



**VIRGINIA ASSOCIATION
OF
STUDENT FINANCIAL AID
ADMINISTRATORS**

**CONFERENCE PLANNING
GUIDE**

Adopted by the VASFAA Board of Directors, August 11, 2004.
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Purpose and Scope

The following information is provided as a basic guide to Understanding the responsibilities associated with planning and coordinating a conference for the Association.

In no way is this information intended to be all-inclusive. The user of this guide should feel free to modify processes to suit his/her own individual needs and operating styles.

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1. TASKS AND RESPONSIBILITIES

1.1 COMMITTEE ROLES

Both the Conference and Training Committees work together to produce the conference. As such, both must coordinate their goals and objectives to ensure they compliment each other.

1.1.1 THE ROLE OF THE CONFERENCE COMMITTEE

VASF AA generally provides conferences as a forum through which its members meet to share ideas, learn through participation in training sessions or other formal presentations and carry forth the business of the Association.

A Conference Committee is established for the purpose of planning, constructing and coordinating conference meetings and activities. The current VASF AA President selects a Chairperson, which is approved by the Board. That person, in turn, selects other VASF AA members to serve on the committee. Generally, the site coordinator is automatically a member of the committee.

The Treasurer serves as an ad-hoc member of the committee relating to financial matters. It is also recommended that the Vendor/Sponsor Coordinator, Training Committee Chair and the Membership Chair serve as ex-officio members to facilitate coordination of information relating to these three committees. The total number of committee members is left to the discretion of the Conference Committee Chair. The chair should attempt to include representation from all sectors that comprise the Association's membership (public, private, lender, etc.)

1.1.2 THE ROLE OF THE TRAINING COMMITTEE

The Training Committee is established for the purpose of planning, constructing and coordinating training sessions that will be used to produce a conference. The Training Chair is selected by the President and approved by the Board. That person, in turn, selects other VASF AA members to serve on the committee. The chair should attempt to include representation from all sectors that comprise the Association's membership (public, private, lender, etc.)

1.2 SITE SELECTION

A separate VASF AA committee, directed by the President-Elect, selects the site for the future conference.

1.3 SETTING OBJECTIVES AND GOALS

Objectives and goals are set during the VASF AA Retreat, preceding the conference cycle.. The theme of the conference is normally driven by the theme selected by the

President for his/her year in office.

A preliminary meeting of the Conference Committee Chair, VASFAA President, Training Committee Chair and the appropriate Commissioner should be scheduled as the first step of the planning process for each conference. This meeting should be used to clarify:

1. The level of involvement the President wishes to have in conference planning.
2. Goals the President wishes to accomplish at the conference.
3. General or concurrent sessions and presenters the President may wish to have included in the program.
4. Develop a preliminary list of session topics.
5. Identifying keynote speakers.
6. Preferred forms of entertainment and other special activities.
7. Identify ancillary functions or meetings that may not be VASFAA sponsored but that typically occur preceding or immediately following the conference
8. Identify potential speakers.
9. Outline a conference time schedule. (When the conference officially starts and ends each day.).
10. Review the details of the contract with the meeting facility to ensure that each party understands specific limitations, allowances and contractual requirements.

This meeting can provide the first steps in developing a program schedule. These sessions can then be tentatively placed on the preliminary program schedule for use at the meeting of the conference and training committees.

1.4 SELECTING A CONFERENCE THEME

A conference theme can provide an easy mode of describing the focus of the conference activities and interest sessions. Often, the theme is selected to closely correspond to the Association's theme (motto) for that year. All conference themes should meet with the approval of the presiding President of the Association.

1.5 UNDERSTANDING & ORGANIZING COMMITTEE RESPONSIBILITIES

The Duties of the Conference Committee can easily be divided into a number of primary categories or tasks. Members of the committee are then assigned the responsibility of performing specific tasks (See also Appendix 1.5A, VASFAA Conference Committee Assignment Roster and Appendix 1.5B, VASFAA Conference Committee Miscellaneous Assignment Guide.) Generally, the categories and tasks include the following:

1.5.1 Local Arrangements

One person should be designated as a Local Arrangement Coordinator for the conference site. The person is usually selected by the Conference Chair and typically lives in close proximity to the conference facility. This person serves as the VASFAA concierge for the area in which the conference is being held..

- a. In this capacity, this person will be the primary resource of information pertaining to local attractions, dining facilities, entertainment, and general logistics on behalf of our membership. A primary resource for area information for the local arrangements coordinator is the area Chamber of Commerce.

1.5.2 Presenters

The Training Committee Chair is responsible for designing sessions and obtaining session presenters, excluding the keynote speaker who is typically selected by the President.

The Training Chair will communicate with all prospective presenters to obtain speaking commitments and gather information related to the presenter's specific needs (see Appendix 1.5.2-B, Facilities and Special Arrangements Guide). Also reference Appendix 1.5.2-A for a sample of a Letter of Invitation for presenters.

- a.

1.5.3 Facilities

Proper room set-up is integral to paving the way to an effective and successful session. It is the responsibility of the individual handling facilities to ensure that room set-up is established for each conference session. It is also the responsibility of this person to communicate facilities needs to the Conference Chair in a timely manner to allow adequate time to coordinate these needs with the hotel.

The Training Committee will gather facilities information needed for all interest sessions and is responsible for communicating this information to the Conference Chair. The Conference Committee will handle gathering facilities information for all other sessions and activities not typically scheduled by the Training Committee.

Completed Facilities & Special Arrangements Guides received from are used to make a composite list of all facilities needs for presenters, moderators, special guest speakers and other sessions during the conference time frame. This would include, but may not be limited to, both pre- and post-conference session needs (e.g. Board and Conference Committee meetings). These forms may also be used to obtain facilities information pertaining to non-interest session needs.

Once the facilities have been planned and communicated to the Conference Chair (who will communicate the needs to the hotel), it is then the responsibility of this person to ensure that the set-ups actually occur in a timely manner during the conference.

A Facilities and Special Arrangements Guide (See sample of guide as Appendix 1.5.2B in the Appendices) is used to compile all facilities needs and to

communicate these needs to the conference committee.

- a. While one person may be charged with the pre-conference planning responsibilities, it is suggested that more than one person be selected to handle these responsibilities on site while the conference is in session

1.5.4 Entertainment & Special Activities

Fun times are a part of any conference and VASFAA is no exception. To promote interaction among conference participants and provide an amusing and enjoyable stay for everyone, the Conference Committee will usually attempt to schedule at least one night of special activities/entertainment, along with miscellaneous other special activities throughout the conference.

It is the responsibility of the Conference Committee to organize activities that promote social interaction among conference participants. The committee may need to work closely with Local Arrangements, given that many of the activities will require contact with local vendors. Some of these activities may include providing opportunities to mentor new members.

- a. The hotel/Chamber of Commerce can often provide useful information regarding local groups or companies that provide entertainment as a part of their general business. Hotels are generally equipped themselves to handle entertainment based on specific themes. Consequently, you may want to first consult with your hotel representative to determine if they will be able to accommodate the needs of the committee before going to an outside source.

1.5.5 Vendors and Sponsors

Vendors and sponsors are an integral part of providing a successful conference. Either the Vendor/Sponsor Coordinator or another conference committee member can be assigned responsibility for managing the physical arrangements necessary for their participation in the conference. These details include, but may not be limited to:

- a. Contact person for vendors/sponsors
- b. Vendor display space assignments (See also Appendix 1.5.5, Vendor Area Set-Up)
- c. Coordinating shipping instructions with the hotel
- d. Coordinating prizes and drawings
- e. Display area set-up and facilities (electrical hook-ups)
- f. Display size
- g. Security, room monitoring, etc.)
- h. Identifying charges absorbed by VASFAA versus charges directly the responsibility of the vendor
- i. Correct assignment of sponsorship levels and related recognition, including signage and conference program content.

1.5.6 Miscellaneous

Numerous other items exist to producing a successful conference. Many of these items are not easily grouped into a major category similar to those referenced above. Consequently, they are either individually assigned to committee members or shared by the full committee. In addition, a number of these items fall solely to the responsibility of the Conference Chair or Local Arrangements and cannot be assigned to other committee members. These items are noted by an asterisk (*) and include the following:

1.5.6.1 Printing

There are numerous items that you will need to have printed in large quantities for both pre-conference information (special mailings) and for use during the actual conference (packets and handouts). Plan early for meeting these printing demands. While many items can be printed internally, others will require outside vendor services, e.g. conference programs. Careful planning for the production and printing of the program is critical. Time frames for providing information for program content, proofing and ultimate printing are very time sensitive. See Appendix 1.5.6.1C for a guide to printing your Conference Program.

Presenters should be requested to bring their own handouts in sufficient quantities for their session. Following is a list of major items that typically require special arrangements for printing.

- a. Conference Packet Envelopes (Optional)
- b. Programs
- c. Special Announcements/Bulletins
- d. Session/Function Signs
- e. Meal and Function Tickets (Optional)
- f. Pre-Conference Registration Packets & Enclosures

Appendix 1.5.6.1B provides a Registration Packet Checklist.
Appendix 1.5.6.1A is a Pre-Conference Registration Packet Checklist.

1.5.6.2 Preparing Pre-Conference Registration Materials

People respond to information they receive in the mail if it gets their attention, is easy to read, and is concise. The type of information you send to the association's membership, the timing of receiving the information, and the manner in which it is conveyed, will greatly determine who will attend your conferences.

Advertising the conference can be accomplished in two modes – electronically and in written form. (See also, Section V, Advertising - Getting the Word Out & Generating Interest.) The number of pre-conference notices is left to your discretion; a minimum of one is required, but more may be beneficial. Typically, pre-conference registration information will include the following:

A. Letter of Invitation

This is used as a formal invitation for people to attend, and is also as a means to draw attention to key conference activities that will encourage attendance. The invitation is sent by either the Conference Chair or the President. Basic information to include is:

- i. Conference Location
- ii. Hotel Reservation Deadline
- iii. Conference Dates (Begin and End)
- iv. Conference Registration Deadline (Emphasis on the cost benefits of early registration)
- v. Contact for Special Dietary Needs (Normally this is the Site Coordinator for that conference.)
- vi. Pre-Conference Activities that are open to all attendees (e.g. President's Reception for early arrivals)
- vii. Recommended Attire
- viii. Hotel Reservations Form and Instructions Normally, the hosting hotel will provide reservations forms for your use in the quantities you need or will provide a link to a web site containing reservation information and forms. The hotel information should clearly specify the following:
 1. Lodging Charges
 2. Methods of Making Reservations
 3. Reservation Deadline for Conference Rates
 4. Required method of guarantying the reservation
 5. Telephone Number of the Hotel for Reservations Information.
 6. Address information for mailing reservations to the hotel.
- ix. Site Information, including special facilities information, as needed.
- x. Preliminary Program Agenda (Special Note: Some members use the program agendas as a basis for determining if the conference is worth attending and justifying the expenses for the trip with their management.)

B. Conference Registration Form

Both the Treasurer and Membership Chair review the registration form to ensure that sufficient information is available for posting fees (registration and/or membership) and tracking membership information. The Board sets both the membership and the conference registration fees. Confer with the Treasurer to determine a conference early registration deadline. Normally, the deadline is set about 2 weeks before the first day of the conference.

C. Tourist Information

Many conference participants make use of their conference travels to arrive early and/or extend their stay for vacation. Information about tourist attractions for the location of the conference will help these

individuals decide if they want to combine business (the conference) with a little fun and relaxation. This information is also useful to help people identify activities that might be available after hours or for family or friends that might join them in their travels but not have a direct involvement in the conference.

1.5.6.3 Preparing At-Conference Registration Packets

A typical conference registration packet might include the following types of information:

1. Conference Program(might also include a pocket-sized version), including, but not limited to the following:

- a. Welcome letter from the Conference Chair or President
- b. Key information about the conference set-up, such as:
 - i. General restaurant information.
 - ii. Where breaks will be held.
 - iii. How meal tickets are to be used
 - iv. How messages and special announcements will be handled if through an information board, where it will be located and how it is to be used.
 - v. Where the exhibit area is located
 - vi. Conference Committee member list
 - vii. Vendor & Sponsor Listing
 - viii. Meeting Room Layout (diagram)
- c. Board of Directors member list
- d. A list of all VASFAA Committee Chairpersons
- e. Liaison's and special appointees
- f. Program Agenda for each conference day and room assignments
- g. Conference functions and special activities, along with sponsorship information
- h. Other information you feel important

2. Special Bulletins

Separate flyers or bulletins are a good means of announcing guest speakers, special activities or entertainment, etc., that will take place during the conference. Many sponsors and vendors will opt (if given the choice) to enclose flyers about hospitalities, door prizes, prize registration forms, etc., as part of the conference packets and are normally willing to provide these in quantities needed based on the number of packets you plan to prepare. Confer with the Vendor/Sponsor Coordinator to determine if it is preferable to advise vendors about including information in the conference packets. The Vendor/Sponsor Chair is the direct contact for this information.

Other committees of the association might want to make use of the conference packets as a means of distributing committee information (e.g. new aid officers training for SASFAA, NASFAA information, special surveys being conducted, membership directory updates, etc.) to conference participants.

3. Local Restaurant/Entertainment Information

A brief listing of restaurants in the immediate area of the conference site is useful to many conference participants looking for dining opportunities. To the extent possible, it is helpful to provide information about the price ranges and telephone numbers for each establishment, including some indication to identify which establishments require reservations.

4. Special Vendor Flyers

Flyers related to activities (hospitalities, prizes, etc.) occurring during the conference.

5. Publications and Special Announcements

Notices from other VASFAA Committees and/or the SASFAA and NASFAA organizations, as requested. It is the responsibility of the Conference Chair to write to both, the President of SASFAA and NASFAA to extend an invitation to include materials in the conference packets. Be certain to specify a deadline and the quantity needed.

6. Meal and Function Tickets (Optional)

Tickets may be required for meal functions (excluding breaks) and special events (e.g. banquet)..

It has been customary to use a conference evaluation form as the ticket to the breakfast or closing general session to encourage feedback on the conference. This is a practice that has produced good results in securing evaluation information. Use of this mode however, is at the discretion of the Conference Committee.

7. VASFAA Sponsors & Vendors Flyer

Recognition of the Association's sponsors is critical. It is the responsibility of the Vendor/Sponsor Chair to provide information to recognize the association's sponsors and vendors. This information must be included in the Conference Program.

8. President's Annual Report - (Business Meeting Only)

The presiding President will provide this report.

9. VASFAA Treasurer's Report

The Treasurer will provide this report.

10. Business Meeting Minutes

The Secretary will provide minutes from the most recent business meeting.

11. Conference Evaluation Forms (Also see item #6, above.)

In addition to the combo meal ticket/evaluation form used for the last meal function or general session, you may also design evaluation forms to be used for other sessions.

12. Conference Registration List - (Optional)

Vendors and sponsors should receive a complete list of conference registrants as one of their benefits. This list should be provided to each vendor/sponsor the first day of the conference. Production and distribution of this list should be coordinated with the Vendor/Sponsor Coordinator.

To make this list as complete as possible, it is suggested that the list be generated no sooner than one week before the conference is scheduled to begin.

13. Packaging Conference Materials

It is an option of the Conference Committee to pursue obtaining printed envelopes or other containers to package conference materials.

1.5.6.4 Meal Functions

Meals are the single greatest expense of any conference. Close scrutiny of menus can usually result in economizing on cost. Never be afraid to negotiate costs with the hotel and ask for alternatives to their standard meal packages. Substituting food items can result in significant savings. Knowing in advance an estimate you have to spend for a given function can serve as a guide for the hotel in constructing menus to stay within your price restrictions. Don't forget to include taxes and gratuities in your cost estimates. Generally, you can add approximately **28%** to the basic price of a meal for these expenses. The Meal Function Planner, Appendix 1.5.6.4 in the Appendices, may be used to document your meal functions and help you estimate expenses. Complete a Guide for all meal functions, regardless how small or large. The following outlines basic set-up options and information you might consider when setting up meal

functions.

- a. Continental vs. Buffet
- b. Location and Set-up
- c. Which Days?
- d. Meal Count
- e. Special Dietary Needs
- f. Seated vs. Buffet
- g. Formal vs. Casual Attire

1.5.6.5 Food and Beverage - Miscellaneous

Following are additional food and beverage needs generally associated with a conference. There may be other instances you will need to consider, depending on the specific conference set-up.

- a. Breaks Between Sessions
- b. Special Set-up for Individual Sessions
- c. Hospitalities (Including the President's Hospitality)
- d. Banquet and/or Special Events

1.5.6.6 Site and Facilities - Miscellaneous

A. Identify key Hotel Staff

Knowing your primary contacts at the hotel is critical. Meet early with the hotel's sales and banquet managers to introduce yourself. Obtain a list of their staff with whom you should be working to coordinate conference plans. Make certain you have a clear understanding about the range of each person's responsibilities. If possible, try to encourage the hotel to use only one of their staff people as a primary contact for your needs. This will greatly simplify communications for both you and the hotel.

B. Reviewing Facilities for Program Needs

It is important to tour the conference facilities to become familiar with the layout and room set-up and size possibilities. Take notes on special features that you feel will impact on conducting sessions or traffic flow – both positively and negatively. Make certain you understand how many rooms are available for meetings and the limitations on seating based on the various seating arrangements possible (e.g. theatre, classroom, conference seating styles, etc.)

It is important at some point to include the full Conference Committee in this tour. Different eyes see different things and varying perspectives on use of space can be a big asset when setting up your meeting agenda.

C. Determine Method for Making Hotel Reservations

Talk with the hosting facility staff to establish how conferees will be required to make room reservations. Most hotels require some form of

advance deposit (cash payment for one night or credit card guarantee) to make reservations and/or to guarantee the reservation.

If your hotel does not accept major credit cards for advance reservations, you will need to advertise this early so participants will have ample time to prepare for their expenses.

D. Set Hotel Registration Deadline

The hotel reservations deadline sets the date on which "conference room rates" expire and the hotel is at liberty to charge their regular rate for rooms. Coordinate your registration mailings to allow sufficient time for conferees to make reservations, including time for any internal processing necessary to process travel and expense requests within their institution. As a guide, a four to six week lead-time - from receipt of the registration information to the reservation deadline is commonly used.

E. Late Check-out

Determine the availability of special (late) checkout times for key VASFAA Members and guests. Identifying persons needing late checkout and making these arrangements with the hotel early is one amenity often offered by the conference committee for its special guests. VASFAA board members and selected members of the conference committee might need the additional time depending on their end-of-conference duties.

F. Tracking Reservations

Keeping tabs on the number of people who have actually made reservations to stay at the hotel can assist you with planning meeting room space needs, meal counts, etc. The hotel should be able to provide you with a detailed list of persons who have made reservations. You can use this list to compare to the association's conference registration lists to determine non-confirmed registrations.

Additionally, most contracts with conference facilities offer complimentary rooms in exchange for a specified number of rooms occupied by conference participants. Knowing the room utilization will assist you in planning expenses for accommodations for special guests for whom you have offered complimentary lodging.

Normally, the hotel provides a suite for the President of the Association in addition to the typical complimentary rooms earned through room reservations.

G. Gathering Area Activities and Tourist Information

Hotel staff can help you to obtain information about area attractions for your Registration Packets (Pre- and At-Conference). This information can also be obtained from the local Chamber of Commerce.

H. Obtain Local Restaurant Guide or Design your own guide

Most hotels have this information readily available. However, you may want to prepare an abbreviated list from what the hotel provides or do your own research to design your own list of restaurants

1.5.6.7 Keynote Speaker(s)

Any keynote speaker should meet with the approval of the President.

If your keynote speaker presents at the opening session, he/she) will be setting the tone for the remainder of the conference. In this regard, the subject matter of the speaker should be carefully selected to match your conference objectives and theme.

Keynote speakers are generally more difficult to obtain than other presenters, primarily due to the fact that many keynote speakers are public figures whose time for "outside" engagements is more limited. For this reason, it is advisable to identify your keynote speaker and send your letter of invitation as soon as possible.

Some persons will charge for their services to be a presenter at a conference. Budgetary constraints must be kept in mind as you make your selection.

1.5.6.8 Coordinating and Distributing Awards and Prizes

Generally you have several sources of prizes or special gifts that will need to be presented at various points during the conference. These normally come from the following sources:

1. Vendor Prizes
2. VASFAA Awards
3. Other Door Prizes (e.g., Offered by the Hosting Hotel)

The Vendor/Sponsor Coordinator will determine the manner in which vendor and sponsor prizes will be awarded. The conference committee may have the direct responsibility for determining how other prizes are to be awarded, including determining how conference attendees will register for the prizes.

1.5.6.9 Ticket Collections, where needed

If you decide to use meal or function tickets, you will need someone to help collect tickets. It is suggested that you have at least two persons for each entrance to a function, Identify one person to be in charge of

collecting tickets, if you plan on using them for prize drawings later in the conference.

1.5.6.10 Signs (Meeting, sponsored events, et. al.)

Assign someone to coordinate creating, obtaining and managing signs for the conference. Be certain that you are aware of size limitations that might be imposed by the hotel or the physical location of each sign. Additionally, your choice of printing style and graphic will help make your signs look professional and facilitate ease of reading.

Once created, it is important to manage placement during the conference to ensure that signs are posted at the appropriate times and places.

1.5.6.11 Coordinating Activities with other VASFAA Committee Chairs/Officers

These are key persons on committees that play an important role in helping your committee develop a conference. Following is a brief description about their involvement.

President:

The conference you are planning is as much a reflection of the leadership of the President as it is of you and your committee members. Therefore, it is extremely important that the President is kept apprised about your development with the conference. Talk with the presiding President to determine the level of involvement he/she desires regarding input into your planning.

Treasurer:

The Treasurer is primarily interested in money management and effective and efficient registration. He/she should be consulted about procedures for submitting expenses and keeping tabs on the status of your program budget as well as being intimately involved in the pre-conference registration process.

Make certain you understand any parameters the Association's audit controls might require when dealing with major expenditure items, contractual agreements, and other financial commitments.

Vendor/Sponsor:

The Vendor/Sponsor Coordinator should be involved in any matter that relates to the Association's sponsors and, in most cases, in charge of carrying out most of the responsibilities associated with our sponsors' involvement in the conference. It is best to meet with the Vendor/Sponsor Coordinator early to discuss and outline your needs. Remember to set time frames so that you both have a clear understanding about when specific information or materials are needed to accommodate

both your needs.

Training:

The training committee (or the conference committee members charged with training duties) has three major roles in the production of a conference.

1. To identify possible session topics and corresponding presenters and/or moderators,
2. To coordinate facilities needs with the Conference Committee, and
3. To arrange training for new aid officers at the conferences, as needed.

The Training Committee Chair may be one of the first persons you talk with as you begin to plan your program agenda. Make certain that he/she has a clear understanding regarding the timetable you are in to finalize your session selection.

Membership:

The Membership Chair can provide you with contact information for both current and past membership (members who have not renewed their membership from the previous year). Use this information as a starting point for the first communications you send to advertise the upcoming conference.

The membership committee is in charge of the conference registration desk, under the direction of the Conference Chair. It is important that the committee understand how conference packets will be prepared (final form) and about miscellaneous materials that will be kept or displayed near the registration area. Avoid expecting the registration desk to take care of too many individual tasks outside of registering conference participants and distributing conference packets. Adding too many duties to their responsibilities can be an interference and create confusion.

In the event other VASFAA Committees need information distributed at the time people are registering for the conference (not a part of the general conference packet information), that committee should arrange for one of its members to handle the distribution.

1.6 FINANCES

At the beginning of the fiscal year, you will be given a budget from which you will have to pay for your conference.

How you choose to use your budget is up to you as the Conference Coordinator. To the extent possible, construct a preliminary expense report for the items that you know you will incur charges. Projecting expenses early in the planning process will give you more

flexibility to manage your expenses as you approach deadlines where your costs become more fixed. The Treasurer of the Association will help keep you apprised about the funds available. The Treasurer will also provide oversight to ensure that expenditure reporting complies with audit control standards and expenses fall within permissible parameters according to the Association's policies and procedures.

Following is a listing of the most common expenses associated with preparing for and conducting a conference. Please note that you have control over some of these items to the extent that you (and Association guidelines permit) choose to include or exclude the expense.

1. Travel (mileage) reimbursement for Conference Committee meetings.
2. Lodging and/or meal expenses for Conference Committee members for committee meetings.
3. Breaks during Conference
4. All major meal functions (breakfasts, lunches, dinners)
5. Band or other entertainment
6. Banquet Decorations
7. Electrical Fees for vendor display booth set-up.
8. VIP Gifts
9. President's Suite gift
10. Pre-conference hospitality
11. Printing of registration materials (Pre- and At-Conference materials)
12. Postage for mailing
13. Speaker fees
14. Travel fee and room accommodations for the SASFAA President, when invited
15. Board Dinner
16. Pre-conference meeting set-up and refreshments.
17. Sign printing
18. Table decorations/centerpieces
19. Head table decorations
20. Audio-Visual equipment rental
21. Easel rental fees
22. Special identification tags for name badges (e.g. Board, Sponsors
23. Conference Committee, presenters, special guests, etc.)
24. Complimentary lodging
25. On-site printing expense
26. Meals for the registration desk crew
27. Door prize for sponsors & vendors
28. Room rental fees to the extent they are not covered in the contract for the conference
29. Set-up charges for special activities.
30. Taxes and gratuities for all meal functions
31. Pre-conference lunch and refreshments for Board and Conference Committee Meetings.
32. Presenters gifts
33. Printing meal function tickets
34. Printing invitations to the President's reception
35. Bartender fees for banquets and hospitalities.
36. License fee for music rights.

2. VENDORS & SPONSORS & THE ROLE OF THE V/S COMMITTEE

Working with the Association's vendors and sponsors is a major component to organizing any conference. VASFAA has established a Vendor/Sponsor Committee for the purpose of coordinating Association activities with our vendors and sponsors.

A sponsor is an individual (company) that has given a contribution to the association through one of its various sponsorship levels.

A vendor, also known as a sponsor, is an individual (company) that chooses to participate in a function of the Association solely for advertising purposes, usually displaying marketing collateral at a conference.

For the purpose of this section of the guide, the terms vendor and sponsor are used interchangeably and have basically the same meanings.

Based on the level of sponsorship, each sponsoring company is entitled to a specific number of complimentary Association memberships and conference registrations. It is the responsibility of the Vendor/Sponsor Coordinator and membership chair to advise each sponsor about these amenities.

In addition, each sponsor receives booth/display space at a conference with his or her paid sponsorship. It is the responsibility of the V/S Chair to advise you, as Conference Chair about which sponsors are entitled to display space. Anyone who is not receiving space as a complimentary item based on their sponsorship level must purchase space at the conference if they want to display. Currently, the space sells for about **\$750** and is paid directly to VASFAA.

All correspondence with vendors and sponsors should be coordinated through the V/S Chair. This includes securing information related to each sponsor's facilities needs for displaying at the conferences and notices regarding any need for sponsorship of specific events/activities for the conference.

The V/S Chair must be advised about the Conference Committee's sponsorship needs as soon as you know what they are. In most cases, these sponsorship items need to be provided at the summer board retreat, as sponsors will begin to choose their sponsorship items shortly after the retreat. Timing in securing sponsorship is very important, as many vendors and sponsors have to submit proposals to their management and await approval before committing to the expenses. Sponsors are able to choose the items they wish to sponsor during the upcoming conference season. These sponsored items may affect what the conference committee is able to do. It is possible that specific conference functions will be basic sponsorship items for which sponsorship is secured well in advance of any conference planning. Check with the Association's V/S Chair to ascertain if this is the case.

To facilitate meeting your sponsorship and conference planning needs, following is a list of items that you will need to provide to or secure from the Vendor/Sponsor Coordinator:

1. Advise the V/S Chair about the maximum number of spaces that will be available at the conference site for setting up displays and also the recommended table size. The table size, room size and vendor count determine the type of display for vendors.

2. Obtain a listing of the names of all sponsors who have paid for display space for that conference. This information is used for the Vendor/Sponsor section in the conference agenda.
3. Provide a timeline to the V/S Chair regarding important dates for conference planning, such as publication deadlines.
4. Request a listing (by sponsor) of the number of complimentary registrations to be honored.
5. Provide the V/S Chair with the shipping information for sponsors that might be mailing/shipping materials, books, etc., to the conference site. Also provide the earliest date on which the hotel will accept shipments. (Confer with the hotel staff to obtain the shipping and date receipt information.)
6. Provide the V/S Chair with a contact name (from the Conference Committee) for vendor/sponsor inquiries or special needs.
7. Provide the V/S Chair with set-up and breakdown parameters for displays for the conference. This should also be coordinated with the training committee.
8. Obtain facilities information (electrical hook-ups, security, etc.) for each vendor/sponsor setting up a display.
9. Coordinate with the V/S Chair and the VASFAA president when door prizes will be disseminated to the participants.
10. Advise the V/S Chair about special sponsorship needs. e.g. Board Dinner, band or special entertainment, etc. And let the V/S Chair know how soon a commitment is needed to help you meet your planning needs. Again, the respective sponsors based on their level of sponsorship choose these items.
11. Decide on the cost of a display space. Once you have determined the number of display set-ups the area in the hotel you have chosen to use as a vendor display area can accommodate, and compare that number with the number of vendors that have pre-paid or are receiving complimentary spaces, you will be able to tell how many additional vendors you can accommodate.
12. Coordinate with the V/S chair appropriate recognition of vendors. This may include signs getting posted during the conference or recognition at particular events. V/S

3. THE ROLE OF THE MEMBERSHIP COMMITTEE

Coordinating conference planning with the Membership Committee is integral to a successful conference. The membership committee normally assists with the following conference functions:

1. Setup of conference registration and conference decorations for the registration area.
2. Coordinating, with the Treasurer, membership enrollment in conjunction with conference registration.
3. Maintaining record of conference registrants.
4. Preparing name badges and setting up special identification of selected guests, vendors and sponsors, board members, presenters and other committee members, as appropriate.
5. Preparing a "new member" bulletin board for display of new member pictures.
6. Staffing the conference registration desk, including managing pre- conference and on-site registrations.
7. Implementing ways to recognize "new" members and mentors of the association.

4. DEVELOPING THE PROGRAM AGENDA

Putting together an agenda that meets the variety of needs and interests of the entire Association is one of the most difficult tasks you will assume. However, there are various sources that can be used to help you and your committee to compile a list of possible topics for interest sessions.

4.1 COORDINATING SESSION SELECTION WITH THE VASFAA TRAINING COMMITTEE

The Training Committee should be able to identify several sessions that they, through their experiences in training through non-conference settings, have surfaced as areas needing additional attention.

Provide to the training chair the conference timeline. Especially provide printing deadlines and planning deadlines.

Provide the training chair with the number of concurrent rooms that will be available at the conference site. This impacts how many sessions and speakers may be needed.

Remind the training chair that sector meetings will take place during each conference. It is recommended these sector meetings be held the afternoon before the board luncheon, as topics may need to be addressed by the board.

Advise the training chair if elections will take place during the conference as this may impact the opening luncheon speaker.

It is not only the responsibility of the training committee to propose specific session topics for the conferences, but also to serve as a resource regarding potential presenters. Confer with the Training Committee Chair to obtain a list of topics and suggested speakers/moderators/room monitors. Make certain you discuss your timing needs so that other duties related to presenters (see section I., E., #2) can be handled in a timely manner.

It is the responsibility of the Training Committee to handle all "New Aid Officers Training" sessions, including identifying presenters from the Associations membership and from the U.S. Department of Education.

4.2 USING PREVIOUS CONFERENCE EVALUATION INFORMATION

Review the evaluation forms from the most recent conference. Many members include suggestions for future conference sessions. All of these suggestions are worth considering. In addition, members may have identified sessions from the previous conference that they feel are so important that they should be repeated.

Review the evaluation forms before your first committee meeting and compile a list of suggested sessions to distribute to your committee members. And send them this list in advance of your meeting.

4.3 USING YOUR OWN COMMITTEE MEMBERS

The training committee you have selected is most likely a very good representation of the

make-up of the entire membership. Consequently they will have specific ideas for sessions and (hopefully) presenters (note, remember good presenters need to be obtained early in program planning).

Once you have identified your list of session topics, review them closely to determine which topics help you to meet the conference theme. In many instances, you will have many more sessions than you have time to offer. Approach the task of narrowing down the options with a few basic guidelines in mind:

1. If you have mapped out a daily plan for your conference, you will have an idea about the number of session "slots" you have to fill. This will help you know how much "trimming" you have to do.
2. Identify which sessions are to be handled as a general session versus an interest session. General sessions normally fill a much longer time slot on an agenda than do interest sessions.
3. Identify which sessions should be repeated during the conference. (Normally a session is only repeated if it has been scheduled to run concurrently with other sessions.) Some sessions will be of such demand that they should be offered more than one time.
4. Leave time for networking and socializing. Keep in mind that one of the most beneficial aspects of a conference is the opportunity for membership to share ideas in a non-formal setting.

Be sure to inform the training chair of the dates you need for the first and final drafts of the conference agenda. These dates may be provided by the agency printing the conference agenda. The training chair needs to provide you, the conference chair, the break times, the session times, the room assignments, the session topics and session description, the session speaker, the session description, and the room monitor and/or moderator. In addition AV needs need to be coordinated with the conference site.

4.4 TIME PACKAGING

Many planning activities are extremely time sensitive. Consequently, you must always be alert to items/tasks that must be accomplished before other tasks can be initiated.

Given the complexities of many of the tasks associated with planning a successful conference, you may find it useful to set up a time-table for conference planning, listing the lead-time for each task in increments of days, weeks and months. Use this calendar frequently to check on your progress as you approach the actual conference dates. Remember to communicate these time sensitive dates with other committee chairs. (See also Appendix 4.4, Time-Packaging Information.)

4.5 COORDINATION OF OTHER VASFAA COMMITTEE NEEDS

Often, other VASFAA committees capitalize on conferences to hold committee meetings. In this regard, it is advisable to contact each committee chair well in advance of the conference to determine which committees plan to meet during the conference.

The conference committee customarily makes arrangements for meeting space for committees meeting during the conference. In the event there are costs associated with the accommodations requested by the committee chair, be certain to fully advise the

chair, as the committee should assume responsibility for these expenses.

5. ADVERTISING - GETTING THE WORD OUT & GENERATING INTEREST

The manner in which you advertise the conference to the membership and prospective attendees can greatly affect your attendance rate. Consider the following as you set up your advertising plan.

5.1 PUBLICITY

Appoint a coordinator of publicity. Have this designated individual create an advertising plan. Three suggested modes of communication include the VASFAA Newsletter, (The VASFAA Voice), the VASFAA web site and the VASFAA listserv.

5.2 DEVELOPING NEWSLETTER ARTICLES

Using the VASFAA Newsletter to advertise an upcoming conference is an excellent way to communicate with possible conference participants. Contact the Newsletter Editor to determine deadlines for submitting articles for publication. Plan to place something in each edition of the Newsletter beginning as early as four months before the month in which the conference is to be held.

Early articles do not have to be lengthy. Brief notices about conference dates and location and special activities, or training sessions being planned, are good areas to publicize to begin generating interest. Two months before the conference month, you should plan a lengthier article giving good detail about your conference. This is the time that members will really begin making plans about who will attend.

5.2 DIRECT ADVERTISING

Another good means of generating interest in your conference lies in the VASFAA listserv. You will want to post a message each time you add items to the conference website, i.e. conference registration materials, tentative agenda, planned social events. As the conference draws near, you will want your publicity coordinator to send weekly ticklers out to the membership advertising the conference activities.

Reservation information about the hotel with an abbreviated version of the conference agenda can often be sent out months before a full conference registration packet is released. Many people will make hotel reservations as soon as they have the information available, not wanting to wait until the last minute. They will then follow-up with registering for the conference, as the month of the conference draws close.

6. CONFERENCE EVALUATION

Evaluating your performance following the conference is the single most effective means of determining areas in which you need improvement as well as those that are successful and should be considered for future conferences. Generally evaluations focus on the following areas:

1. Facilities
2. Presenter quality
3. Materials
4. Session selection (appropriateness & usefulness) and content

Design the evaluation form so it is brief, simple and easy to complete. Using questions that can be answered with one or a few words has proven to generate a higher rate of responsiveness. Once the evaluations have been completed and gathered, assemble the responses in a form that will be easy for the conference committee of the next conference to read and use.

As you and your committee members review the evaluations, keep in mind that no committee can always please everyone all of the time. Review the comments and suggestions of the evaluations objectively and with an open mind. The true intent of gathering evaluations is to discover the expectations and needs of the membership and identify ways in which the committee might better prepare or plan for the next conference

7. POST-CONFERENCE ACTIVITIES

7.1 FINALIZING EXPENSES

Throughout your conference planning, you have been keeping (hopefully) a watchful eye on the expenses to ensure they stay in line with budget. As plans developed and the conference days passed, you have accumulated expenses for which the association must assume responsibility.

The hosting hotel generally maintains a "master bill" on which all expenses (meals, AV equipment rentals, amenities, etc.) are posted for which you, or other appointed individuals, have authorized on behalf of the association. It is your responsibility, as conference chair, to verify the legitimacy of each expense and duly authorize payment through the Treasurer.

In addition, there will be other expenses outside those incurred at the hosting facility that will need your authorization for payment. Prompt attention to all expenses is critical.

7.2 THANK YOU NOTICES

The conference could not have succeeded without the assistance of *many* persons. Therefore, it is important that those persons be recognized. Generally, the following individuals should be sent special thanks for their contributions and assistance from the Conference Committee Chair or the President of VASFAA.

1. Presenters
2. Vendors/Sponsors
3. Conference Committee Members
4. Key Conference "Helpers"
5. Outside Vendors

8. APPENDICES

Numerous forms (or work sheets) have been designed to assist you in your conference planning and preparation. These are included in the following Appendices. Each Conference Chair should exercise his/her option of creating other forms to suit his/her individual style or needs.

Committee Assignment Roster

Used to identify committee members with major task areas of responsibility for planning and organizing conference activities and programs.

Miscellaneous Assignment Checklist

A list of conference planning activities that are not easily assigned less than one of the major task areas. Provides space to write the name of the committee member(s) assuming primary responsibility for the task and persons who will be assisting.

Presenter Invitation Conformation Letters

Sample letter of confirmation/invitation sent to prospective presenters.

Facilities & Special Arrangements Guide

Primary form used to gather information about facilities needs from presenters, and other persons involved with leading a session at the conference.

~~E. Meeting Planner~~

~~A simple time chart used to plan sessions. Three columns are provided to accommodate concurrent tracks.~~

Meal Function Planner

A form used to itemize information relative to any meal function scheduled for a conference. The form provides space for financial details as well as menu and set-up details.

Pre-Conference Registration Packet Checklist

This lists the components of a basic conference registration packet, including space to add items as needed.

Conference Registration Checklist

Packet Contents Listing

A list of items of a basic conference packet, including space to add items, as needed to help keep track of packet enclosures.

Vendor Display Area

A sample diagram of the vendor display area for to aid placement and setting up displays. Some similar form of this may also be useful to the hotel staff.

**VASF^{AA} CONFERENCE COMMITTEE
ASSIGNMENT ROSTER**

CONFERENCE DATE: _____

List below, the persons who will be assuming responsibility for each of the major task associated with conducting the conference.

<i>Task</i>	<i>Volunteer</i>
<i>Site Coordinator</i>	
<i>Presenter Coordinator</i>	
<i>Facilities Coordinator</i>	
<i>Entertainment and Special Activities</i>	
<i>Miscellaneous Tasks Crew</i>	

Appendix 1.5B - Miscellaneous Assignment Guide

**VASF AA Conference Committee
Miscellaneous Assignment Guide**

CONFERENCE DATE: _____

Task	Assigned to:
Pre-Conference Mailing	
Registration Packet	
Program Agenda	
Program Printing	
Session/Function signs	
Meal Function Tickets	
Session Evaluation Forms	
Conference Evaluation Forms	
Newsletter Articles	
Local Restaurant Information	
Vendor/Sponsor Coordination	
Menus Selection	
Presenter Selection and Contact	
Keynote Speaker Selection and Contact	
Ticket Collection	
Door Prizes	
Vendor Prizes	
Conference Mixers	
New Member Breakfast	
New Member Special Activities	
President's Reception	
Late Check Out Arrangements	
VIP Amenities	
Registration Desk Monitoring	
Refreshment Break Monitoring	
Meeting Room Set-Up Monitoring	

Appendix 1.5.2-A - Speaker Letter

(Date)

(Address)

Dear (Name):

On behalf of the Conference Committee of the Virginia Association of Student Financial Aid Administrators, I extend sincere appreciation to you for accepting our invitation to serve as a presenter for the *(Spring/Fall)* VASFAA Conference. The conference will be held *(Day/Date)* at the *(location)*.

Your session on *(session title)* is scheduled for *(Day)*, *(Date)*, *(Time)*.

Please submit a brief description of your presentation to me by *(Date)*. A two or three line description would be sufficient for program publication purposes. If you have special needs such as audio-visual equipment, table, microphones, etc., please let me know by completing the enclosed form and returning it to me at your earliest convenience.

Yours Truly,
(Conference Committee Member Name)
VASFAA Conference Committee
Speaker Coordinator
cc: Conference Chair

Enclosure

Appendix 1.5.2-B - Facilities and Special Arrangements Guide

**VASFAA CONFERENCE COMMITTEE
FACILITIES & SPECIAL ARRANGEMENTS GUIDE**

GENERAL INFORMATION: (To be completed by the Conference Committee)

VASFAA Conference Dates: _____

Session Day/Date: _____

Session Time: Begin: _____ End: _____

Session Subject: _____

Presenter: Name: _____

Title: _____

Address: _____

Telephone: _____

E-Mail: _____

Moderator (Where Applicable): _____

Anticipated Number Attending: _____

FACILITIES AND SPECIAL ARRANGMENTS (To be completed by the presenter.)

Preferred seating Arrangement: Theatre Classroom

The following items and/or special arrangements will be needed for the session listed above. (e.g. Audio Visual, Microphones, Lecterns, Tables, etc.)

Items	Comments:
_____	_____
_____	_____
_____	_____
_____	_____

Signed: _____ Date: _____
(Presenter)

Please return your completed form to: (Name and Address of Conference Committee Member in charge of Presenters.)

Arrangements have been made for the above listed items and have been confirmed:

(Site and facilities Coordinator)

(Dare)

Appendix 1.5.5 - Vendor Area Set-Up

**VASFAA SPRING CONFERENCE
VENDOR AREA SET-UP**

Sketch to scale, the layout of the area to be used for vendor displays. Then label spaces to identify where each vendor is to be located. This information may be used to provide to the hotel and to direct vendors to their assigned space.

Space Drawing:

Space Number	Assigned to:	Space Number	Assigned to:
1		2	
3		4	
5		6	
7		8	
9		10	
11		12	
13		14	
15		16	
17		18	
19		20	
21		22	
23		24	
25		26	
27		28	
29		30	

Appendix 1.5.6.1A - Pre-Conference Registration Packet Checklist

**VASFAA CONFERENCE COMMITTEE
CONFERENCE:
PRE-CONFERENCE REGISTRATION PACKET CHECKLIST**

Date Needed: _____

List below the items that should be included in packets for a pre-conference mailing. Also indicate the source of each item.

ITEMS:

SOURCE:

Letter of Invitation _____

Hotel Reservation Form _____

Conference Registration Form _____

Tentative Program Agenda _____

Special Activities Announcement _____

Site and Tourist Information _____

Appendix 1.5.6.1B - Registration Packet Checklist I
VASFAA CONFERENCE
REGISTRATION PACKET CHECK LIST

Following is a listing of basic items to be included in a Conference Registration packet. Add items to this list as you decide to include them as a packet enclosure. Make certain you have the name of the person(s) that is responsible for providing each item listed in the source column.

<i>ITEM</i>	<i>CONTACT</i>
Program	
Meal Tickets	
Conference Evaluation Form/Meal Ticket	
Restaurant Guide	
Tourist Information	
Treasurer's Report (Annual Business Meeting Only)	
Board Minutes from last business meeting	
Vendor/Sponsor Listing	
Entertainment Flyer	
Conference Participants Listing	

TABLETOP MATERIALS

List below, materials that are to be set on a table near the registration desk for conference participants.

CONFERENCE PROGRAM PRINTING GUIDELINES

Copy guidelines:

1. Submissions must be made in the required format and submitted by the deadline to be included in the program.
2. All copy submissions must be in Microsoft Word format.
3. Copy should be left justified and written with one space after all punctuation.

Electronic logo files

Logo images submitted must meet the criteria listed below.

1. Files provided must be of a 300 resolution or higher, jpeg, tiff, bmp, or eps format.
2. Low-resolution images (e.g., GIF images download from the Web) will not provide consistent quality print in the program and will not have the same clarity as other formats listed above.

Photos

1. Acceptable electronic formats include jpeg, tiff, or eps.
2. Resolution must be 300 or higher.
3. Original black and white, and color hard copy photos will be accepted for scanning in-house. These will then be converted to a usable format. Additional time should be allowed for images needing scanning. Originals provide the most adequate scanning clarity.

Send all copy and photos to the Conference Committee Chair, who will then forward them to the agency preparing the program for printing.

Logos and photos for vendor and sponsor related graphics should be sent to the Vendor/Sponsor Chair, who will then forward to the agency preparing the program for printing.

Appendix 1.5.6.4 - Meal Function Planner

VASFAA CONFERENCE COMMITTEE
MEAL FUNCTION PLANNER

Conference Dates: _____

Function Day/Date: _____

Time: Begin: _____ End: _____

Location: _____

[Use this guide to itemize all meal functions. This may also be given to the hotel's conference coordinator as the Conference Committee's choices relating to meal functions.]

Meal Type:

Breakfast

() Continental

() Buffet

() Seated/Served

() Seated/Served

Lunch

() Continental

() Buffet

() Seated/Served

Dinner

() Continental

() Buffet

Cost (per person): Basic: \$ _____

Cost with Taxes & Gratuity: \$ _____

Estimated No. Attending: _____

TOTAL Function Expense: \$ _____

Menu Schedule:

Please obtain approval from the Conference Committee Chair before presenting this information to hotel staff.

Approved: _____ Approval Date: _____

Appendix 4.4 - Time-Packaging Information

Time Packaging Information - VASFAA Conference Planning

(Sorted by Category of Responsibility)

<i>CATEGORY</i>	<i>TASK DESCRIPTION</i>	<i>LEAD TIME - DAYS</i>	<i>LEAD TIME - WEEKS</i>
AV	Audio-visual needs determined and itemized	70	10
Board	Board dinner information finalized for President	28	4
Conference	Identify ticket collectors	1	.14
Entertainment	Finalize entertainment arrangements for special activities	84	12
Facilities	Facilities information requests sent to presenters	84	12
Facilities	Facilities needs for presenters finalized (Including Room Set-up)	70	10
Facilities	Facilities needs for non-presenter sessions finalized	56	8
Facilities	Prepare list of complimentary Items for hotel staff billing	14	2
Fees	Calculate recommended registration fee (for Board approval)	84	12
Mailing	First mailing of conference information to potential participants	56	8
Mailing	Second mailing of conference information to potential participants	28	4
Mail-Chairs	Notice sent to committee chairs to determine conference needs	98	14
Mail-Key	Letter(s) of invitation to key note speaker(s)	84	12
Mail-Labels	Request labels for conference mailings from membership chair	98	14
Mail-Labels	Receive first set of mailing labels from membership chair	70	10
Mail-Labels	Receive second set of mailing labels from membership chair	42	6
Mail-Presenter	First notice to selected presenters (Include facilities forms)	84	12
Mail-Presenter	Second notice to selected presenters (no response to first notice)	56	8
Meet-Hotel	First facilities meeting with hotel staff	105	15
Meet-Hotel	Second facilities meeting with hotel staff	84	12
Meet-Hotel	Final facilities meeting with hotel staff	1	.14
Meet-Membership	Planning meeting with membership chair	84	12
Meet-Program	First conference committee meeting	105	15
Meet-Program	Second conference committee meeting	84	12
Meet-President	Planning meeting with VASFAA President	119	17
Meet-Treasurer	Planning meeting with VASFAA Treasurer	84	12
Meet-V/S Chair	Planning meeting with Vendor/Sponsor Coordinator	84	12
Menu	Select menus and estimate of prices	84	12

<i>CATEGORY</i>	<i>TASK DESCRIPTION</i>	<i>LEAD TIME - DAYS</i>	<i>LEAD TIME - WEEKS</i>
Menu	Confirm menus with hotel staff	28	4
Menu	Confirm meals counts with hotel staff	3	.42
Newsletter	First Newsletter article prepared and submitted to editor	56	8
Newsletter	Second Newsletter article prepared and submitted to editor	28	4
Packets	Receive conference packet enclosures for packet preparation	14	2
Program Comm.	Assign task coordinators	105	15
Program Comm.	Assign miscellaneous tasks	105	15
Printing	President's reception invitations drafted	28	4
Printing	President's reception invitations received from printers	14	2
Program	Obtain Session/Speaker recommend from training committee chair	112	16
Program	First draft of program agenda	84	12
Program	Second draft of program agenda	56	8
Program	Final draft of program agenda (include session descriptions)	42	6
Program	Final draft of program sent to sponsor for printing	28	4
Program	Review of blue-line of program before actual printing	21	3
Program	Prepare Master Program guide	14	2
Registration-Membership	Confirm Registration Area Set-up with Membership Chair	14	2
Registration	First Draft of Registration Materials Completed	84	12
Registration	Set Hotel Registration Deadline	84	12
Registration	Obtain Tourist Information for Conference Registration Mailings	70	10
Registration	Draft Copy of Conference Registration Form Prepared	70	10
Registration	Obtain Hotel Reservation Form for Conference Registration Mailing	70	10
Registration	Final Draft of Registration Materials Completed	70	10
Registration	Obtain Treasurer Approval of Registration Form	63	9
Registration	Final Copy of Restaurant Guide Received	28	4
Sessions	First Draft of Session Descriptions	70	10
Sessions	Prepare Outline of Opening Session Topic to set Time Frames	21	3
Signs	Prepare Listing of Signs Needed	21	3
Tickets	Ticket Information Outlined	56	8
Tickets	Printed Tickets to be Received	14	2
Vendors	Vendor Information sent to V/S Chair	84	12
Vendors	Vendor Display Area Layout Sketched	70	10
VIP	Set up VIP Arrangements with the Hotel	28	4
Vendor/Sponsor	Obtain Listing of Sponsored Items from V/S Chair	84	12

<i>CATEGORY</i>	<i>TASK DESCRIPTION</i>	<i>LEAD TIME - DAYS</i>	<i>LEAD TIME - WEEKS</i>
Vendor/Sponsor	Receive Vendor/Sponsor Listing for Program Printing	56	8
Vendor/Sponsor	Obtain Listing of Sponsor Prizes	0	0 – 1 st Conference Day