s)
- Sub-Committee Chair(s)
 - Business Partner (include local Business Partner)
 - Communications, Marketing and Registration
 - Professional Development Program
 - Entertainment and Special Events
 - Finance
 - Hotel & Food
 - Golf
- Conference Planner
- Secretary

Lessons Learned:

On the final day of each Annual Meeting, there is a “Lessons Learned” meeting chaired by the President and attended by the AM Host Committee, the ERAPPA Board, the ERAPPA Professional Development Committee, future HC Chair(s) and any HC members that are interested in attending. The meeting is included in the Annual Meeting program so that all interested parties are aware of the time and location of the meeting. The HC discusses what lessons were learned during the planning process so that future HC's can benefit from the current experience. The ERAPPA Board Secretary takes minutes of the meeting and distributes to those in attendance. Refer to **Appendix E: Lessons Learned Summaries** for past Lessons Learned minutes.

5.1.b Planning Schedule:

Planning generally begins three years prior to an Annual Meeting. Refer to **Appendix F: Sample Planning Schedule** for a comprehensive and complete example template of an Annual Meeting planning schedule. A general timetable is provided as follows:

Three Years prior to Annual Meeting

- Establish Chair(s) and membership of Host Committee
- Select a Conference Planner (this is at the discretion of the HC but the HC is strongly encouraged to use the assistance of a professional conference planner)
- Establish liaison with the ERAPPA Treasurer for the financial structuring of the Annual Meeting complete with setting up bank account for Annual Meeting
- Select Annual Meeting site - negotiate hotel contract and finalize with ERAPPA board approval/contract signature
- Sign the standard Annual Meeting Host Committee & ERAPPA Board Agreement (refer to **Appendix D: Annual Meeting Host Chapter & ERAPPA Board Agreement**)

Two Years prior to Annual Meeting

- Develop preliminary budget
- Develop and establish Annual Meeting theme
- Create conference logo
- Develop options for keynote and/or plenary speakers

One Year prior to Annual Meeting

June-December:

- Prepare exhibit display for Fall Annual Meeting booth
- Prepare/assemble literature (consider Business Partner information package, Professional Development Program ‘Call for Presentations’, travel & site information) and any give-away items to be handed out at the Fall Annual Meeting booth
- Create website for launch around time of Fall Annual Meeting
- Prepare early hotel registration for launch around time of Fall Annual Meeting

October – January:

- Develop Professional Development Program
- Arrange for sitting ERAPPA President letter of invitation to attend Annual Meeting
- Issue and/or market Professional Development Program ‘Call for Presentations’
- Decide on Keynote and/or Plenary speakers

January – March:

- Obtain current ERAPPA mailing list
- Confirm basic agenda for the guest program
- Develop pricing structure for the guest program
- Develop an outline of prospective program presentations to be submitted for

ERAPPA Board MYM review

- Send letter of confirmation late February to all program presenters being considered
- Market Business Partner sponsorship/exhibitor package
- Prepare registration form
- Prepare HC report to ERAPPA Board at MYM
- Confirm agenda and hotel & meal requirements for MYM with ERAPPA President
- Receive approval for budget, registration form, Professional Development Program schedule at MYM

April – May:

- Contact approved presenters, confirming attendance/participation & presenter requirements
- Finalize registration form
- Finalize hotel & menu selections
- Finalize entertainment and special event activities
- Purchase marketing materials for Annual Meeting, i.e. delegate bags, give-aways, badges, lanyards, Professional development program presenter gifts, etc.

June - August:

- Finalize registration form and introduction to the meeting letter
- Complete contract with any special speakers
- Confirm requirement of meeting/other rooms
- Prepare conference program
- Arrange for all audio-visual requirements
- Develop signage plan
- Get all ribbons and badges required for speakers, VIP's, etc
- Ensure hotel arrangements have been made by ERAPPA Board members and APPA Officers

September:

- Develop list of volunteers
- Finalize signage plan and have signs fabricated
- Finalize conference brochure and have printed
- Prepare registration bags and badges

Post Annual Meeting

October:

- Provide Annual Meeting hotel pickup summary, business partner/sponsorship list, final list of registrants including category breakdown of all Professional Development, entertainment & spouse/guest tour registration

December:

- Budget report & actual expense/revenue accounting with initial profit split and dispensation of funds to ERAPPA and Host Chapter

March:

- Final of October data reports
- Final meal & beverage counts for each scheduled event
- Professional Development Program evaluation report
- Final budget report with final profit split and dispensation of funds to ERAPPA and Host Chapter

5.1.c Annual Meeting Schedule:

The HC provides a draft Annual Meeting program schedule. The ERAPPA board provides input for the pre-conference activities, welcomes new ideas from the HC for consideration and reviews the schedule in general. Refer to **Appendix G: Sample Annual Meeting Schedule** for detailed schedules. The schedule varies annually; however, key elements are as follows:

Thursday

- ERAPPA Board arrival
- ERAPPA Board Hospitality Room – evening (if sitting President decides to offer an ERAPPA Board Hospitality Room)

Friday

- ERAPPA Board meeting
- ERAPPA Board, HC, Chapter Presidents, ERAPPA Committee members dinner

Saturday

- ERAPPA Committee meetings
- Exhibit Hall set-up (if site allows for Saturday set-up at no additional cost, then allow for in this contract)
- ERAPPA President's Reception
- Registration opens

Sunday

- Exhibit Hall set-up
- Golf Tournament (if offered)
- Spousal/Guest Tour
- Campus Tour
- First Time Attendees' Reception
- Exhibit Hall Opening Reception

Monday

- Exhibit Hall open
- Spousal/Guest Tour
- Keynote Address
- Professional Development Sessions
- Evening entertainment event

Tuesday

- Exhibit Hall tear-down
- Spousal/Guest Tour
- Plenary Address (if offered)
- Professional Development Sessions
- Awards Reception & Banquet

Wednesday

- Fun run/walk (if offered)
- "Lessons Learned" meeting
- Inaugural ERAPPA board meeting

5.1.d Professional Conference Planning Services:

A HC may choose to contract the services of a professional Conference Planner. Professional services are a great asset to the planning efforts and the HC is strongly encouraged to contract the services of a professional Conference Planner. The volume of business the Conference Planner generates in the area with local/regional vendors can result in more favorable vendor rates/prices (i.e., hotel rates/incentives, event transportation, publications, entertainment, etc). The Conference Planner has the time to follow up on all the details that can make the difference between an average/good to an outstanding conference.

A Request for Proposal and interview process should be followed to ensure competitive fees and to ensure that the successful candidate will work well with the HC. Suggested sources for Conference Planner candidates:

- Past ERAPPA Annual Meeting's – refer to **Appendix H: Conference Planner Directory** for a listing of Conference Planners who have worked on past Annual Meetings
- Local Tourism Bureau
- College/University Conference Department

There are many services a Conference Planner can provide and it is at the discretion of the HC to decide on the extent of services. Refer to **Appendix I: Sample Conference Planner Contracts** for examples of past Conference Planner contracts. The Conference Planner will work with each HC sub-committee and provide services that can include, but are not limited to:

Project Management

- Schedule & prepare critical paths
- Participate in site selection and negotiate hotel contract
- Consult on sponsorship practices
- Create conference manual and/or detailed function grids
- Participate in HC planning meetings
- Consult with HC sub-committees and attend sub-committee planning meetings

Conference Facility Management & Provision of Services

- Plan, manage and execute site/facility requirements including: room booking and setups, delegate accommodation needs
- Plan and procure all on site services including: AV, computer & office equipment, photography, entertainment, security, etc.
- Plan and manage food, catering and beverage requirements
- Attend facility pre-conference meetings and on-site meetings as required
- Provide support for signage and printing services
- Liaise with hotel regarding room block pick-up
- Vet and recommend local tour agencies and packages

Registration Services

- Set-up and manage on-line registration system
- Develop registration policy/plan
- Receive and process pre-registration requests
- Manage pre-registration fees
- Manage registration database
- Provide regular reports of pre-registration data
- Name badge design
- Receive and process on-site registration
- Manage on-site registration

- Issue invoices to receive payment for registrations
- Consider what type of credit cards can be used
- Collect unpaid registrations after the conference
- Track registrations for workshops and assign meeting rooms accordingly

Sponsorship & Exhibit Hall Solicitation and Management

- Advise on the development of a sponsorship prospectus
- Assist in ensuring entitlements of sponsorship are met
- Maintain up to date list of sponsors
- Help collect sponsor logos & write-ups for conference materials
- Work with sub-committee to ensure accurate sponsor acknowledgement
- Manage all aspects of the exhibition including: registration and the provision of logistical support for the trade show exhibitors (co-ordinate all arrangements for exhibits including floor plans, set-up and delivery of materials, brokerage; ensure exhibitors have full information regarding signage, technical installation, staffing; work with committee to identify potential exhibitors, maintaining a database of potential exhibitors; manage and handle processing of applications and booth assignments)

On-site Logistics & Staffing

- Management of all on-site conference logistics and set up a conference office, including: arranging the assembly of on-site of delegate bags and name badge production; ensuring all meeting rooms are set-up and ready on time; managing on-site registration process; managing execution of all on-site services pre- and post-conference; managing set-up and take-down of all conference related materials; coordination of Exhibit Hall; managing the execution of all food, catering and beverage requirements; managing the execution of entertainment; attending on-site meetings as required; handling emergencies or unforeseen problems on-site; coordinating and supervision of volunteers

General Administration and Post-Conference Services

- Report to HC and sub-committees on regular basis to provide financial and general updates and seek approvals as required
- Prepare & submit all forms/payment claims etc
- Follow-up on all conference accounts receivable and accounts payable as required
- Complete all conference follow-up where required

If a College/University Conference Department is used, all registration fees can be paid to the Conference Department/ERAPPA and deposited to a bank account specifically set up for the Annual Meeting and all billings for hotel meals are made to the Conference Department directly and state taxes for the hotel meals may be avoided. In addition, non-profit bulk rates for mailings may be available to the institution if all mailings are sent out by the Conference Department.

HC's are strongly encouraged to use the services of a professional Conference Planner to assist with the planning logistics for the MYM, in addition to the Annual Meeting.

5.1.e ERAPPA Board Duties:

President & Junior APPA Representative

- Chair ERAPPA Board Meetings
- Open Exhibit Hall
- Host President's Reception
- Provide Welcoming Remarks at general assembly on both days of Annual Meeting
- Chair Annual Business Meeting
- Verify nominations for APPA Scholarships
- Chair Lessons Learned meeting

Past President & Senior APPA Representative

- Chair Nominating Committee Meeting (nominations of candidates for election)
- Conduct ERAPPA Elections

President Elect

- Make an Address during Annual Meeting (Annual Business Meeting or Awards Ceremony)
- Coordinate/present President's recognition gift

Treasurer

- Present Treasurer's report at Annual Business Meeting
- Settle accounts with Hotel/Host Chapter

Secretary

- Compile notes of extemporaneous remarks at various sessions
- Present minutes of previous Annual Business Meeting
- Prepare minutes of Annual Business Meeting
- Prepares Awards
- Distributes reports to membership

Vice President for Chapter Affairs

- Chair Chapter Affairs/Presidents Meeting
- Present report to ERAPPA Board

Vice President for Professional Development

- Chair Professional Development Committee Meeting
- Present report to ERAPPA Board

Vice President for Membership

- Chair Scholarship and Awards Committee Meeting
- Chair Membership Committee Meeting
- Host First Time Attendee Reception
- Present report to ERAPPA Board

Vice President for Technology & Communications

- Chair Technology & Communications Committee Meeting
- Present report to ERAPPA Board

Vice President for Annual Meetings

- Co-ordinate with Host Committee
- Chair meeting with active future Host Committees and review AMG
- Present report to ERAPPA Board

APPA's Liaison to ERAPPA

- Prepares and supports APPA booth in Exhibit Hall
- Liaises with ERAPPA Board
- Present report to ERAPPA Board

5.2 FINANCE

5.2.a General Notes:

All net proceeds from the Annual Meeting are split 50/50 between the HC Chapter and ERAPPA. ERAPPA's portion is used to replenish the Professional Development Fund. Registration fees alone will not cover the entire cost of the Annual Meeting and it is necessary to generate additional revenue by selling Exhibit Hall booths and sponsorships to Business Partners.

For tax reasons, it is recommended that the HC arrange to have a professional Conference Planner collect all revenues for the Annual Meeting.

As a general guideline, the HC should target a net gross profit of between \$40,000 to \$50,000 dollars (before the split between Host Chapter and ERAPPA). Refer to **Appendix J: Historical Annual Meeting Financial Summary** and **Appendix K: Sample Annual Meeting Final Budgets** for financial information on past Annual Meeting's.

5.2.b Budget:

The HC is responsible for developing a budget and tracking revenue & expenses for the Annual Meeting. Refer to **Appendix L: Sample Annual Meeting Budget Template** for the preferred format. A preliminary budget is prepared by the HC as soon as planning starts, ideally once the hotel contract is signed. The budget is updated regularly as new information becomes available. The HC provides a draft budget 12 months prior to the Annual Meeting and monthly updates thereafter until the time of the Annual Meeting that the VP for Annual Meetings reviews with the ERAPPA board. The HC presents an updated budget to the ERAPPA Board at the Mid-Year meeting for final approval. The HC provides hotel pickup, registration summaries and final registrant (including Business Partner) list immediately following the Annual Meeting and a budget report by mid-December to the ERAPPA Board. A final financial report is due by the time of the March MYM following the Annual Meeting. An initial profit split and dispensation of funds to ERAPPA and the Host Chapter is done according to the mid-December financial report. Any funds that are not reconciled are held until the final budget is presented by the March MYM following the Annual Meeting when the remainder of the final profit split and dispensation of funds is done.

5.2.c Registration Fees:

Registration fees and exhibitor booth costs are set by the ERAPPA Board, well in advance of the Annual Meeting. Refer to **Appendix M: Annual Meeting Registration Fee Schedule** for a current list of fees. Other registration fees such as special event program events are at the discretion of the HC in discussion with the VP Annual Meetings. It is recommended that the HC set and charge a nominal fee for any special Professional Development program offerings that require computer setups and/or have enrolment limits so that attendance can be better ensured/managed.

5.2.d Seed Money:

A \$5,000 loan from ERAPPA is available to the HC in advance of the Annual Meeting. ERAPPA recognizes that there may be expenses prior to the Annual Meeting that the hosting Chapter cannot finance. The HC can make the request for this seed money, in writing, to the VP Annual Meetings at any time prior to the Annual Meeting. The request should include what the seed money will be used for. If a HC requires seed money in excess of \$5,000, the request can be made as noted above. The seed money loan is a meeting expense and is repaid to ERAPPA before the conference profit split is calculated.

5.3 BUSINESS PARTNERS

5.3.a General Notes:

The Business Partner mix is typically 60% national companies and 40% local companies. The attendance of Business Partners has been inclining steadily over the past few years. Currently, the breakdown is about 50% BP's and 50% institution representatives. Key considerations for BP's are the amount of face-to-face time with delegates, location of booth in Exhibit Hall, profile of sponsorship event, and ensuring longstanding Business Partners are provided with prime or first choice of opportunities. It is recommended that APPA and ERAPPA member Business Partners should be given a two week advance period of first selection opportunities for sponsorship and booth location. A solid sales strategy is required to ensure sponsorship and booth targets are met. ERAPPA will provide the HC with a list of the previous Annual Meeting Business Partners, a current ERAPPA mailing list of all BP members and a national mailing list of all current APPA BP's. The HC is encouraged to add local BP's to their mailing list as well.

5.3.b Invitation to Business Partners:

An invitation to Business Partners (BP's) can go out as early as the preceding Annual Meeting. It is a good idea to start promoting Business Partner sales at the preceding Annual Meeting. Refer to **Appendix N: Sample Invitation to Business Partners** for examples. In some years past, the Invitation to Business Partners has been made available in hard copy at the preceding Annual Meeting HC booth and available via the HC website around the time of the preceding Annual Meeting. The communication plan may include e-mail and/or mail as the sales strategy dictates. Many BP's will want to include the sponsorship opportunities in their annual budgets, many of which are set early in the calendar year. Business Partner solicitation should begin no later than January.

5.3.c Registration Options & Sponsorship Benefits:

Business partners will want to sign up for exhibit booths for next year's Annual Meeting at the current Annual Meeting. Interest in sponsorship opportunities will also be generated. The sooner the registration options & sponsorship benefits are established, including the Exhibit Hall floor plan, the better. The sales strategy is also key to the success of meeting Exhibit and sponsorship targets. Refer to **Appendix O: Historical Business Partner Marketing Strategy Summary** for past sales strategies.

Marketing strategies can also included:

- Visit every single booth at the previous Annual 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.
- Market at other conferences, such as annual APPA conference & Chapter conferences, other professional association trade show floors
- Augment ERAPPA BP mailing lists by purchasing parts of other organizations' mailing lists and/or asking for current APPA prospect list.

The BP registration fees for exhibit booths (that include 2 complimentary registrations) are set by the ERAPPA Board. Registration options and sponsorship benefits; however, are at the discretion of the HC. Sponsorship levels can be named to support the conference theme if applicable. Refer to **Appendix P: Historical Business Partner Sponsorship Levels Summary** for past examples.

The value of the levels can be increased annually upon discussion with VP for Annual Meetings. Refer to **Appendix Q: Historical Business Partner Sponsorship Summary** and **Appendix R: Sample Registration Options & Sponsorship Benefits, Exhibit Hall Floor Plan and Sponsorship Opportunities** for examples.

5.3.d Registration Form:

Business Partner registrations should be done separate from the institutional representatives registration. The information required from the Business Partner dictates that a different form be used. Refer to **Appendix S: Sample Business Partner Registration Form** for examples of the information required. It is recommended that Business Partner registration be done electronically.

One of the challenges in dealing with BP registration is that one person at the company may be responsible for registering for the Annual Meeting and another for the actual Exhibit Hall booth. Request two contact points from the BP, clearly identifying roles. You will need contact info and a short description of the business profile for the Conference Program. It is a good idea to include the profile as a mandatory field so that you do not have to contact the Business Partner separately for their business profile, prior to the conference. It is recommended that you also request at this time, logo submissions for all sponsors. The logos should be the highest quality graphic that is ready to use in artwork for publications and signage.

BP's should be contacted upon receipt of their registration and subsequent confirmation of booth location, etc be communicated including being reminded of what is included in their exhibit booth and/or sponsorship opportunity.

If BP's request two exhibit booths, it is up to the HC to decide if they want to grant this. Since there is usually a waiting list of exhibitors, you don't want to minimize the number of companies represented.

A list of 'Registrants to Date' should be sent to the BP's in advance of the Annual Meeting (two weeks minimum). BP's will often send mailings to registrants in advance of the conference, inviting them to visit their booth. Be careful of requests to use the Annual Meeting or ERAPPA logo as some companies may use the logos to promote activities that they organize to occur during the Annual Meeting but that are not officially part of the Annual Meeting. Refer to Section 5.4.c. for information on Canadian Privacy laws and their impact on publishing registrant lists.

5.3.e Exhibit Hall:

The standard booth includes:

- Pipe and drape, 8' high at back and 3' high at sides to delineate booth size of 10' minimum width (to accommodate standard trade show display units) and 6' to 8' depth (pending site location and layout options, 8' is preferred)
- Standard 30" deep folding table, draped & skirted
- 2 chairs
- One 110v duplex power outlet

Booth registration rate includes 2 complimentary registrations. Decide in advance how many additional BP representatives will be allowed at the booths. The HC may decide to offer additional complimentary registrations as part of the sponsorship opportunities and the BP's may want to bring in additional representatives or switch out the registered representatives with others. The HC should consider in advance how to handle these registration situations. The strategy on how to address these situations should be advertised/communicated in advance and the registration desk be prepared to handle badge name changes on site or prepare in advance if the names can be provided by the BP.

To encourage traffic through the Exhibit Hall, food & beverages for breaks and meals should be set up whenever possible near/in the exhibit booth area. Secured "standup" tables for food consumption should be provided. Avoid serving food that requires the use of utensils unless sufficient tables are provided for eating. Generally the food in the exhibit hall area is consumed standing up.

Effective methods for keeping attendees in the Business Partner area:

- A scavenger hunt, with prize
- Prizes/draws that require "you have to be there to win"
- Bingo cards requiring number/letter stamps from booths, with prize
- Professional Development or demonstration sessions in Exhibit Hall at Professional Development Program breakout times
- Puzzles, with prize

In addition to the BP booths, APPA and next year's HC are provided with booths in a prominent location in the Exhibit Hall. There is no charge to APPA or the HC for these booths and the standard set-up costs are included in the Annual Meeting budget.

Business Partners will not be permitted to hang any promotional banners of any kind in the Exhibit Hall, other than what is part of their booth display.

5.3.f Drayage Company:

The HC will contract a drayage company to provide set up services for the Exhibit Hall. The Business Partners should be provided with a list of additional equipment/furniture & services available from the drayage company (including Cdn & US shipping/customs brokerage services). The Exhibit Hall setup is done by the drayage company on Sunday morning of the Annual Meeting and completed by noon so that Business Partners can be allowed to set up their booth displays. If the Exhibit Hall site allows for set-up on Saturday, at no additional cost, then Saturday is the preferred set-up day. Generally a HC representative and/or conference planner, hotel engineer and a drayage company representative are on sight during the day to assist with any last minute requests/issues brought forward by the BP's. Problems can arise during the BP setup that requires the finesse of a HC BP Committee representative.

5.3.g Tracking Report:

The HC is responsible for providing a BP report following the Annual Meeting and generally uses a tracking report to gauge the sponsorship and booth sales and update the budget. Refer to **Appendix T: Sample Business Partner Tracking Report** for a sample template.

5.4 REGISTRATION, COMMUNICATIONS & MARKETING

5.4.a Communication Plan:

The success of the program will depend largely on the HC's ability to market the event. Many marketing concepts are involved and publicity must begin a full year prior to the Annual Meeting and include a continuous stream of reminders, updates, and general information to assure that institutional members and Business Partners are aware of the Annual Meeting. Communications can be done electronically, by hard copy mailings, or a combination of both. The HC will determine which method(s) best suit their marketing strategy and incorporate a schedule of communications within the overall Annual Meeting planning schedule.

Website:

The ERAPPA website will host a sub-site for each Annual Meeting with the address being www.erappa.org plus the year of the AM. The cost of the site template is covered by ERAPPA; however, providing content for and maintaining/updating the website is the responsibility and cost of the HC. The HC can contract with the ERAPPA webmaster or make arrangements for alternate resources. Website development should take place one year prior to the Annual Meeting, ideally, the site should be up and running for the preceding Annual Meeting. Information can be added to the site as it is developed (i.e. entertainment and spousal/guest program). Refer to the Annual Meetings page of <http://www.erappa.org/> for previous Annual Meeting websites and the types of information that are useful to develop. The HC is encouraged to include travel information for the host area, including any passport or travel regulations between Canada & the US.

Electronic Mail:

ERAPPA currently uses 'Magnet Mail' as its primary tool for communicating with its membership. If a HC chooses to send communications electronically, 'Magnet Mail' is the preferred method. The VP for Communications & Technology will brief a HC member and/or conference planner on how to use the tool at the MYM prior to the AM being hosted. The HC will have access to on-line mailing lists and have the ability to create additional mailing lists within the system, unique to the Annual Meeting planning activities (i.e. Annual Meeting Professional Development Program presenters, HC members, local Business Partners, etc.) The HC will have the ability to send out Annual Meeting messages under the ERAPPA communication system and under the ERAPPA logo. This becomes a valuable, low cost tool of communication. All messages can be archived and tracked.

Hard Copy Mail:

The number of hard copy mailings has been reduced over the past few years as the use of electronic communication has become more prevalent. Hard copy mailings are still good methods of communication in addition to simultaneous electronic communication, particularly for:

- Save the Date post card
- Call for Presentations post card
- Business Partner solicitation post card
- Registration Promotional Brochure

If using the services of a college/university Conference Planning Department, institution envelopes with 'ERAPPA' stamped below the college/university identifier may be used to take advantage of institutional bulk mailing rates. A private conference planner may be able to arrange for bulk mailing rates as well.

Communication/Publications Schedule
(based on late September/early October AM)

Logo Design	18 months prior to AM
Save the Date postcard	as needed (Jan, Aug)
Call for Presentations	early Dec latest, prior to AM
Postcards/Business Partner solicitation	Oct (Jan latest), prior to AM *
Business Partner Sponsor/Exhibitor Package	Oct (Jan latest) prior to AM *
ERAPPA Newsletter	as needed (Jan, Aug & more frequent closer to AM)
Business Partner Sponsor/Exhibitor solicitation	as needed
Mid-Year Meeting Report	early Mar
Sponsor/Exhibitor Kits	mid-Jun
Annual Meeting Registration Brochure	mid-Jul
Annual Meeting Program	early-Sep (to printer early-Aug) **
Schedule at a Glance	mid-Sep (to printer early-Sep)
Name Badges	late-Sep
Meal/Drink Tickets	late-Sep
Other	as needed

* It is preferable to have these materials available at the HC booth.

** It is preferable for a PDF version of the conference program to be available on-line in advance of the AM.

Refer to **Appendix B: Mid-Year Reports to ERAPPA Board** that include examples of the documents noted above. The content for Call for Presentations, BP package, Registration Brochure and Schedules should be reviewed by VP Annual Meetings prior to printing.

The Annual Meeting program should include the time and locations for all ERAPPA Board and Committee meetings. Refer to **Appendix NN: Sample Annual Meeting Programs**. Refer to **Appendix OO: Sample Schedule At A Glance**.

5.4.b Mailing List:

ERAPPA will provide the HC with a consolidated and current mailing list that includes:

- ERAPPA Institutional, Associate & Affiliate members
- ERAPPA Business Partner members
- ERAPPA Emeritus, Retired, student members
- APPA National Business Partner members

The HC will also be provided with a list of business partners from the previous Annual Meeting and a current list of ERAPPA emeritus members complete with Past Presidents identified.

5.4.c Registration Form:

Registration fees and exhibitor booth costs are set by the ERAPPA Board, well in advance of the Annual Meeting. Refer to **Appendix M: Annual Meeting Registration Fee Schedule** for a current list of fees. As mentioned in section 5.3.d, Business Partner Exhibitor/Sponsorship registration should be done separately from the main Annual Meeting registration. The registration form should account for each of the categories (except BP's) listed in Appendix M. There is one fee for all registrants in each category; there will be no distinction between member/non-member.

Emeritus ERAPPA members who are past ERAPPA Presidents, are provided with complimentary registration, which includes a banquet ticket. Travel, hotel and any special event/entertainment costs are at the expense of the Emeritus member. Refer to **Appendix U: Sample Annual Meeting Registration Form** for examples of on-line registration forms. Registration should be done electronically.

The following elements should be considered when developing the registration form:

- Completion instructions
- Technical assistance contact information
- Registration type
- Delegate registration contact information
- Special meal requirements (i.e. allergies, Kosher, vegetarian, etc)
- Special events and entertainment with associated costs identified
- Additional Awards Banquet tickets with associated costs identified
- Professional Development Program session offerings including concurrent sessions and special programs
- Hotel reservation information
- Payment options
- Spousal/Guest contact information
- Spousal/Guest special meal requirements
- Spousal/Guest tour events & associated costs identified
- First Time Attendee identification (for both Institutional Members and Business Partners)

If the Annual Meeting is being held in Canada, federal privacy laws stipulate that personal information (including name and institution) cannot be published without the consent of the individual. Registrants should be asked whether they can be included in an Annual Meeting participant list. If an answer is not provided, it is considered 'no' and the registrant's name cannot be published.

In order to estimate the number of people that will attend the Awards Banquet, it is suggested that a mandatory field be added asking if the registrant will be attending. This will help manage the food/beverage costs of the event. The same can be done for the Exhibit Hall Opening Reception and First Time Attendee Reception.

Refer to **Appendix V: Historical Annual Meeting Registration Summary** for an indication of registration statistics and **Appendix W: Sample Registration Tracking Form**.

During the Annual Meeting, the registration desk should be open whenever there is any Annual Meeting activity going on. General registration usually opens on Sunday but advance registration should be available on Saturday between approximately 12 to 4 to accommodate Board members and early arrivals (golfers, etc.)

5.4.d Signage:

Signage needs will vary depending on the venue and planning elements of the Annual Meeting and could include:

- Hotel and/or Exhibit Hall entrances – large 'Welcome' signs highlighting schedule & general information
- Special Events and Entertainment entrances
- Presenter for each topic
- Transportation Depot
- Professional Development Program session room entrances (include track number/letter, time of each session, topic for each session)

- Speaker Ready Room
- Exhibit Hall entrance
- Keynote Speaker(s) room entrances
- Meal/break entrances
- Awards Banquet entrances
- Sponsorship recognition at various locations (on buses, bar, tables, speaker stages, etc.)
- Golf Tournament (golf holes, tables, game rules, etc.)
- Registration desk
- Additional way-finding within hotel/site
- ERAPPA Board and ERAPPA Committee meeting rooms

The signage graphics offer an additional opportunity to promote the Annual Meeting theme with the use of Annual Meeting logo, tag line, etc.

The manufacturing of the signage is an excellent in-kind sponsorship opportunity.

5.4.e Delegate Bags/Registration Packages:

Delegate bags (or portfolios/etc. provided in lieu of bags) are not mandatory. If provided, delegate bags/portfolios/etc can tie into the conference theme or simply be a good utility item that will have a useful life beyond the conference. The bags/portfolios/etc generally have the Annual Meeting logo on them and the HC can decide if they are to be used as a sponsorship opportunity and include the logo of the sponsoring company. Refer to **Appendix X: Registration Bag Examples** for past examples of delegate bags/portfolio/etc.

The HC generally provides the following in each delegate bag/portfolio/etc:

- Annual Meeting Program
- Schedule at a Glance (small format - can also be provided with the name badge)
- Attendee list and Business Partner list (keep separate)
- Tourist information about the local area, including map, list of restaurants, local sites, information centre location
- Hotel floor plans if available

There are generally Business Partner sponsorship opportunities that include contributions of either printed material or merchandise with BP identification for inclusion in the delegate bags/portfolios/etc. These items are subject to review and approval by the HC before they are included in the bags/portfolios/etc.

The HC may decide to purchase merchandise to include in delegate bags, complete with the Annual Meeting logo, such as:

- Water bottles
- Portfolios with paper & pen (can be provided in lieu of delegate bags as noted above)
- Luggage tag

Name badges are one of the most popular sponsorship opportunities, providing a highly visible logo on the name badge holder. The paper inserts for the name badges can include the Annual Meeting logo, name, company/institution name and should also indicate if the attendee is an Institutional Representative, Guest, Business Partner or First Time Attendee. This can minimize the types of ribbons that are required. In addition to the paper name badge insert, badges are generally identified with ribbon designations as follows:

- Emeritus
- ERAPPA Board

- ERAPPA Committee Member

The colour of ribbons and colour of text are at the discretion of the HC. The name badges also include the Special Event & Entertainment and Banquet meal and drink tickets. Sometimes a pen is provided in the name badge holder as well. This can be a pen purchased by the HC with the Annual Meeting logo or a pen provided by a sponsor.

5.4.f Volunteer List:

In addition to the HC, Conference Planner and hotel/event staff, volunteers will be needed to help out on site during the Annual Meeting in areas such as:

- Delegate bag stuffing
- Greeters/Badge Checkers (Exhibit Hall, Receptions, Keynote address, etc)
- Professional Development Program Speaker Handlers
- Speaker Ready Room
- Spouse/Guest program Tour Guides
- Campus Tour
- Fun Run/Walk
- Registration Desk
- Golf Tournament
- Awards Banquet

The volunteers can be managed in many different ways. It is a good idea to have one or more designated points of contact for all volunteers in case questions or substitutions need to be addressed. The volunteers should wear AM shirts so they are easily identified. Refer to **Appendix Y: Sample Annual Meeting Volunteer List** for reference.

5.5 PROFESSIONAL DEVELOPMENT PROGRAM

5.5.a General Notes & Schedule:

The Professional Development Program is the focus of the Annual Meeting and as such, the quality of the Program is vital to the success of the Annual Meeting. Many attendees must receive upper-level management approval to attend and submit the Professional Development program outline for this approval. The Professional Development Program should reflect and enhance the theme of the Annual Meeting and could consist of:

- Professional Development Tracks with Concurrent Sessions
- Keynote Speaker
- Plenary Speaker
- Campus Tours
- In-depth Programs
- Other Special Professional Development Programs

Schedule:

- August-November: Determine the number and type of Professional Development tracks to be developed and filled that tie into the Annual Meeting theme. Schedule keynote and plenary speakers as soon as possible. Call for Presentations can be issued as early as one year in advance of the Annual Meeting. Call for Presentations can be made available at the HC booth in the Exhibit Hall and can be mailed out and/or electronically sent anytime between the Annual Meeting and early December.
- December/January/mid-February: Receive presentation proposals
- February: Evaluate presentation proposals
- March: Review the presentation proposals with the ERAPPA Professional Development Committee at the Mid-Year ERAPPA Board Meeting. Presentation proposals should be sent the ERAPPA Professional Development Committee members two weeks in advance of the Mid-Year Meeting.
- March/April: Continue review of presentation proposals.
- May: Make final decision on complete Professional Development Program. Establish communication with each presenter via assignment of convener for each presenter.
- June: Presentation of final professional development program to the ERAPPA Board at the June ERAPPA Board Meeting.

5.5.b ERAPPA Professional Development Committee Liaison:

The ERAPPA Professional Development Committee's mission is to identify, evaluate, create and disseminate high quality Professional Development resources and opportunities to region members. The committee will maintain contact with membership through methods designed to assure that the Professional Development needs of region members are being addressed. As such, an ERAPPA Professional Development Committee representative is assigned to each HC as a member of the HC Professional Development Committee and assists with developing the Annual Meeting Professional Development Program and acting as a liaison with the ERAPPA Professional Development Committee.

5.5.c ERAPPA Professional Development Grant:

The Board may provide a Professional Development Grant in an amount that will vary depending on the need and ERAPPA's fiscal health at the time of request. The grant is to be used toward the delivery of the Professional Development Program and the HC Chair(s) are to request these funds, in writing, identifying how the funds will be used. The

funds should be included in the HC budget summary. Requests for any additional Professional Development grant funds must be made in writing and submitted to the VP Annual Meetings who will carry forward to the ERAPPA Board for consideration. Any Professional Development grant must be reviewed and supported by the VP for Professional Development. Submissions for additional Professional Development grant funds are evaluated on a case by case basis.

5.5.d ERAPPA Standards and Guidelines:

The professional development program must comply with the Guidelines and Standards developed by the ERAPPA Professional Development Committee and approved by the ERAPPA Board in March 2007. Refer to **Appendix Z: ERAPPA Guidelines and Standards for Professional Development Programs** for details.

5.5.e Keynote & Plenary Speakers:

The keynote speaker should relate the theme of the Annual Meeting and have professional development value. The plenary speaker should also have professional development value and either tie into the theme and/or provide thought provoking professional development entertainment value to the Annual Meeting. A written contract/agreement is required for speakers. Considerations for the terms of the contract include:

- Mileage/plane fare normally would only be to and from the speaker's regular place of business and not from another speaking engagement, etc.
- Hotel guest room charges normally would be only for the evening of the day of the presentation and not for the whole conference should the speaker elect to attend.
- Car rental normally would be only to and from the airport and not for the duration of the conference should the speaker elect to attend.

Possible Speaker sources:

- Speaker Bureaus
- ERAPPA Professional Development Resource Database
- Educational Institutions

Refer to **Appendix AA: Historical Professional Development Program Summary** for examples of keynote and plenary speakers and associated costs.

5.5.f Professional Development Tracks/Topics:

The number of tracks, topics, number of track sessions, keynote speakers are at the discretion of the HC. Refer to **Appendix AA: Historical Professional Development Program Summary** for examples of concurrent session programs.

It is recommended to have a list of possible backup presenters ready in case any presenters drop out or cannot attend at the last minute. Consider providing tours of local campus facilities that can compliment the Professional Development Program over the course of the Annual Meeting. Sunday afternoon has been one successful timeslot.

5.5.g Continuing Education Credits (CEU's):

ERAPPA is certified as an AIA Continuing Education Provider to certify programs for AIA Learning Units for Architects and also has arrangements to certify programs to offer PIE Professional Development Hours for Engineers. The HC is obligated to work with the ERAPPA Professional Development Committee to certify as many educational programs as possible, but no less than one program each for members who are architects and engineers.

5.5.h Call for Presentations:

Call for Presentations should be issued and submissions received electronically. The Call for Presentations should include the following information:

- Identification of Annual Meeting theme
- Explanation of Annual Meeting audience
- Track identification/definitions
- Suggest possible topics or ask probing questions
- Explanation of selection process
- Conditions (non-proprietary proposals preferred and it is customary that no honoraria or expenses are provided)
- Identification if program is already certified for professional development CEU's or if Presenter desires program be considered by ERAPPA to be given such certification if applicable.
- Submission word limit (i.e. 260 characters including spacing) determined by Professional Development Committee)

Refer to **Appendix BB: Sample Call for Presentations** for example documents.

5.5.i Presenter Selection Process:

The majority of speaker proposals will be received at the end of the submission period. Often, the submission deadline is extended, in conjunction with additional reminder communications so that the maximum number of proposals are available for evaluation. Tracking the proposals upon receipt and through to selection is important, as well as follow-up communication with the presenters to ensure they receive their session time, confirmation of attendance, registration information, etc. Refer to **Appendix CC: Sample Presenter Analysis & Tracking Template**

Once selected, the presenters should receive confirmation from the HC Professional Development Committee of their proposal acceptance. Presenters should be advised of their session date and time as soon as possible so that scheduling conflicts are minimized. Submitters of proposals not accepted for presentation should receive communication from HC Professional Development Committee that they have not been selected.

It is recommended that all Presenters register for the conference to ensure badges are available ahead of time. Presenters do not pay for registration if they are attending the conference for the day of their presentation only. If attending more than one day, Presenters must pay for a full registration. All travel and accommodation costs are the responsibility of the Presenters. Presenters are not compensated for their presentations. Exceptions may be made for in-depth program presentations where costs may be necessary and these are identified and considered as part of the Professional Development Program and budget development.

5.5.j Presenters & Conveners:

A Speaker Ready Room should be provided with computer stations, a technical support person and a HC representative/volunteer. The room should be equipped with computer stations so that presenters can make any required last minute adjustments to their presentations. Presentations are loaded onto laptop computers for distribution to the respective concurrent session rooms. Electronic presentations should be made available on the HC website following the Annual Meeting.

Try to have one point of contact from the HC Professional Development Committee, a Convener, for each presenter so that a relationship is established and the flow of communication is consistent. The ERAPPA Professional Development Committee will assign a representative to each presenter and the representative will be present at the Professional development session. The ERAPPA Professional Development Committee and the Convener will introduce the presenter, thank the presenter & present gift, hand out & collect the presenter evaluation forms and make announcements and collect information to award CEU's.

The HC should conduct a tour of the concurrent session rooms, Speaker Ready Room, etc. for all Conveners and ERAPPA Professional Development Committee representatives prior to the start of the Professional Development Program to review schedule, roles and responsibilities during the Annual Meeting.

Presenters should be asked by the HC PD Committee whether their presentations can be published. If agreed to, the presentations are posted without password protection on the HC website immediately following the AM.

5.5.k Presenter Evaluation:

The HC ensures that copies of the ERAPPA Presenter Evaluation Form are available and filled out at the end of each Professional Development concurrent session. Refer to **Appendix DD: ERAPPA Presenter & Program Evaluation Form**. While the process is manual, the HC is responsible for analyzing and providing a report of the results to the ERAPPA Board via the VP for Professional Development before the following MYM. ERAPPA will be responsible for distributing results to Presenters. Refer to **Appendix EE: Sample Presenter Evaluation Summary Template** for an example of the report.

5.5.l ERAPPA Featured Speaker:

The ERAPPA Professional Development Committee selects a featured ERAPPA speaker for a two year term beginning and ending at the Annual Meeting. For the years where the ERAPPA speaker is changed, a timeslot is to be provided for the VP for Professional Development to announce and market the new featured ERAPPA speaker. The VP Annual Meetings will coordinate this timeslot with the HC.

5.6 HOTEL & FOOD

5.6.a General Notes:

Considerations when selecting a hotel:

- The preference is for one hotel site with sufficient space to accommodate meals, exhibit hall and Professional Development Program session rooms within the same hotel. If a secondary site is required, it should be located within a one-block walking distance.
- If the hotel staff is unionized and the labor contract ends near or during the conference and a strike ensues, 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 the conference in the hotel. Any hotel where this situation is a possibility should be avoided.
- Avoid sites where major renovations are scheduled around the time of the Annual Meeting.

Establish a single contact source from the HC, either a member of the Hotel Committee or Conference Planner, for the hotel to facilitate consistent communications. Ensure only one contract exists. Over the 2-3 year planning process, changes will be made in the arrangements with the hotel. The ERAPPA Board – the guarantor of the meeting expenses, debts, and liability – will need to review and sign all versions of the contract document. Confirm in writing any and all subsequent changes to the contract. 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 VP for Annual Meetings who will arrange for the appropriate ERAPPA signatures.

5.6.b Guest Room Block & Pick-up Schedule:

Try to obtain the same rates for single and double occupancy and arrange for the hotel rates to extend 1-2 days beyond the Annual Meeting dates to accommodate early arrivals and stay-overs. Confirm that the Annual Meeting will get credit for any rooms booked outside the block along with conditions such as honoring the conference room rate on either end of the block.

Based on estimated registration targets and historical room pick-up schedule, the HC will negotiate a room block size with the hotel. Refer to **Appendix FF: Historical Hotel Room Pickup Schedule** for reference. There will be a cut-off date for the Annual Meeting room block rate guarantee. At this point, the HC may decide to release the remainder of the room block to avoid financial penalty; however, ensure that the hotel will honor the conference room rates if appropriate rooms are still available. The cut-off date should be communicated clearly to participants so that they understand that room availability cannot be guaranteed after the cut-off date.

The HC is typically provided with 1 complimentary guest room night for every 50 guest room nights booked for the Annual Meeting. Additional concessions that should be requested and negotiated where possible include:

- 1 complimentary one bedroom suite (for ERAPPA President)
- 1 complimentary hospitality suite (for ERAPPA's use)
- 10 complimentary room upgrades to Executive Level
- Complimentary meeting rooms for duration of conference
- Complimentary wireless internet access for meeting rooms required for Annual Meeting and Mid-Year Meeting preceding Annual Meeting

- Complimentary internet access in guest rooms required for Annual Meeting and Mid-Year Meeting preceding Annual Meeting
- Complimentary meeting space for Mid-Year Meeting preceding Annual Meeting
- Annual Meeting standard room rates extended to Mid-Year Meeting attendees for duration of Mid-Year Meeting
- Credit for guest rooms used during Mid-Year Meeting preceding Annual Meeting towards the hotel pickup at the Annual Meeting

Ensure that parking (either at the hotel or very close to the hotel) is guaranteed to all Annual Meeting attendees staying at the hotel. If parking is not included in hotel registration, clearly identify the additional parking costs in the hotel registration form.

In the event that the anticipated number of attendees is exceeded, it is recommended to have a written agreement with a backup hotel available for guest rooms in order to accommodate 5-10% of your expected attendees. Only use a secondary hotel if the Annual Meeting hotel site is fully booked. A transportation shuttle should be provided between the primary and secondary hotel sites if the secondary hotel is more than a couple of blocks from the primary hotel.

5.6.c Meeting/Other Room Requirements:

Refer to **Appendix GG: Hotel Meeting/Other Room Requirements** for a complete listing of non-guest room areas required during the Annual Meeting, such as meeting rooms, reception rooms, speaker ready room, exhibit hall space, storage space and offices.

One requirement that has a significant cost implication is the provision of additional electrical outlets in the Exhibit Hall. Confirm the electrical capacity and cost with the hotel and include in the hotel contract.

5.6.d ERAPPA Board Requirements:

A hospitality room is identified in Appendix BB and this room is used by the ERAPPA Board and the HC during the Annual Meeting. The HC should work closely with the ERAPPA President to confirm details on supplying the room with beverages and snacks. The preference is to supply the room privately but this will vary based on hotel/state/provincial regulations.

ERAPPA board members and APPA officers are responsible for making their own guest room hotel reservations for the Annual Meeting.

5.6.e Food & Beverage Requirements:

How well food & beverage counts are controlled will have a significant impact on the financial outcome of the Annual Meeting. The number of meals guaranteed to the hotel can usually be approximately 5% less than the number of attendees registered for each meal. A Conference Planner can assist in confirming final counts vs actual registration figures and/or historical food & beverage counts. Refer to **Appendix HH: Historical Food & Beverage Summary** for additional information.

Ensure the meal & beverage costs (per plate, gratuity, taxes, etc.) are clearly defined in the hotel contract along with any additional surcharges. Secure a contractual guarantee that catering prices for the Annual Meeting will not increase more than 2% over the menu prices that were in effect at the time the contract was negotiated. Include sample menus

that reflect contract unit prices in the contract.

Have meals in the exhibit hall served ½ hour before attendees arrive so that Business Partners can eat before the Exhibit Hall opens.

5.6.f Audio Visual Requirements:

The AV requirements will vary depending on the planned elements of the Annual Meeting. The hotel can generally provide these services but do not feel obliged to use the hotel's services. It is often more cost effective to use an outside vendor. The AV requirements are at the discretion of the HC. Typical requirements include, but are not limited to:

Annual Meeting Office: Computer & monitor, laser printer, telephone, Internet access (wireless preferred).

Registration Desk: Telephone, Internet access (wireless preferred).

ERAPPA Board & ERAPPA Committee Meeting Room: House phone, speaker phone for teleconferencing, internet access (wireless preferred). HC should check with each ERAPPA Committee to confirm any change in requirements.

ERAPPA Technology Committee Meeting Room: Safelock stand for LCD projector (supplied by Board), 6' tripod screen (laptop provided by Board), internet access (wireless preferred).

ERAPPA Board, ERAPPA Committees, Current & Next Year Host Committee Dinner: Podium with microphone patched into house system.

President's Reception: Podium with microphone patched into house system.

First Time Attendee Reception: Podium with microphone patched into house system, safelock stand for LCD projector (supplied by Board), 6' tripod screen (laptop provided by Board).

Exhibit Hall: Podium with microphone patched into house/other system so that sound can be heard throughout Hall, Internet Café laptops with internet access.

Speaker Ready Room: LCD projector with safelock stand, 2 computers & monitors, 2 laser printers, 1 laptop per number of Professional Development tracks, network router, 6' screen with skirt.

Keynote/Plenary Speaker and Business Meeting Rooms: Wireless lavalier, podium with microphone, floor microphone, table microphone, speaker/sound system, 1-2 LCD projectors with 1-2 safelock stands (depending on stage layout), lighting as required, laser pointer, stage with backdrop draping and rigging as required. Canadian & American flags and an ERAPPA banner are supplied by ERAPPA. The HC is responsible for having the flags (may require flag standards) and banner set up on stage in the Keynote/Plenary Speaker and Business Meeting Rooms and the Awards Banquet room.

Concurrent Professional Development Session Rooms: Wireless lavalier, podium with microphone, floor microphone, table microphone, speaker/sound system, LCD projectors with safelock stand, laser pointer, 6' tripod screen with skirt, technician assigned to each room. Requirements can be highly variable for these rooms and the HC will determine requirements and coordinate accordingly.

Signage: A number of easels will be required to accommodate signs at entrances to events, meals, professional development sessions, recognize sponsors, etc. Other types of sign holders may be required for large banners, etc. as the signage plan dictates. Requirements can be highly variable and the HC will determine requirements and coordinate accordingly.

Special Needs: Accommodation of special needs is at the discretion of the HC. If being considered, promotional literature should identify what is being provided and the registration form should include a means to identify the needs. Requirements can be highly variable and the HC will determine the requirements and coordinate accordingly.

5.6.g Security Requirements:

If the Exhibit Hall overflows to an unsecured area such as a lobby or large corridor that cannot easily be secured, security should be provided to monitor the area during off-hours. Any supplementary security is at the discretion and coordination of the HC.

5.6.h Hotel Function Grid:

A Conference Planner can provide a Hotel Function Grid which will be a valuable organizational tool to document requirements at the hotel and easy reference during the conference. Refer to **Appendix II: Sample Hotel Function Grid** for an example.

5.7 ENTERTAINMENT AND SPECIAL EVENTS

5.7.a ERAPPA Board & Host Committee Dinner:

The ERAPPA Board generally has dinner with the Host Committee and other invited ERAPPA Committee guests on Friday evening. The dinner is generally held in the hotel and is a great opportunity to network and celebrate the culmination of a long planning process before the conference officially begins. The HC works closely with the ERAPPA President to co-ordinate the details for this event that generally includes a cocktail hour with host bar followed by a sit-down dinner.

5.7.b ERAPPA President's Reception:

The sitting ERAPPA President hosts a reception, generally at the hotel, to recognize the support and contribution of individuals/groups that include:

- ERAPPA Board
- Chapter Presidents
- ERAPPA Committee members
- ERAPPA Representatives to APPA Committees
- APPA Liaison to ERAPPA
- APPA Executives
- Current and Future Annual Meeting Host Committees
- Emeritus ERAPPA members
- Others as deemed appropriate by the President

The President determines the guest list and handles the invitations for the event. Refer to **Appendix JJ: Sample President's Reception Invitation** for examples of the invitation. Although this is the President's event, the HC is relied upon to coordinate the hotel logistics as part of the conference planning. The HC works closely with the President to decide on the setting, ambiance, food & host bar for the event. The reception is generally held on Saturday in the early evening, allowing for attendees to network and arrange dinner on their own afterwards.

5.7.c First Time Attendees Reception:

The ERAPPA Board, via the VP for Membership, hosts a reception at the hotel for all First Time Attendees. The reception is generally held just before the Exhibit Hall Opening Reception. The ERAPPA Board, ERAPPA Membership Committee members, APPA Liaison to ERAPPA and APPA Executives also attend the reception and this is an excellent opportunity for First Time Attendees to network and find out more about the organization. A presentation highlighting APPA & ERAPPA's activities may be arranged as well as providing the First Time Attendees an opportunity to introduce themselves to the group. The HC works closely with the VP for Membership to coordinate AV and set-up requirements for the event. The HC also handles the catering for the event which generally includes a host bar and light food.

5.7.d Exhibit Hall Grand Opening:

A reception is held in the Exhibit Hall to celebrate the formal opening of the Hall. The event is generally well attended and is an excellent opportunity for attendees to network with each other & the Business Partners and visit the Business Partners in their exhibit booths.

Ceremonies have been successfully held in the past where attendees congregate at the entrance before the doors to the Hall are officially opened. The ERAPPA President, HC Chairs (and others) are involved in officially opening the Hall and the HC works closely with the ERAPPA President to determine the scripting and details of the event. A podium, microphone and sound system (house or otherwise) is required in order to broadcast throughout the Hall.

A cash bar is generally provided with 2 beverage tickets per registrant along with reception style food throughout the event.

5.7.e Monday Evening Entertainment Event:

The Monday evening entertainment event is a popular activity. Attendance at this event typically varies between 150 to 200. In recent years, attendance has even reached 300. Attendance targets are at the discretion of the HC who must consider the actual vs charged cost of the event and incorporate any event subsidization into the overall budget. The event generally includes dinner, cash bar with 2 complimentary beverage tickets and may include entertainment activities and can be held at the hotel or local venues. The choice of venue should be large enough to allow for a good turnout. If the event is outside the hotel, transportation should be included. This event is not included in the registration fee and participants generally have to pay out of pocket to attend and may not be reimbursed by their institution/company. The success of the event will rely on venue/entertainment choice, marketing, and value/cost ratio. Refer to **Appendix KK: Historical Entertainment Program Summary** for examples.

5.7.f Annual Business Meeting:

The Annual Business Meeting generally takes place over lunch on Tuesday. The HC is responsible for organizing the logistics of the lunch and ERAPPA Board provides the agenda and conducts the Annual Business Meeting with the key elements being the election of officers and the future AM HC presentation. The HC works closely with the ERAPPA Board to finalize details for the meeting.

5.7.g Annual Awards Banquet:

The Annual Awards Banquet is a social evening that includes a cocktail reception and dinner followed by entertainment. The event is generally held at the hotel but can be held at a local venue. If held outside the hotel, transportation to and from the event should be included. Rotating return shuttles, beginning after dinner, should be considered for those who prefer to make it an early evening.

A ticket to the Annual Awards Banquet is included in the general full institutional member registration. Guest/Spouses purchase their ticket separately, in addition to their registration rates. It is recommended that Business Partner registrations do not include complimentary tickets so that numbers/cost of those attending can be controlled. If a Business Partner purchases a ticket to the Banquet separately, it is likely they will attend. A ticket generally includes 2 beverage tickets, wine at dinner, dinner and following entertainment. A cash bar is provided for the evening as well.

The evening begins with a cocktail reception followed by an ERAPPA Awards Ceremony in the banquet hall. ERAPPA is responsible for the agenda of the Awards Ceremony and takes care of any printed material, awards, etc. for the Ceremony. The HC works closely with the ERAPPA board to coordinate the details for the stage logistics and setup and advises of any tables that need to be reserved. ERAPPA is responsible for appointing a Master of Ceremonies for the evening and the HC is not responsible for conducting any part of the ceremony. A head table is not always required and is at the discretion of the

President. Tables are generally reserved for the HC, APPA officers and others at the discretion of the President.

Refer to **Appendix LL: Sample Awards Banquet Agenda** for additional information.

Following dinner, entertainment is generally provided and is planned at the discretion of the HC. Some attendees will leave immediately following dinner and others throughout the evening depending on the entertainment. If a live band is provided, attendees will often leave during the band breaks. Alternate or additional forms of entertainment can be considered such as other past forms of entertainment such as a piano player, variety show, casino, etc.

5.7.h Wednesday Morning Run/Walk:

This event is not mandatory and offered at the discretion of the HC. If offered, the Wednesday morning run/walk is typically a 1.5 mile walk/3 mile run course through scenic local areas, close to the hotel. The event generally includes a memento (water bottle, t-shirt, fanny pack, etc) and breakfast. Due to insurance issues, the event is not officially sanctioned by ERAPPA and participation is "at your own risk".

The delegate breakfast period may be planned so that runners/walkers can eat upon their return to the hotel or a separate breakfast planned to accommodate the runners/walkers.

5.7.i Tours:

The tours to local places/points of interest are generally offered on Sunday, Monday and Tuesday of the Annual Meeting. A Campus tour of a local institution(s) is generally offered on Sunday as well. Sunday tours are open to all attendees while the Monday and Tuesday tours are generally attended by guests/spouses because of the conflict with the Professional Development Program. Consider consulting with or adding a spouse/guest to the Entertainment Committee. Some HC's have canvassed spouses/guests at the previous Annual Meeting, asking for preferences of a variety of tour options and finalized the program based on the feedback received.

Provide a HC tour guide(s) for each tour to act as host for the event and to augment any guides that are included in the tour package. The tours should be within a reasonable travel distance with travel time under 30 minutes preferred. Hotel departure times are scheduled to allow spouses/guests to have breakfast at the hotel (included in the Annual Meeting registration) before the tour starts. Lunches are included in the tours so attendance numbers should be deducted from the hotel lunch counts. The length of the tours and whether short or long tours are offered simultaneously is at the discretion of the HC.

Tours should end with a few hours to spare before evening activities begin. Activities should be selected with male and female spouses/guests in mind.

Tours are additional to the cost of registration and, as such, participation may be low if the costs are set too high. Often, HC will subsidize the cost of a tour and this is at the discretion of the HC.

5.7.j Transportation:

Motor coach is a commonly used mode of transportation for shuttles either to and from alternate hotels or entertainment sites. When estimating or setting tour size limits, the motor coach capacity should be considered. Ensure buses are used to capacity to help control costs.

All transportation should leave/arrive at the same point at the hotel and be clearly signed for easy identification by all delegates. Signage at the site to highlight departure and arrival times is suggested. Even with appropriate signage, it is recommended to have users/tour guides available at the transportation dept to assist with bus loading.

5.8 GOLF TOURNAMENT

Although a traditional element of the Annual Meeting, the Golf Tournament is not an official event and, as such, should be a financially self sustaining event with attendees being charged the actual per person cost to hold the event. The number of attendees generally does not exceed 100 and if additional golfers are required to meet registration targets, Business Partners or local institution representatives are often asked to participate, at cost. Sponsorship for the golf event should be carefully considered as part of the overall Annual Meeting sponsorship drive.

An early shotgun start is generally preferred so that golfers can return to the hotel with time to freshen up before the evening receptions.

Not all golfers will take bus transportation to the tournament. Generally one bus is adequate as many registrants decide to 'buddy up' with others that are traveling via car. The golf course should be within an approximately 30 minutes drive from the hotel.

5.9 CLOSE OUT AND FINAL REPORT

5.9.a Once the Annual Meeting is over, it is necessary to complete contract administration and reconcile the budget as soon as possible so that the following year's HC can benefit from the most current planning information. Refer to 5.1.b for timeline.

5.9.b Thank You letters:

The HC is encouraged to send thank you letters to all Business Partners and Professional Development Program Presenters. The HC may also want to express its thanks to vendors that provided excellent service and support of the Annual Meeting. Refer to **Appendix MM: Sample Thank-You Letters** for examples.

5.9.c Final Report:

The following information is required from the HC immediately following the Annual Meeting:

- Registration reports/breakdowns for Business Partners & Sponsors
- Registration reports/breakdowns for all attendees
Hotel guest room pick-up summary

The following information is required from the HC by mid-December following the Annual Meeting:

- Budget & actual expense/revenue accounting

The following information is required from the HC by the Mid-Year Meeting following the Annual Meeting:

- Final of all of the above
- Final meal & beverage counts for each scheduled event
- Professional Development evaluation results