



**Pacific Northwest Chapter of the Medical Library Association, Inc.**

**ANNUAL CONFERENCE  
PLANNING MANUAL**

This manual has been written to help you organize, plan and manage a successful annual meeting for our chapter. To keep this manual as helpful as possible, revision should be made, when necessary, following each annual meeting. Revisions to this manual should be given to the Chair, Conference Planning Committee.

Revised July 2013

# Contents

SUMMARY OF IMPORTANT NOTES BEFORE YOU START	4
I. Annual Meeting Committee	4
A. Responsibilities	4
B. Meetings	6
C. Records and Reporting	6
D. Calendar	6
E. PNC Banner	8
II. Hotel	8
A. Factors to Consider when Choosing the Hotel	8
B. Hotel Contract	9
C. Meet with Hotel Representatives	10
III. Annual Meeting Program	10
A. Develop a Theme	10
B. Content	10
C. Exhibitors	10
D. Speaker Suggestions	11
E. Chapter Business Meeting	11
F. Contributed / Invited Papers / Posters	11
G. Round Tables	11
H. Welcome Reception	11
I. Banquet	11
J. Continuing Education (CE)	11
K. Lunch	12
L. Other Considerations	12
IV. Continuing Education	12
A. Selecting the CE Courses (January - March)	12
B. Confirming Selections (April)	12
C. Budget (April, May)	12
D. Contracts (June)	13
E. Advertising (June-August/September)	13
F. Application for MLA Credit (for Non-MLA Courses) (June/July)	13
G. Working with the Instructors (August - September)	13
H. Hotel Arrangements (One Month Before the Meeting)	13
I. Day of Class	13
J. Follow-Up	14
K. General Considerations	14
V. Exhibits	14
A. Select the Meeting Hotel	14
B. Establish Fees	14
C. Contact Exhibitors	15
D. Write Initial Letter and Send Preliminary Registration	15
E. Solicit Exhibitor Sponsorships Actively	15
F. Update the Vendor Spreadsheet Continuously	15
G. Send a Formal Invitation	16
H. Exhibit Floor Plan	16
I. Exhibitor Reminder	16
J. During the Meeting	16
K. Thank-You Letters	16

L. Notes: .....	16
VI. Publicity .....	17
A. General Considerations .....	17
B. Suggestions for Publicity Channels and Activities .....	17
VII. Meeting Website .....	18
A. Overview .....	18
B. Basic web editor tasks: .....	18
C. Sections.....	18
VIII. Budget.....	18
A. Typical budget categories .....	18
B. Budget Planning .....	20
C. Payment of Speakers.....	20
IX. Registration .....	21
A. Registration Chair .....	21
B. Registration Process .....	22
C. Badges and Event Tickets .....	22
D. Meeting Packets.....	22
E. Cancellations.....	22
F. Registration Desk / Hospitality Coordinator .....	23
X. Local Arrangements .....	23
XI. Technology.....	24
XII. Joint Chapter Meetings .....	24
XIII. Past Annual Meetings .....	24
XIV. Evaluations.....	24
A. Conference Evaluations .....	24
B. Evaluation Format .....	24
C. CE Evaluations.....	24
D. Exhibitor Evaluations.....	255
XV. Final Steps .....	25
XVI. Appendices.....	26
A. Annual Meeting Report Template .....	26
B. Checklist of Requirements .....	26
C. Sample CE Agreements and Letters .....	27
D. Sample Reimbursement Form .....	32
E. Sample Speaker Contract .....	33
F. Sample Speaker Profile Form .....	35
G. History of this Conference Planning Manual.....	366

## SUMMARY OF IMPORTANT NOTES BEFORE YOU START

- PNC/MLA members in upcoming meeting locales need to begin advance planning a minimum of 2 years prior to hosting the meeting.
- The local hosting group should select an annual meeting committee with a chair or co-chairs. The PNC/MLA chair-elect will serve as an ad-hoc member of the annual meeting committee during the year in which they are chair. The Annual Meeting Committee Chair reports to the PNC/MLA Executive Board.
- When you book the hotel, make tentative reservations for at least 4 days (two days for continuing education and two days for the program). Also plan to book a space and time for the PNC/MLA Board to meet. This may be the day before the first day of CE. Coordinate this with the current PNC/MLA chair.
- Do not schedule the meeting during the Canadian Thanksgiving or on Rosh Hashanah.
- Exhibits should be scheduled for one day only and given maximum exposure. Potential exhibitors should be contacted as soon as the dates and location of the meeting are determined, for their budgeting purposes.
- Major speakers should be approached one to 1 1/2 years before the meeting date.
- The meeting is usually held in September or October.
- Use the Annual Meeting Timeline to keep you on track.

## I. Annual Meeting Committee

The objective of the Annual Meeting Committee is to provide the PNC/MLA membership with an annual meeting that includes continuing education courses, business and committee meetings, keynote speakers, a variety of exhibitors; contributions from members, and opportunities for social interaction.

The Annual Meeting Committee will select a chair (or co-chairs). Normally, the Chair resides or works in city where the meeting will be held to minimize the cost of communicating with hotel and local suppliers. The Chair(s) create as many subcommittees as necessary, with subcommittee chairs serving as Annual Meeting Committee Members. Subcommittees and responsibilities have routinely included:

- Treasurer
- Registration (including registration desk scheduling)
- Exhibits
- Papers and Posters
- Continuing Education (Coordinated by the PNC/MLA Education Committee, with a local liaison)
- Website
- Publicity
- Hospitality / Local Arrangements

The **Conference Planning Committee** is tasked with reviewing hotel contracts and assisting with logistical and planning questions.

### A. Responsibilities

#### Chair (Co-Chair)

- Identifies goals, objectives, policies, procedures, and deadlines of committee
- Secures a facility in which to host the annual meeting
- Contacts keynote and other major speakers. Sends Speaker Contracts, speaker needs form (AV equipment, etc.)
- Selects committee members, establishes sub-committees and assigns sub-committee chair as needed.
- Coordinates sub-committee work. Informs Executive Board of meeting progress and seeks approval of program plans. Evaluates annual meeting.

- Designates meeting treasurer
- Invites MLA Board representative (ideally, the President) as early in the process as possible to avoid conflict with other MLA chapter meetings.
- Develops program for meeting.
- Oversees website for the meeting.
- Work with a graphic designer, if necessary, to design a logo and color scheme. The logo must be scalable so that it can be used in a variety of ways. If necessary, design a small or simplified version of logo for use on name badges and bags. Provide logo files to Communications Chair and meeting webmaster for website, Exhibitor Chair for conference bags, and to Registration Chair for use on registration packet.
- Determine method of communicating with attendees, speakers, and vendors DURING the meeting.
- Give thank you notes or gifts to speakers, and acknowledge special services from suppliers.
- Sends revisions to the Annual Conference Planning Manual to the Conference Planning Committee chair.
- Prepares written report (including financial statement from meeting treasurer) and submits to Executive Board by February 15th.

### **Program Committee**

- Prepares registration and information materials. Decides what will be printed and distributed to registrants.
- Creates and distributes meeting publicity.
- Coordinates social and peripheral events surrounding meeting and oversees all activities of the meeting.
- Prepares meeting packets.
- Name badges must be printed. Other material can be posted online in a PDF format for those attendees who need additional material to support their request with their supervisor. Registration Chair will provide list of names for badges.
- Signs
  - Welcome attendees with large, easy-to-read signs in bold, high-contrast lettering. Use uniform typestyles and color schemes to create visual images that become familiar. Use the meeting logo and colors. This "identity" for signage offers visual cues.
  - Use clearly worded signs. Short statements (3-5 words) are easier to read than small type and extensive copy.
  - Use positive language. "Please Use the Front Door" is much friendlier than "Do Not Enter."
  - If the meeting will be on more than one floor, consider a building directory or map at the main entrance. The program also needs a building directory or map.
  - Be sure signs are adequately lit.
  - Studies (source unknown) have found that a single sign saying, "Go down the stairs and turn left" is actually clearer than a series of arrows attempting the same instruction.
  - Helvetica-based typeface is common. So are: sans serif, Times New Roman or Stencil Bold.
  - Check with your hotel. They may be able to produce signs or can recommend sources. Ask for a sample of quality in advance. Supply conference logo to printer. Have signs delivered early enough so that you have time to double check spellings and ensure that all signs have been delivered.
  - Signs will be needed for:
    1. Registration desk/materials
    2. CE Courses
    3. Break and activity sponsors
    4. Exhibitors
    5. Roundtables/poster sessions
    6. Other miscellaneous group meetings
  - You may want easels for the signs. Check with hotel to determine if they supply easels (free or fee) or if they allow taping signs to the walls, etc. Be sure to bring painter's tape (blue) for removable mounting. Check to see if meeting rooms have sign holders outside the rooms and what size sign they hold.
  - Consider having a signboard with the meeting schedule.

- If exhibitor tables are assigned, tabletop signs may be needed to let them know where to set up.

### **Treasurer**

- Manages meeting budget.
- Establishes a separate meeting bank account
- PNC/MLA is a 401.C.3 non-profit organization. Our FEIN (federal employer identification number): 93-0742753.
- Wild Apricot allows only one PayPal account at a time. Coordinates with the PNC treasurer to determine best date to shift the transfer of funds from the main PNC bank account to the annual meeting bank account. At the conclusion of the annual meeting, shifts the transfer of funds back to the main PNC bank account.
- Uses debit card to cover meeting expenses; writes checks for speaker honorariums and expenses as outlined in each Speaker Contract.
- Prepares budget and fee schedule for approval by Executive Board 6-9 months prior to Annual Meeting. (May be coordinated with Chair or Co-Chairs.)
- Coordinates scholarships for members (including student members) to assist them in attending meeting. Scholarship amounts determined in consultation with PNC/MLA Executive Board. **(Exception: Professional Development Committee coordinates during years when CE is provided in lieu of an annual meeting.)**

### **Hospitality / Local Arrangements**

- May include creating a restaurant guide
- Local events / tours

Professional meeting planners charge hourly rates. Professional decorators, those who handle exhibits, charge a service fee for each booth. Some professional entertainment planners work on a commission basis from the hotel and usually do not charge additional fees. In general, PNC/MLA meeting planners have **not** used outside professionals when planning the annual meeting.

### **C. Meetings**

It is recommended that during the initial planning period, monthly 1-hour meetings be held. This is necessary to get all the various duties assigned and to keep on task. Monthly meetings or even contact by phone or email will be enough until shortly before the meeting, when activity peaks again and more frequent meetings will be necessary. Meetings can be a combination of conference calls and in-person gatherings. Sub-committee chairs should plan on participating in as many meetings as possible and giving updates on the progress of their tasks.

### **D. Records and Reporting**

A list of common budget items is in the Budget section of this manual, and a final report template is in the appendix. Regular verbal and email reports are expected by the Executive Board during the planning phase. All financial documents and bank statements must be sent to the PNC treasurer so our complete books can be audited every three years.

### **E. Calendar**

Timetables vary depending on the size of the group, season and facility used. This timetable has been prepared for meetings being held in the larger cities within our region. For smaller communities, you can usually shorten the timeline. It's very important to prepare your own meeting calendar to mark deadlines. It's a great way to prevent details from slipping through the cracks.

### **24-36 Months Ahead**

Target Date      Completion Date

- Select a hotel or conference center
- Review plans with PNC/MLA Executive Board
- See the facility (site inspection)
- Book meeting, banquet, and sleeping room space
- Negotiate with and obtain contract from facility
- **Send copy of contract to Conference Planning Committee Chair for review**
- Obtain signed copy of contract from facility and send to PNC/MLA Executive Board liaison for signature.
- Send meeting location and dates to Communications Chair
- Begin program development

### **12-18 Months Ahead**

Target Date      Completion Date

- Invite MLA Board member (ideally the President) to the meeting
- Determine theme of meeting (themes are not required but often unify the meeting content)
- Notify MLA headquarters of meeting location and dates.
- Begin search for speakers
- Contact potential exhibitors to inform them of location and dates
- Review plans with PNC/MLA Executive Board
- Update Communications Chair so PNC/MLA web site can be kept current
- Create meeting web site

### **9-12 Months Ahead**

Target Date      Completion Date

- Get signed contracts from speakers, including AV/computer equipment needs
- Prepare preliminary budget
- Review program with facility
- Plan business and social agenda
- Post details on meeting website
- Publicize on listservs, in MLA News, etc.
- Announce meeting at PNC meeting one year in advance
- Review plans with PNC/MLA Executive Board

### **6-9 Months Ahead**

Target Date      Completion Date

- Review A/V needs; obtain equipment or advise facility. Renting these items can be expensive, so budget accordingly.
- Review program with principals
- Select menus
- Revise specifications with facility as necessary
- Refine budget
- Establish conference fees/ CE course charges
- Update website with additional content

### 3-6 Months Ahead

Target Date    Completion Date

- Confirm special events
- Create and test online registration
- Update meeting website including links to registration
- Announce the opening of registration

### 4 Weeks Ahead

Target Date    Completion Date

- Review facility banquet event order - select final food and beverage requirements
- Review program with all speakers and presenters
- Finalize agenda
- Prepare a welcome message to be included in the program
- 

### 2 Weeks Ahead

Target Date    Completion Date

- Prepare meeting packets
- Prepare signs
- Print final program
- Print roster of attendees & exhibitors
- Print name badges (delay printing rosters and name badges as long as possible since registrations continue up to and including the day of the conference)

### Day Prior to Meeting

Target Date    Completion Date

- Walk through the program at meeting site
- Review all setups, including registration area
- Review rooming list with front desk
- Have pre-conference meeting with all appropriate personnel. If the Conference begins on a weekend, make sure you talk with **both weekend and weekday** staff)

## F. PNC Banner

The PNC Banner is a large [approx. 8' x 4'] nylon map of the PNC region with grommets. It should be mounted on the wall behind the podium—or in a prominent location—during the conference (at least during the Business Meeting). After the conference, next year's Annual Meeting Committee should take it back with them. This eliminates a mailing charge.

## II. Hotel

### A. Factors to Consider when Choosing the Hotel.

- Location: Meetings have been held in downtown locations, smaller cities, and resorts.
- Rooms
  - What is the capacity of hotel to handle conference attendees, guests, speakers, and exhibitors?
  - Guest rooms – single occupancy vs. double occupancy.
  - Will the hotel waive meeting room charges if a specified number of guest rooms are booked?
  - Two rooms with some adjacency are needed: one to hold 50-100 members during talks and one to hold 10-20 vendors.
- Meals
  - Restaurant facilities within close proximity to hotel or within the conference hotel.
  - Are any or all conference meal functions required to waive meeting room charges?
  - Communicate to members if meal functions are a requirement to keep overall costs down.

- What costs will be waived if meal functions are included?
- Availability of Internet access (and whether wired or wireless) in guest rooms, meeting rooms, and common areas.
- Overnight security for vendor equipment?
- Technical capabilities (including availability of IT staff during entire meeting)
- Billing procedures
- Does the hotel require a deposit in advance of the conference?

**B. Hotel Contract**

The **Conference Planning Committee** chair will help with the negotiation and must review the contract. The contract must be signed by an **Executive Board** member.

A preliminary program is needed to project meeting room needs.

Note: in larger cities, many local attendees will not need a room, however, smaller locations will not have as many attendees, normally. When will the Executive Board meet? If on Friday, rooms may be needed for Thursday. If the meeting ends on Tuesday, rooms may not be needed at all.

Day	Friday	CE on Saturday	CE on Sunday	Monday	Tuesday
Arrive	20	20			
Stay		20	40	40	
Depart					0-20

Most people check out on the final day of the program. Consider extending the meeting rate for the three days prior to and following the meeting.

The following items should be reviewed, and when applicable, included in the final contract.

- Verify guest room block dates
- Verify number of guest rooms reserved.
- Consider attendance in proportion to location for past several meetings when determining this number
- Verify if any guest room nights or suites will be complimentary.
- Verify guest room rates.
- Verify reservation deadlines, any deposit requirements, and cancellation dates.
- Is a damage contract needed? If so, we can piggy-back on MLA's insurance.
- Verify meeting room rates, including set-up, draping for tables, IT capabilities and support.
- Exhibits usually "open" mid-morning on Monday. Verify whether exhibitors need access to that space for set-up the night before. Note, hiring security is not provided by PNC.
- Verify availability of Internet access in guest and meeting rooms, and charges.
- Electrical and Internet requirements of vendors and speakers – charges?
- Parking fees?
- Verify catering charges, including no-host bars.
- Determine catering requirements and restrictions of the hotel. Hotels require using their catering services.
- Obtain menus with catering prices for food events: breaks, welcome reception, breakfasts, lunches, and the banquet. Include vegetarian options. Other charges will need to be figured to develop conference budget.

### **C. Meet with Hotel Representatives**

Meet with hotel representatives 1 month preceding the meeting date. Walk through the entire meeting step by step with catering department and other appropriate hotel representatives, discuss the following in detail: Even if the annual meeting planning members are offsite, this walk-through **must** be done.

- Location of the registration desk
- Location of restrooms
- Location of hotel restaurants and their availability to attendees
- Meeting rooms
- Food events: coffee breaks, welcome reception, banquet, etc.
- Electrical and internet requirements of vendors and speakers
- Audiovisual / it equipment requirements and availability of support staff
- Lighting requirements
- Parking facilities
- Names/numbers/schedules for technical assistance and catering personnel for every day of the conference
- Copier access and cost, if charges
- Billing or payment arrangements
- Contact information for catering questions – for all shifts including weekends
- Contact information for facilities questions for all shifts including weekends

## **III. Annual Meeting Program**

### **A. Develop a Theme**

Optional. Typically this is done through brainstorming and generating ideas. Factors to consider include: speaker interests, strengths, and specializations; relevance/interest/program theme; and different library constituencies: hospitals, academic, society, biotech, and public. Try to make the meeting interesting to all members. We also have members in the U.S. and Canada so country-specific topics should be kept to a minimum.

### **B. Content**

The Business Meeting is required. Other content has included a keynote speaker, other invited speakers, poster sessions, roundtables, contributed papers vs. invited papers, research and/or student papers, and panels. The RML and MLA have been allocated time to update members. Both library-specific and clinical topics should be included.

### **C. Exhibitors**

Exhibits are one day only. This has been the indicated preference by the exhibitors themselves for a meeting of this size. Vendor booth fees are a significant financial support. Every attempt should be made to build in time between vendors and meeting attendees.

- Make sure exhibit space is in a convenient location to the meeting spaces.
- Make sure there is adequate set up time, security, and accessible storage for vendor pre-conference shipments. Ideally, vendors should have access to exhibit space the night before the day of exhibits.
- Make sure the facility technical support person(s) is available to vendors during the set up time.
- Leave enough time for interaction, either in one or two large blocks (at least 1 hour ) or have long coffee breaks (30 min each)
- A lunch should be planned with the exhibitors on the day of the exhibits.
- Include a list of vendors in the meeting packet.

#### **D. Speaker Suggestions**

- Keynote, 60-90 minutes including time for questions / answers / discussion
- Clinical
- Research, especially student research
- Other invited
- Banquet Speaker/Entertainment. Members consistently say they don't want a banquet speaker. Time for networking is a key component to a successful meeting.

#### **E. Chapter Business Meeting**

- Allow 1-2 hours – contact the Chair of PNC/MLA to get a sense of how much time they anticipate needing..
- Early on last day (never at end of the last day!)
- Prizes to encourage attendance have been given.
- Printed versions of motions to be considered / voted on should be included in the meeting packet whenever possible.

#### **F. Contributed / Invited Papers / Posters**

- One hour for 3 or 4 papers. Multiple sessions should be considered if enough submissions warrant additional time. Posters are another way for members to share their accomplishments, research, and successes.

#### **G. Round Tables (Optional)**

- Allow 45 minutes per session, can run same session twice.
- Ask membership for topics
- Include a facilitator and note taker at each table.
- Share findings with membership via the meeting website.

#### **H. Welcome Reception**

This is usually held the evening before the first day of programming. If a buffet or substantial hors d' oeuvres are provided, indicate in publicity so that members can plan accordingly. Food must include vegetarian options. A no-host bar is usually how alcohol is made available. Some years, vendors have picked up the cost for drinks.

#### **I. Banquet**

The banquet is usually on the evening of the first program day. This is an **optional** event. If a banquet is held, it should be a fun, casual event. Food must include vegetarian options.

#### **J. Continuing Education (CE)**

Usually held the first two days before the meeting begins. Offer both full-day and half-day courses. CE is coordinated by the Professional Development Committee of PNC/MLA. A member of the Professional Development Committee should be at least an ex-officio member of the Annual Meeting Committee. In smaller cities, consider CE that might appeal to other types of librarians.

## **K. Lunch**

Leave at least 1.5 to 2 hours for lunch. Adjust this time if necessary, especially on exhibit day. Make sure the tables aren't too crowded (8 is the maximum for most round tables). Make sure vegetarian options exist.

## **L. Other Considerations**

Expect to get requests from any or all of the following. Contact them early in the planning process to determine their needs.

- MLA update
- RML update
- PNC Officers
- PNC committees
- Exhibitors requesting training/presentation time. Will it fit the theme? Is there an open time?

During the conference designate one person as Site/Catering Liaison. They will:

- Advise catering of any changes in meal counts throughout the day.
- Collect meal tickets, when these are needed, if hotel staff does not collect for their purposes.

## **IV. Continuing Education**

This is a responsibility of the Professional Development Committee (PDC). The Professional Development Committee is expected to have one of its members attend relevant meetings of the Annual Meeting Committee. A member of the PDC is often asked to handle local arrangements and coordinate logistics during the days CE is held. The following is included in the manual for the Professional Development Committee liaison - as an overview of the steps usually taken to select and offer courses at the annual meeting.

### **A. Selecting the CE Courses (January - March)**

- Obtain list of MLA CE courses and a list of instructors approved to teach them.
- Survey local resources for other courses that might be offered (including SLA and other professional groups)
- Select several courses to be included in annual PNC/MLA Continuing Education Needs Assessment survey. Include a complete description of each course on the final list.
- Poll the membership.
- Tabulate and publicize results of poll.
- Select courses.
- Check with Executive Board to ensure that any overall goals of chapter regarding continuing education will be met.

### **B. Confirming Selections (April)**

- Contact instructors to insure availability and agreement on presentation date(s).
- Ask about honoraria, facilities, materials and equipment requirements, cancellation policy and other services needed.
- Inform instructors that courses that do not meet minimum enrollment may be cancelled.
- Confirm all arrangements and dates in writing.

### **C. Budget (April, May)**

- Develop a C.E. budget for each course. Include travel costs, honorarium(s), equipment charges, room rental, breaks, lunch (if one is to be included) and purchase of any course materials. Some of these will have to be estimated.

- Determine charge for each course, and establish a minimum number of participants for which the course will be held. Courses with larger attendance may subsidize courses with fewer students.
- The size of classes is often determined by the room size available in the hotel, by whether it is a hands-on lab experience, and by the instructor's wishes.
- Provide information about class charges, and any size limits, to Annual Meeting Committee for budgeting, publicity, web site, and registration information.

#### **D. Contracts (June)**

Prepare a written contract for each instructor, including all details of agreement and a date prior to which any cancellation (by either party) must be made. Send a copy of each contract to the Annual Meeting Treasurer.

Sample letters and agreements are included in the appendix.

#### **E. Advertising (June-August/September)**

Submit information to Communications Department at MLA Headquarters eight to ten weeks in advance. This will assure timely announcement in the MLA News. Use discussion lists in the chapter and for other chapters to promote the conference. See section **VI. E.** for more details.

#### **F. Application for MLA Credit (for Non-MLA Courses) (June/July)**

While AHIP members may prefer that courses have MLA credit, not all courses will have this distinction. Courses should not be excluded simply because MLA credit is not "part of the package." The Professional Development Committee will assist instructors who wish to obtain MLA credit for their course.

#### **G. Working with the Instructors (August - September)**

- Confirm equipment and seating needs.
- Confirm class size and any other arrangements to be made.
- Arrange for photocopying if needed. Costs are covered by the course fee or are borne by the instructor.
- Send contracts for instructors to sign and return.
- Either provide hotel reservation cards and program information in time for them to self-register or book a hotel room for them before the hotel's deadline.
- For courses that do not meet minimum registration requirements, arrange for cancellation: communicate with instructors and with any registrants (and with registration and website chairs).
- Send any advance information required by instructor to class participants using Wild Apricot.
- Provide instructors with class roster if requested.

#### **H. Hotel Arrangements (One Month Before the Meeting)**

- Communicate class sizes, seating arrangements and equipment needs to Site/Catering Liaison.
- Arrange for breaks. Bear in mind that food events are part of the hotel contract.
- Arrange for signage.

#### **I. Day of Class**

- Have one member of committee or volunteer attend each course as a "monitor", prepared to handle problems, do emergency photocopying, pass around attendance roster, etc.
- Pass out evaluation forms at end of course. Give each participant a letter or certificate of completion when he/she hands in the completed evaluation. (see examples in appendix)

## **J. Follow-Up**

- Tabulate evaluations.
- Collect instructor expenses and send to the meeting treasurer.
- With Annual Meeting treasurer will reimburse instructors for agreed to expenses, including any honorarium charged.
- The final instructor mailing should include their expense/reimbursement check; copies of their class evaluations, and a thank you letter.
- Provide MLA with copies of evaluations and attendance rosters.
- Send thank you letters to committee members.
- Submit final report to Annual Meeting chair

## **K. General Considerations**

- Allow for people to indicate their alternate CE choices.
- Make sure that instructors know whom to contact locally.
- If possible, arrange to meet instructors at airport.
- Designate someone to fill out letters or certificates of attendance.
- Have course registration, blank course evaluation forms and blank certificates of completion prepared in advance of CE days.

## **V. Exhibits**

### **A. Select the Meeting Hotel**

- Select the meeting hotel with the exhibits in mind. Many smaller hotels may not have two rooms large enough for the main meeting room and the exhibit room.
- Space for 10+ exhibitors. Determine the size of table with the hotel/meeting location can provide. These are normally either 8x8 or 8x10.
- Exhibit space must be easily accessible with high visibility.
- Exhibits are held on the first full day of the meeting. Most exhibitors prefer to set-up and tear-down their booths on the same day. Some vendors want to set up the night before, however hiring security is normally not an option due to cost. Determine their shipping preferences – can FedEx or other delivery service be contacted to pick up packages for shipment?

### **B. Establish Fees**

Exhibitor fees and CE fees are the revenue for the meeting. Creating a positive experience for the exhibitors is critical so they will continue to support PNC meetings. Invite them to attend program sessions.

Does the hotel charge for exhibit space, tables and/or draping, power, phone line(s) or Internet connectivity? Will IT staff be available, and if so, is there a separate charge for their services?

In 2009, fees were \$500 and included:

- 1 draped 6 foot table with chairs
- Approximately 8' x 8' booth space
- Electricity
- Internet Access
- Continental breakfast, break and lunch
- Company name and description in the registration packet
- Exhibitor listing on the PNC/MLA website
- Lunch, since a "lunch with the exhibitors" was scheduled
- Exhibitor Bingo to qualify for Door Prizes

- Request that they participate in the door prize drawing at the end of the day

In 2013, fees were \$450 and besides the items listed above, included a 2-minute STAT presentation during the conference on the first day. Table sizes were smaller and fees were reduced because of this and to offset the higher cost of meeting in Alaska.

### **C. Contact Exhibitors**

- Make up list of possible exhibitors and contact them as soon as meeting location and dates are known.
- Contact previous PNC/MLA/MLA exhibitors.
- Even earlier contact can be helpful to make sure budgeting at the national office will permit their attendance at your meeting.
- Add local firms and favorite vendors.
- Find lists of other exhibitors at previous library meetings in your city.
- Add possibilities obtained from the MLA exhibits.
- A broad spectrum should be represented.

### **D. Write Initial Letter and Send Preliminary Registration**

- Provide information about the meeting date, location, hotel, and expected attendance from what areas for exhibitors as part of the meeting web site.
- Include costs.
- Ask for company name, representative name, name to put on sign for booth, special needs (electricity, phone line). Try to make contact with the local representatives as often information sent to the home office does not get to them.
- Provide the specific address/addressee to be used for shipping any exhibit materials (clarify this with the hotel).
- Ask for sponsorship of specific meeting events, give list of events with specific costs.
- Exhibitors will need to enter their payment information in Wild Apricot. The vendor information has been entered by a member of the planning committee to reduce errors and as a service to the vendor.

### **E. Solicit Exhibitor Sponsorships Actively**

- Meeting bags are no longer expected, however if they are included, they should be sponsored by an exhibitor.
- One or more exhibitors usually cover the exhibitor lunch.
- Coffee breaks or wine/drinks for banquet or Welcome Reception are sometimes covered by exhibitors.
- Exhibitors should be encouraged to bring a door prize. Asking for this AFTER they arrive should be avoided.
- Ask exhibitors what they would like to offer. (You might be surprised.)
- *MLA traditionally offers a free membership for the upcoming year, but that is given to the PNC/MLA Membership Secretary to encourage membership renewals and not used at the conference.*
- Remember to acknowledge all sponsorships on the website, in the program, and in signage at the meeting. Send letter of thanks after the conference.

### **F. Update the Vendor Spreadsheet Continuously**

- Include current representative names and both email and street addresses.
- Include notes about reasons they won't exhibit.
- Share information with the Registration Chair.

## **G. Send a Formal Invitation**

- Exhibitor registration should be separate from meeting registration, and made available as early as possible.
- Exhibitors may also wish to register for the meeting or social events. Include hotel room reservation information.
- Contact unresponsive vendors.
- Update spreadsheet when changes occur.

## **H. Exhibit Floor Plan**

- Negotiate the floor plan with the hotel. The local fire marshal may have to approve the floor plan. Assign booth space to registered, paid vendors.
- Give the “Choicest” locations with maximum visibility to the biggest donors.
- Put those who need power near the walls so extension cords will not drag across floor.
- Leave ample room between exhibits, if possible.
- Do not put competitors next to one another.

## **I. Exhibitor Reminder**

Two weeks before the meeting, make phone calls to exhibitors who have not yet registered to verify their intent and to any for whom you have questions.

## **J. During the Meeting**

- Have a meeting packet for each exhibitor at the Registration / Hospitality Desk. It will include a copy of the program, name badge, ribbon, any meal tickets, exhibit floor plan, and exhibitor evaluation.
- Have someone in exhibits area early to help exhibitors set up, make sure they have name tags and have checked in, etc. Have tables labeled with exhibitors names and have floor plans handy for those who have forgotten them. Keep an exhibitor notebook listing all exhibitors and their registrations at the Registration Desk.
- During the meeting, remind the group several times to visit the exhibits.
- Make sure appropriate donor signs are up for sponsored breaks and events.
- If exhibitors donate door prizes establish a drawing sheet where the attendees have to visit each exhibitor and have the rep. initial the sheet. This will motivate attendees to get around to all exhibitors.
- Inform exhibitors of next year’s meeting dates.

## **K. Thank-You Letters**

Write thank you letters to all the exhibitors within two weeks of the meeting.

## **L. Notes:**

- It is important to start this process early since so many meetings are held in the fall and since many companies may budget 1 to 5 years ahead.
- There is enough work involved in working with the exhibitors that more than one can be assigned this task.
- Personality traits: must be willing to ask for money!.
- Arrange food events to encourage interaction with vendors.
- Analyze the exhibitor evaluations and share results with future annual meeting planners.

## VI. Publicity

### A. General Considerations

- Announce your meeting at the prior year's meeting. Provide flyers, bookmarks, etc. listing the date, location, and theme. Include these items in the Meeting Packet.
- Begin publicity as soon as dates and site are set. Send this information to the Communications Chair so it can be put on the PNC/MLA website.
- Do more publicity after tentative program has been drawn up.
- Do major publicity in May/June, right before registration is announced.
- Include program, complete with CE course titles and instructors in the registration announcement and May/June publicity.
- Use HLIB-NW other current social networking channels, and Wild Apricot to send messages to meeting registrants and keep members informed of changes and additions as they occur.
- Keep editorial deadlines in mind and send information to be published in newsletters, etc, at least one month ahead of time.
- Work with meeting web editor to present consistent information.
- Find volunteers to promote the meeting using social media.

### B. Suggestions for Publicity Channels and Activities

Consult the 2009 meeting wiki (<http://pncmla-2009.pbworks.com/Publicity>) for information about publicity for that meeting. In 2009 a meeting blog was created and linked from the meeting web site. Twitter was also used for publicity and communication about the meeting, with a conference hashtag defined and included in publicity and signage. Meeting participants also used the conference hashtag for tweeting during the meeting. Consider current appropriate emerging technology channels, and work with the Web editor to plan for social media coverage of the event.

Channels used in 2013 included:

#### AkLA

<http://www.akla.org/list/index.html>  
[aklalist@akla.org](mailto:aklalist@akla.org)

#### HLIB-NW

[hlib-nw@u.washington.edu](mailto:hlib-nw@u.washington.edu)

#### HPC-MLA

<http://hpcmla.mlanet.org/index.html>

#### LIBIDAHO

<http://www.idaholibraries.org/libidaho>  
[libidaho@ala.org](mailto:libidaho@ala.org)

*(holds for review by list moderator)*

#### LIBS-OR

<http://listsmart.osl.state.or.us/mailman/listinfo/libs-or/>  
[libs-or-owner@listsmart.osl.state.or.us](mailto:libs-or-owner@listsmart.osl.state.or.us)

#### MCMLA

<http://www.mcmla.org/member/maillist.html>  
[mcmla-l@listserv.kumc.edu](mailto:mcmla-l@listserv.kumc.edu)

#### MLGSCA

<http://www.mlgsc.mlanet.org/discussion.html>  
[list@mlgsc.mlanet.org](mailto:list@mlgsc.mlanet.org)

#### MLA News / Focus

#### MLA Student email group

[mla-student@ns1.mlahq.org](mailto:mla-student@ns1.mlahq.org)

*(holds for review by list moderator)*

#### NCNMLG

[http://www.ncnmlg.org/pubs/pubs\\_listserv.htm](http://www.ncnmlg.org/pubs/pubs_listserv.htm)  
[ncnmlglist-owner@lists.stanford.edu](mailto:ncnmlglist-owner@lists.stanford.edu)

Quarterly newsletter

#### OHSLA

<http://www.ohsu.edu/library/ohsla/>  
[ohsla@ohsu.edu](mailto:ohsla@ohsu.edu)

*(holds for review by list moderator)*

#### PNLA list

<http://www.pnla.org/pnla-l/index.htm>  
Lenora Oftedahl: [oftl@critfc.org](mailto:oftl@critfc.org)

#### SLA Biomedical & Life Sciences Division

[sla-dbio@lists.sla.org](mailto:sla-dbio@lists.sla.org)

<http://units.sla.org/division/dbio/>

**SLA Oregon Chapter web site & email:**

<http://units.sla.org/chapter/cor/>

[SLA-COR@lists.sla.org](mailto:SLA-COR@lists.sla.org)

**SLA Pacific Northwest Chapter (WA, ID, MT, AK)**

[daniel.b.trefethen@boeing.com](mailto:daniel.b.trefethen@boeing.com)

*(forwards to list moderator)*

List address: [SLA-CPNW@lists.sla.org](mailto:SLA-CPNW@lists.sla.org)

**SLA UW Student Chapter:**

<http://students.washington.edu/slauw/>

[sla-uw@u.washington.edu](mailto:sla-uw@u.washington.edu)

*(holds for review by list moderator)*

**SLA Western Canada chapter web site:**

<http://units.sla.org/chapter/cwcn/>

[sla-cwcn@sla.lyris.net](mailto:sla-cwcn@sla.lyris.net)

**WIIF**

<http://www.secstate.wa.gov/library/libraries/lists.aspx>

[wiiif@list.statelib.wa.gov](mailto:wiiif@list.statelib.wa.gov)

**WIRED-MT**

[http://msl.state.mt.us/for\\_Librarians/WiredMT/default.asp](http://msl.state.mt.us/for_Librarians/WiredMT/default.asp)

**Stef Johnson:** [stjohnson@buttepubliclibrary.info](mailto:stjohnson@buttepubliclibrary.info)

## VII. Meeting Website

### A. Overview

One person should be assigned to create and update a meeting website. While past meeting websites have been hosted at the University of Washington server, current websites are created in Wild Apricot. The Chapter's web editor is available to provide assistance to the meeting web editor.

### B. Basic Web Editor Tasks:

1. Obtain permissions to edit annual meeting section of the PNC/MLA website hosted by Wild Apricot.
2. Work closely with the Publicity chair to plan for use of social media to cover the event.
3. Create a "place holder" web page as soon as dates have been set.
4. Obtain input from Annual Meeting planning committee regarding website usability and layout.
5. Budget time during the two weeks before the meeting for "spontaneous" emergency last minute changes to the web site.

### C. Sections

Sections of the web site typically include:

- Home Page (including graphic/logo, date, and location)
- Preliminary Program (including CE, speaker bios, special events, business meetings)
- Registration Information. Clearly define what is included in an all-inclusive registration vs. a meeting-only option. Normally, all-inclusive includes attendance at all meeting functions including the Welcome Reception, Banquet, lunches, and breaks. A meeting-only registration differs in that the Banquet is a separate cost.
- Hotel information (remember to include parking costs!)
- Logistics (including transportation information and driving directions)
- Vendor Information (including contacts, contracts and fees)

Information for the above sections will be supplied to the Web Editor by the appropriate Annual Meeting committee chair.

## VIII. Budget

### A. Typical Budget Categories

Setting up a spreadsheet is useful to compare income and expenses and to determine where changes must be made to make the profit goal of \$2500 happen. Try to fill in an estimated amount for all the following categories

that will be used by your meeting. Begin with your expenses. Your projected expense will then help determine what registration fee to charge members, non-members, and vendors. Some expenses are integral to the meeting and some are discretionary. While breaks are essential, what is offered during the breaks is very flexible. Beverages are more necessary than food. Keep food at breaks light and healthy, if possible. Of course, a lovely splurge like an ice cream social is fine is sponsored by an exhibitor! The goal is to keep registration costs reasonable, while being sure you can meet fixed expenses.

#### Income

- Registration fees
  - how many attendees are expected
  - late registration income
  - member rate vs. non-member
- CE fees (first must offset CE expenses – any profit becomes income for the meeting)
- Vendor fees
- Sponsorships
- Banquet (this is income if a separate fee is charged, however, this is also an expense)

#### Expenses

- Speakers
  - honoraria, travel, and per diem
  - handouts
  - postage – Thank you note and appropriate evaluations
- Fees
  - financial (bank, PayPal)
  - taxes
  - service charges
  - gratuities
- Transportation
- Hotel
  - room charges
  - food and beverages charges
  - AV/IT charges
  - Internet access (wired/wireless)
  - microphones
  - electricity (for vendors – this is covered by their registration fee)
  - screens
  - projectors (often borrowed from colleagues at local university)
  - room tax, sales tax, service charges, and gratuities
- Food
  - Welcome reception
  - breakfasts (on meeting days)
  - breaks
  - lunches
  - banquet
- Printing and duplicating
  - signage (directional, room labels, vendor recognition)
  - program
  - name badges
  - tickets
- CE (CE costs **should** be cost neutral for the meeting budget)
  - instructor honoraria, travel, and per diem
  - breaks
  - lunches
  - instructor handouts (responsibility of instructor, but last minute copying may be needed)

- postage – Thank you note and appropriate evaluations
- Meeting rooms [NOTE: meeting room use charges may be waived if hotel food minimum is met.]
- Poster stands

## **B. Budget Planning**

PNC/MLA provides each annual meeting with \$1000.00 seed money. The meeting treasurer will work with the PNC/MLA treasurer to obtain needed funds.

The meeting budget is an estimate of anticipated income and expense for your meeting and provides financial control and accountability. It's important to document how and why you arrived at all figures, so keep track of calculations used to arrive at each budgeted item. Allow contingencies for the unexpected. Reviewing a budget for a meeting that closely resembles your location can give you a good basis for preparing this year's budget.

- When setting conference fees and meal charges,
  - consider providing member and non-member rates.
  - In the past, members of neighboring chapters have received member rates.
  - Make the all-inclusive conference fee (excluding Continuing Education) \$5-\$10 less than if everything was charged separately. This gives a slight break to those supporting all of the meeting meal functions.
  - Include Welcome Event in all fee options. Typically, registration also includes breakfast, lunch, and breaks. These meal events are excellent opportunities for vendor sponsorships.
- Many hotels require a certain percentage of attendance for meal functions to avoid meeting space charges. Meal numbers are important!
- The biggest food-related decision is regarding the banquet. Some issues to consider are:
  - Should a banquet be held?
  - Should the banquet be included in the registration fee? Banquets are very useful for meeting any hotel food minimum.
  - Should a registration fee without the banquet be offered? Banquets are expensive and if they are charged separately, attendance may be low.
  - However, some organizations do not reimburse for meals and members may need to have the banquet charged separately.
  - Should entertainment or a speaker be included with the event?
  - Should the dinner be plated or not?
  - How should alcohol be handled?
- Determine the late fee to be charged to those who miss the early registration deadline.

## **C. Payment of Speakers**

How speakers are paid depends on the amount of honoraria they receive. If that amount exceeds \$600, then two checks are needed and PNC will need to file a 1099 detailing the honorarium. Per an email on 12/4/09 from Ray Naegele, MLA director of Financial and Administrative Services,

“Chapters can write one check but need to keep the expense reimbursement amount and honorarium separate for accounting purposes. If your accounting system can't do that, then write two checks, which is more work, but easier at year-end to prepare 1099s because only the honorarium (amounts over \$600 in a calendar year) are reported on the 1099.

1099's are used to report compensation to the IRS. They should not include reimbursement for out-of-pocket expenses. See <http://www.irs.gov/faqs/faq/0,,id=199636,00.html>

For reimbursement, the IRS requires that there be an "accounting" of the actual out-of-pocket expenses, as opposed to a lump sum payment that is called a "reimbursement" but may actually be an honorarium and would be reported on the 1099.

To fulfill the IRS requirement, ask the speaker to provide an itemized expense report with receipts and do not include the reimbursement amount on the 1099.”

## **IX. Registration**

### **A. Registration Chair**

1. PNC/MLA is using the Wild Apricot system for meeting registration. Permissions must be given to allow the registration chair to access the Event area of Wild Apricot to create the annual meeting registration forms.
2. Work with Professional Development Committee chair and Annual Meeting Chair(s) to get class and program details plus prices, fees, menu choices, etc.
3. Review past registration forms and use the best option to copy to create what is needed in the current year. There needs to be a separate registrant type for every possible type of registration. All-inclusive should be defined if possible on the form. While the 2013 meeting kept things simple and had only a few categories, the 2009 conference used 12 different registrant types:
  1. PNC Member, All-Inclusive
  2. Non-PNC Member, All-Inclusive
  3. PNC Member, Student
  4. Non-PNC Member, Student
  5. Exhibitor
  6. PNC Member, Non-Conference-CE Only
  7. Non-PNC Member, Non-Conference-CE Only
  8. Conference Registration, All-Inclusive & PNC Membership
  9. Conference Registration, All-Inclusive & Emeritus/Retired PNC Membership
  10. MLGSCA, NCNMLG, Hawaii/Pacific, & Midcontinental Members, All-Inclusive
  11. MLGSCA, NCNMLG, Hawaii/Pacific, & Midcontinental Members, Non-Conference-CE Only
  12. VIP (used for guests, speakers, etc. that did not pay a registration fee)
4. Work closely with PNC/MLA Membership Secretary to assure that current membership information is up-to-date in Wild Apricot.
  - Adding the membership fee to the conference registration is also possible in Wild Apricot, but it does create problems because the membership secretary does not get the new registration information. It was necessary to keep a separate account of those names and membership fees and report that information directly to the Membership Secretary.
5. Registration form
  - Keep format simple and provide a link for the conference web editor.
  - Payment options include credit card and check.
  - Include the option for payment of current year PNC membership dues.
  - For check payments, provide this information:
    - Make check payable to PNC/MLA (all fees are payable in \$US).
    - Mail check to: (name and address of meeting treasurer).
  - Offer to accommodate special needs related to attending the conference.
  - Test the registration form thoroughly before it is activated. It's really important to try out complex registrations to make sure that all logical relationships are working correctly before the form is active.
6. Emails can be sent to all registrants at once, or if necessary, emails could be sent to a specific group (e.g. Exhibitors or a specific class's attendees), or to individuals, as required
7. Create list of attendees and name badge file and send to person responsible for printing. Include attendee affiliation on name badges.
8. Create email message to go with confirmation.
9. Establish registration desk hours and solicit help for staffing.

## **B. Registration Process**

1. Forms and payment
  - The Wild Apricot system tracks credit card payments and records class, event, meal choices, and special accommodations.
  - Confirmation is sent automatically by email. If requested, another copy of confirmation form can be provided.
  - Sometimes payment arrives after registration takes place. This normally occurs when the fees are paid by the institution. If registration fees have not arrived two weeks prior to the meeting date, call the registrant to resolve the delay.
2. Coordinate with other committee members.
  - Continuing Education: Need to know class size limitations and if there will be a waiting list. Send an updated/final class roster of each class as needed.
  - Facility Arrangements: Supply the total number of conference registrants, meal/function registrants, CE registrants, and any other relevant numbers.
  - Coordinate with the PNC/MLA treasurer regarding how to process check payments.
  - Coordinate exhibit registration with exhibits chair.

## **C. Badges and Event Tickets**

The Registration Chair or designate is responsible for the text on tickets and badges.

Badges:

- Include Name, Institution and City/State or Province on the badges.
  - Use a very large type font for the first name so it is easy to read.
- Use the Registration files to generate the list.
- Print as close to start of conference as possible. If these can be done in-house, you have the flexibility to add late registrations right up to the meeting time.
- Check spellings carefully!
- Print some blanks to be used for last minute changes.
- Obtain vendor names from the Exhibit chair. Print extra exhibitor badges.

Event Tickets:

- Print any time after event registration is firm.
- Use a different color for each and try not to make the individual tickets too small.

## **D. Meeting Packets**

Stuffing packets takes 3-4 hours for a group of at least 4 people. Label each individual's manila envelope with their name and institution (use name badge file) to create labels. The meeting packet contains:

- Small envelope with event tickets (you may want name labels for these)
- Name badge holder
- Name badge
- Final program or Meeting-at-a-Glance page. 2013 is not printing the complete program – rather it will be available as a PDF document on the website and members who wish to can print a copy.
- Invitation to next year's annual meeting
  - (Get this from next year's Annual Meeting Committee Chair.)

Provide a Meeting Packet for each exhibitor, whether or not they "register". Reserve a few copies of the meeting program to provide to hotel catering and facilities staff.

## **E. Cancelations**

Each Annual Program Planning committee needs to determine their cancelation policy. Some groups have charged a fee for all cancelations; some require written cancelations that must be received by a particular deadline (say one week before the conference).

## **F. Registration Desk / Hospitality Coordinator**

The need for a staffed registration desk should be determined by each Annual Program Planning group. Can meeting envelopes be distributed during CE and the Welcome Reception? Should the desk be open only before the meeting or during breaks? Is a registration desk needed on the last morning? When one exists, note the following items to help make this work smoothly.

1. The registration desk also serves as the hospitality desk. Locals often help staff the desk.
2. The registration chair is in charge of the registration/hospitality desk. He/she should prepare a schedule of registration times and enlist helpers to staff the desk. Limit time to no more than two hours at a time, if possible. A few days before the conference, confirm the scheduled dates and times with all designated helpers.
3. There should be a simple, written set of instructions at the desk for helpers to follow and a designated contact person in case of a problem. This is very important, because conference participants, vendors, and hotel staff will all treat the Registration Desk as an information desk.
4. If conference bags are distributed, have them at the Registration Desk long before it opens. Arrange a place to store them when the Desk is not open and a means to transport them to and from the Registration Desk.
5. Some items that should be available at the Registration/Hospitality Desk include:
  - Computer with Internet connection for Wild Apricot access and onsite registration.
  - The notebook with copies of confirmation forms (optional).
  - Meeting packets.
  - Blank name badges.
  - Tickets for events.
  - Pens, pencils, paper, stapler, staples, scissors, blue carpenter's tape.
  - Marker pens for name tags.
  - Unlabeled folders/packets.
  - Local maps, restaurant guide, tour brochures (to be provided by the Local Arrangements committee).

## **X. Local Arrangements**

The Local Arrangements Committee is responsible for communicating with meeting attendees about the city and area in which the meeting is taking place. As part of the Annual Meeting Committee, they work to facilitate ease of navigation to and from the meeting facility, as well as alert meeting attendees to area points of interest and events. Below is a list of possible activities for the Local Arrangements Committee:

- Provide content for the meeting web site that includes local information including, but not limited to:
  1. Name, address and phone number of conference facility – link to their web site if available
  2. Information about transportation options to and from conference facility and within the host city
  3. Links to local information such as web page for the Convention and Visitors Bureau, Points of Interest, Area Restaurants, and Local Weather
  4. In 2009, the Local Arrangements Committee created an event page on Yelp so people would have more detailed information about dining and entertainment options near the conference venue - <http://www.yelp.com/events/seattle-where-do-we-grow-from-here-pnc-mla-annual-meeting>
- Once the meeting is announced, start communicating regularly about items and events of interest to meeting attendees. Coordinate with the publicity chair to avoid duplicate messages.
- Obtain maps of the host city and/or tour brochures to have at the Welcome/Registration Desk. These can often be obtained from the city's Visitor's Bureau or Chamber of Commerce
- A guide of area restaurants, coffee shops, mini marts, etc. Sometimes the meeting facility can provide these – ask!
- In cities where the meetings have been held frequently, prepare a packet for new members/first-time attendees

- Optional: Arrange for a local tour for attendees at a time that is not in conflict with the program.
- Coordinate with the Registration Chair to help staff the Registration/Hospitality desk at the meeting. Recruit volunteers to help with this. Don't ask for people to work more than 2 hours at a time.

## **XI. Technology**

IT and AV technologies are fundamental to most parts of the meeting. Hotel staff should handle most of the details. The Exhibitor Chair should have negotiated any technology support needs for the exhibitors. The CE Chair should have negotiated any technology support needs for the instructors. The Annual Meeting Chair should have negotiated any technology support needs for the speakers.

To save equipment rental fees PNC/MLA Annual Meeting planners can arrange to use local equipment or bring their own. There must be a person assigned every day to see that technology issues are resolved. That person must be comfortable with the technology involved and prepared to work with hotel staff.

Plan to provide oversight for any local equipment being used.

## **XII. Joint Chapter Meetings**

Joint meetings with other Chapters do occur, and decisions to hold these begin at the Board level. Once all involved chapters have agreed to a joint meeting, planning begins. Given the varied nature of these types of meetings, this manual will not attempt to cover that planning process. It's a great deal like this only more so! Due to scheduling issues among chapters, if a joint meeting is held PNC may choose to host a CE-only meeting or forego holding an annual meeting in the fall.

To date, four joint meetings have been held: in Jackson Hole, WY in 1986, in Seattle in 1990, in Sacramento, CA in 2003, and in Seattle in 2006. Five chapters (including PNC) are holding a joint meeting in Denver in 2014.

## **XIII. Past Annual Meetings**

Visit the [PNC/MLA website](http://pnc-mla.cloverpad.org/Default.aspx?pagelD=1231323) (<http://pnc-mla.cloverpad.org/Default.aspx?pagelD=1231323>) and review past Annual Conferences. It is always possible to re-visit a Conference theme.

## **XIV. Evaluations**

### **A. Conference Evaluations**

Meeting evaluations are critical. The facility and major components of the meeting are evaluated. Exhibitors should receive their own evaluation form.

### **B. Evaluation Format**

Use SurveyMonkey to create an online evaluations and Wild Apricot to send the survey link to registrants. Consider making a copy of a previous meeting evaluation found in the PNC folder in SurveyMonkey and then adapt it.

### **C. CE Evaluations**

Individual course CE evaluations are handled separately by the PNC Professional Development Committee. They analyze them for PNC and then send the originals (for those with MLA credit) directly to MLA. They also send copies to the instructors. Meeting evaluations can also include some questions regarding CE.

## **D. Exhibitor Evaluations**

Exhibitor evaluations should be separate from meeting evaluations and should be administered by the exhibits chair.

## **XV. Final Steps**

Annual Meeting Chair responsibilities:

- Make sure next year's Annual Meeting Committee chair has the PNC Banner to use for the next meeting. This eliminates a mailing charge.
- Create meeting evaluation and send to membership.
- Tabulate and analyze the evaluations.
- In collaboration with the meeting treasurer, make sure all outstanding bills are paid.
- Check with subcommittee chairs that all fees owed have been collected and forwarded to meeting treasurer.
- Send thank you notes to speakers and committee chairs.
- Submit Final Report to PNC Chair, PNC Archivist, and PNC Communications Chair.
- Submit both print and electronic versions of the Final Report to PNC Conference Planning Committee Chair.
- Send suggestions for revisions of the Conference Planning Manual to the Conference Planning Committee Chair.

## XVI. Appendices

### A. Annual Meeting Report Template

Please complete all sections of the report. Synopsis and Narrative sections should be 4-5 pages total. Please label each page of the report with the meeting year and location.

Please submit 3 copies of the complete report to: 1) PNC Chair; 2) PNC Archivist; 3) PNC Conference Planning Committee Chair. An electronic version of the report needs to be given to the PNC Conference Planning Committee Chair (either send electronically or give disk).

YEAR PNCMLA Meeting Report

LOCATION

DATE

#### EXECUTIVE SUMMARY

When and where meeting was held, planning committee roster, hotel selection, monthly teleconferences using Freeconference.com, new this year Stat Talks, bags, posters at reception, include info re budget planning.

#### COMMITTEE REPORTS

#### EVALUATION

Evaluation results are archived in the PNC/MLA SurveyMonkey account so it may be sufficient to provide the survey title and a link to the results.

---

### B. Checklist of Requirements

#### Room Furnishings and Equipment (please note how many required)

Flip Chart \_\_\_\_\_  
Erasable board/pens \_\_\_\_\_  
Microphone \_\_\_\_\_  
LCD Display unit \_\_\_\_\_  
Screen \_\_\_\_\_  
Pointer \_\_\_\_\_  
Extension cords \_\_\_\_\_  
Other \_\_\_\_\_

Tables \_\_\_\_\_  
If Panel, how many panelists? \_\_\_\_\_

Roundtable Style \_\_\_\_\_  
Tables \_\_\_\_\_

#### Assistance

Photocopying \_\_\_\_\_  
How many copies? \_\_\_\_\_  
Color? \_\_\_\_\_  
How distributed?  
During presentation \_\_\_\_\_  
Placed on seats \_\_\_\_\_  
Picked up on entrance \_\_\_\_\_  
In registration packets \_\_\_\_\_

#### Room Arrangement

Theatre style \_\_\_\_\_  
Standing lectern \_\_\_\_\_  
Desktop lectern \_\_\_\_\_

**C. Sample CE Agreements and Letters**

**• Instructor Who Receives An Honorarium, Course Not Mla Certified**

**1. Query regarding class**

---

**Instructor information:**

[non-pnc-member name, email address, phone]

[mailing address]

**1. Would you be available to teach [class title] at the PNC/MLA Annual Meeting on the weekend of October 9-10, 2010 in Portland, Oregon?**

Yes, I am available to teach a class called "Beyond PowerPoint: Presentation Design Principles for Engaging and Educating an Audience"

**2. Is your class approved for MLA Continuing Education Credits? If no, we will be happy to assist you with applying for MLA CE Credits. Could you please provide us with a course description and list of educational goals and objectives, along with a course outline including time allocations?**

Not yet approved for CE credits.

Course description:

Goals and objectives:

Course outline/ agenda:

Need for This Course:

**3. What is the duration of your class? 2 hours / 4 hours / 6 hours / 8 hours / flexible?**

**4. How many students can attend your class?**

**5. What is your customary honorarium?**

**6. What facilities are required? Do you need a hands-on computer classroom? Do students need Internet access? What other materials or equipment would you need?**

---

## 2. Confirmation Letter

---

Chris Shaffer  
Chair, Professional Development Committee  
Pacific Northwest Chapter / Medical Library Association  
c/o OHSU Library  
3181 Sam Jackson Park Rd. – LIB  
Portland, OR 97239-3098



June 24, 2010

[non-pnc-member name].  
[address]

Dear [name]:

Thank you for agreeing to teach [class] at the Annual Meeting of the Pacific Northwest Chapter / Medical Library Association (PNC/MLA).

Attached is a Continuing Education Agreement. Please review the terms enumerated and if you have any questions or want to make any changes contact me. If the terms are acceptable, sign and return the attached agreement, keeping a copy for your reference.

Your liaison for the class will be [name], who can be reached at [email address and phone number].

Sincerely,



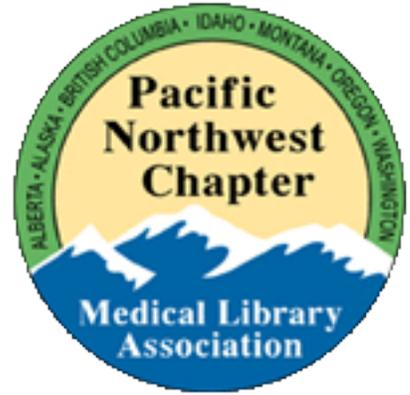
Chris Shaffer

### 3. Agreement

---

## Continuing Education Agreement 2010 Annual Meeting

**Sponsoring Organization:** Pacific Northwest Chapter / Medical Library Association (PNC/MLA)  
**Liaison:**  
**Instructor:**  
**Course:**  
**Location:**  
**Date and Time:**



You agree to teach the above listed course at the PNC/MLA Annual Meeting. You further agree to:

- Notify your liaison of the maximum number of participants for the class, if applicable, by July 30;
- Obtain Medical Library Association Continuing Education approval for 4 contact hours for the course by September 3, 2010;
- Submit to your liaison course materials to be reproduced by October 1, 2010;
- Bring or ship your own course materials if not submitted for reproduction;
- Notify your liaison of any required changes or alterations to this agreement in a timely manner.

PNC/MLA agrees to:

- Assist you with obtaining Medical Library Association Continuing Education approval and pay the application fee;
- Reimburse your transportation and parking at the hotel on the day of the class;
- Pay per-diem of up to \$20 for lunch on the day of the class;
- Register participants;
- Reproduce your course materials if sent to the liaison by October 1, 2010;
- Provide the class room;
- Provide necessary audiovisual equipment (a separate audiovisual form will be sent);
- Provide an honorarium of \$300.

PNC/MLA reserves the right to cancel this agreement if, by Friday, September 15, a minimum enrollment of ten students has not been reached. Your liaison will contact you by phone or email by Monday, September 18 if the minimum enrollment is not attained.

The above terms are agreeable and accepted by:

June 24, 2010

\_\_\_\_\_  
Chris Shaffer                      date  
Chair, Professional Development Committee  
PNC/MLA

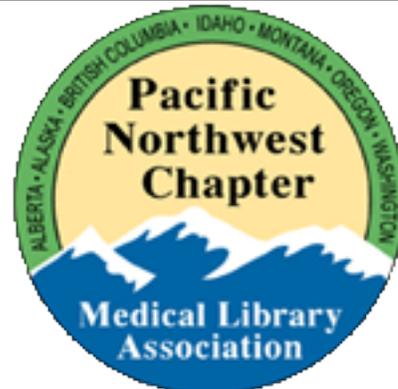
\_\_\_\_\_  
[name]                                      date  
Instructor

- Instructor who receives no honorarium (such as an RML:staff member), course is MLA certified

### 1. Confirmation Letter

---

Chris Shaffer  
Chair, Professional Development Committee  
Pacific Northwest Chapter / Medical Library Association  
c/o OHSU Library  
3181 Sam Jackson Park Rd. – LIB  
Portland, OR 97239-3098



June 24, 2010

[RML instructor name]  
[address]

Dear [name]:

Thank you for agreeing to teach [class] at the Annual Meeting of the Pacific Northwest Chapter / Medical Library Association (PNC/MLA).

Attached is a Continuing Education Agreement. Please review the terms enumerated and if you have any questions or want to make any changes contact me. If the terms are acceptable, sign and return the attached agreement, keeping a copy for your reference.

Your liaison for the class will be [name], who can be reached at [email address and phone number].

Sincerely,

Chris Shaffer

---

## 2. Agreement

---

### Continuing Education Agreement 2010 Annual Meeting

**Sponsoring Organization:** Pacific Northwest Chapter / Medical Library Association (PNC/MLA)

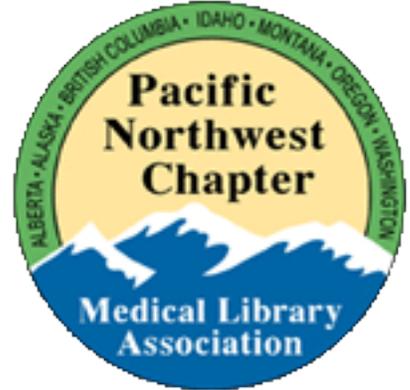
**Liaison:**

**Instructor:** [RML instructor]

**Course:**

**Location:**

**Date and Time:**



You agree to teach the above listed course at the PNC/MLA Annual Meeting. You further agree to:

- Notify your liaison of the maximum number of participants for the class, if applicable, by July 30;
- Obtain Medical Library Association Continuing Education approval for 3 contact hours for the course by September 3, 2010;
- Submit to your liaison course materials to be reproduced by October 1, 2010;
- Bring or ship your own course materials if not submitted for reproduction;
- Notify your liaison of any required changes or alterations to this agreement in a timely manner.

PNC/MLA agrees to:

- Reimburse your transportation and parking at the hotel on the day of the class;
- Register participants;
- Reproduce your course materials if sent to the liaison by October 1, 2010;
- Provide the class room;
- Provide necessary audiovisual equipment (a separate audiovisual form will be sent).

PNC/MLA reserves the right to cancel this agreement if, by September 15, a minimum enrollment of ten students has not been reached. Your liaison will contact you by phone or email by September 18 if the minimum enrollment is not attained.

The above terms are agreeable and accepted by:

June 24, 2010

\_\_\_\_\_  
Chris Shaffer                      date  
Chair, Professional Development Committee  
PNC/MLA

\_\_\_\_\_  
[name]                              date  
Instructor

D:

**PNC/MLA Travel Expense Reimbursement Form**  
**Expense Report Must Be Filed Within 30 Days of Completion of Travel**

**Traveler Information:**

Name \_\_\_\_\_  
Address-1 \_\_\_\_\_  
Address-2 \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip / Postal Code \_\_\_\_\_

**Description of Travel:**

Purpose of travel \_\_\_\_\_  
Departure City, State/Province \_\_\_\_\_  
Date/Time \_\_\_\_\_  
Arrival City, State/Province \_\_\_\_\_  
Date/Time \_\_\_\_\_  
Return Departure City, State/Province \_\_\_\_\_  
Date/Time \_\_\_\_\_  
Return Arrival City \_\_\_\_\_  
Date/Time \_\_\_\_\_

**Itemized Travel Expenses (attach documentation: receipts, note beginning and ending mileage, etc.):**

Airfare or Rail Fare \_\_\_\_\_  
Personal car mileage \_\_\_\_\_  
*(56.5 cents per mile for business miles driven, 2013 Federal mileage rate)*  
Rental Car \_\_\_\_\_  
Taxi or Shuttle \_\_\_\_\_  
Parking \_\_\_\_\_  
Hotel \_\_\_\_\_ Number of nights \_\_\_\_\_  
Per Diem \_\_\_\_\_ (\$96/day in Anchorage during 2013)  
Miscellaneous \_\_\_\_\_ *Provide description:* \_\_\_\_\_

**TOTAL EXPENSES** \_\_\_\_\_

If Total Expenses exceeds \$599.00, traveler must provide their Social Security Number: \_\_\_\_\_

Traveler Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Reimbursement schedule for Travel**, per PNC Board decision November 30, 1990; revised April 21, 1992 based on federal government allowances: <http://www.gsa.gov/portal/category/21287>.

Send this form to: **Greta Yarbrough, Knowledge Manager, ANTHC Clinical Informatics, Inuit EHR Suite, 4315 Diplomacy Drive. Anchorage, AK 99508**

**Date of Reimbursement by PNC Treasurer:** \_\_\_\_\_ **PNC Check Number:** \_\_\_\_\_

## E. Sample Speaker Contract

**March 25, 2013**

**Dipesh Navsaria, MD, MLIS**

University of Wisconsin - Madison  
School of Medicine & Public Health  
500 Lincoln Dr.  
Madison, WI 53706



Dear Dr. Navsaria:

The Pacific Northwest Chapter of the Medical Library Association (PNC) is delighted that you will conduct our Keynote Session at our annual meeting. Our meeting is being held on September 16 & 17, 2013 in **Anchorage, Alaska** at the **BP Energy Center** located at 900 E. Benson Blvd.

Your presentation is scheduled for **8:45a – 10a** on **September 16<sup>th</sup>**. Our theme is “Visual Stories Transform.” We are asking all presenters to keep this in mind and whenever possible, use stories and visual images during their talks.

The Session audience will be approximately 50 health sciences library and information professionals who are experts in health information management. We are hoping to entice local academic and public librarians to the conference, too. I suspect most school librarians will not be able to attend, since school will be in session.

If the following arrangements are acceptable, please sign and return a scanned copy of this letter by **April 19, 2013**.

### **The Speaker Will:**

1. Conduct the Keynote Session on **September 16, 2013**, followed by an informal Q & A session – for a total of one hour and 15 minutes.
2. Return this letter, a current photograph (if possible), and brief biography to promote and introduce the Session.
3. Provide a title for the Session by **April 19th** or as soon as possible.
4. Return the attached speaker profile form by **September 6th**.

### **PNC Will:**

1. Provide an honorarium of **\$750**.

2. Reimburse expenses for round trip coach transportation, two night's lodging at the Residence Inn and meals. Please complete and return the attached expense report within 30 days following your Session.
3. Provide suitable facilities for the Session including specified audio-visual equipment.
4. Provide complimentary Inclusive Registration to the meeting. Your registration materials will be given to you on September 16th.

If for any reason beyond the control of the Speaker or PNC, the Session cannot be convened, the parties will notify one another as soon as possible and endeavor to agree on a substitute. Where circumstances are such that adequate notice cannot be given or no substitute can be agreed on, this agreement shall be deemed canceled.

If you have questions or concerns, please feel free to contact me.

I attended a short presentation on the Reach Out and Read initiative at a one-day health literacy conference in Portland on 1 March. I am very much looking forward to your participation at PNC's Annual Meeting.

Sincerely,

Kathleen Murray  
Program Chair, Pacific Northwest Chapter of the Medical Library Association  
University of Alaska Anchorage  
Consortium Library / Alaska Medical Library  
3211 Providence Dr.  
Anchorage, AK 99508

**Agreed and Accepted:**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Attachments:           Speaker Profile Form  
                              Expense Report

## F. Sample Speaker Profile Form

### Speaker Profile Form

#### Contact Information

Name: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ (not required)

Email address: \_\_\_\_\_

#### Audio Visual Equipment Needed:

Note: a laptop and overhead projector will be provided along with a speaker podium and microphone.

Flip chart

other, please specify: \_\_\_\_\_

#### Handouts

If you have material that you would like copied and ready for you to distribute, please send originals to:

Kathy Murray  
University of Alaska Anchorage  
Consortium Library / Alaska Medical Library  
3211 Providence Dr.  
Anchorage, AK 99508

by September 6, 2013. Material received after this date may not be available for distribution at the meeting.

## **G. History of this Conference Planning Manual**

Original prepared by Steve Teich, Joan Ash, and Carol Willman.

Major revisions in 1990 by Jackie Gagne, Debbie Ketchell, Mary Cambell, Susan Way, Maryanne Blake, and Kathy Murray.

Revised in 1991 by Pam Spickelmier, Nancy Van Dinter, Kathy Nelson, Judy Balcerzack, Deanna Canfield, and Nancy Griffin.

Revised in 2002 by Kathy Murray with assistance from Anne Girling and Loretta Andress.

Revised in 2004 by Robin Braun and Arleen Libertini

Revised in 2010 by Susan Barnes and Gail Kouame

Revisions provided in 2011 by Liisa Rogers

Complete review and revision in 2013 by Kathy Murray, Conference Planning Committee Chair