



Conference & Event Planning

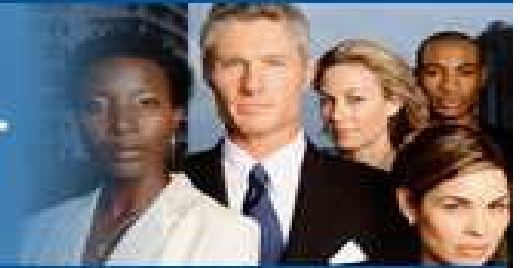


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SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

Volunteer Center

Leading People. Leading Organizations.



Great Conferences and Events... It's **ALL** In The Planning!

Presented by:

Carol McDaniel

2010 State Conference Director, HR Florida

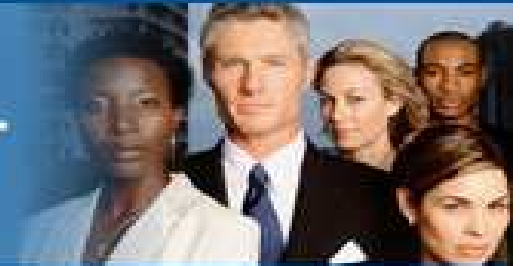
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Factors That Determine Your Plan

- **Purpose**

fundraising, educational, social, networking

- **Audience**

community leaders, HR pros (senior, novice) or peers

- **Budget**

who or how is the event being funded?

- **Planning Team**

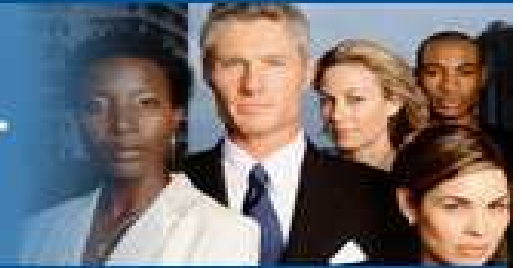
volunteers/pre-selected

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Purpose

- Charity (*goodwill*)
- Council Charter (*support operational expenses*)
- Social Networking (*service orientated*)
- Educational Event (*service orientated*)



Audience

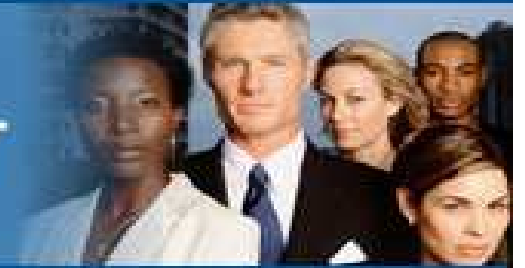
- Peers
- Senior HR professionals
- HR novices
- Business community leaders
- Attract new members/different audience

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Budget

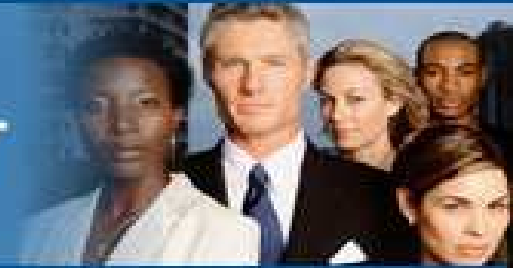
- Allocated funds (*based on budget plan*)
- Based on donations/sponsors
- Zero budget
- Unlimited funds

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Budget – Items to Consider

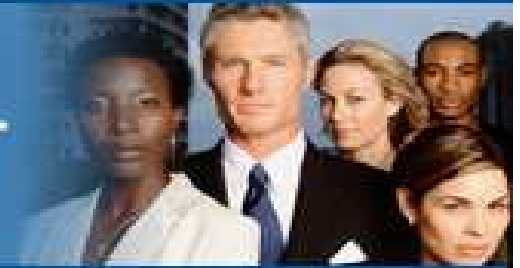
- Event location fees
- Food and beverage costs
- Speaker fees
- A/V and other technical costs
- Printing/postage
- Recognition

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Budget – Items to Consider (cont.)

Pro Bono/Compensated Speakers:

- National Speakers
- *Local Experts (local colleges/universities, chamber of commerce)*
- Other Chapters
- SHRM Staff

Speaker Resources:

www.shrm.org/speakers

www.nsaspeakers.org

www.washingtonspeakers.com

www.hrflorida.org

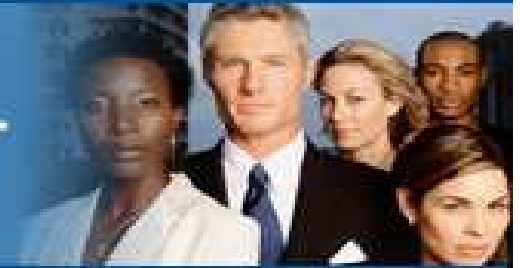
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Planning Team

- Volunteers from chapter/BOD
- Event planning company (*based on budget*)
- Type of event
- Time needed to plan Event





Planning Team (cont.)

Team Assignments:

(based on length and elaboration of event)

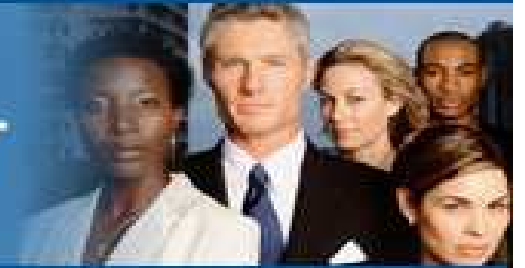
- Sponsorships
- Programs
- Marketing
- Registration *(includes RSVPs, payment)*
- Onsite Volunteers

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Planning Team (cont.)

Project Planning:

- Team assignments
- Timeline (90, 60, 45, 30 day)
- Tasks
- Goals



Planning Team (cont.)

90 Days Prior:

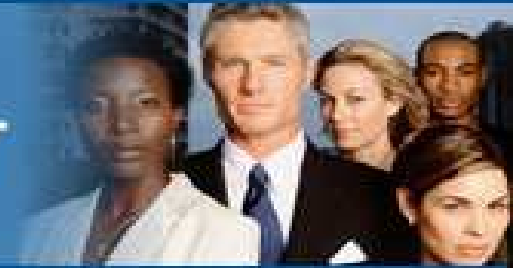
- Establish time/date/location/event cost
- Develop theme
- Reserve location/deposits
- Speakers confirmed
- Sponsors/vendors marketing

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Planning Team (cont.)

60 Days Prior:

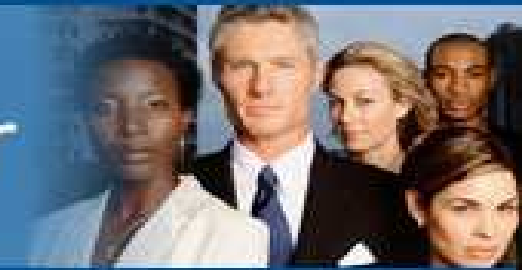
- Confirm sponsors
- Plan layout
- Establish flow
- Marketing plan executed
- Event insurance
- Order supplies

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Planning Team (cont.)

Theme:

- Helps establish purpose of event
- Philosophy of your organization
- Colors/decorations
- Materials/displays
- Handouts/giveaways

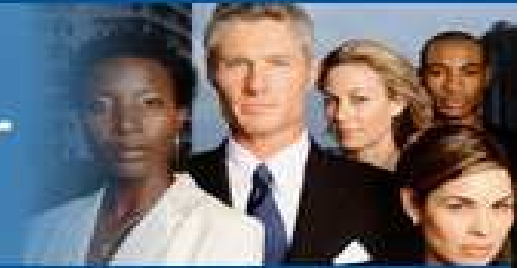


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Planning Team (cont.)

Location:

- Central location
- Easily accessible
- Can accommodate vendors and attendees
- Onsite catering
- AV needs (*electricity, computers, screens, microphones etc.*)

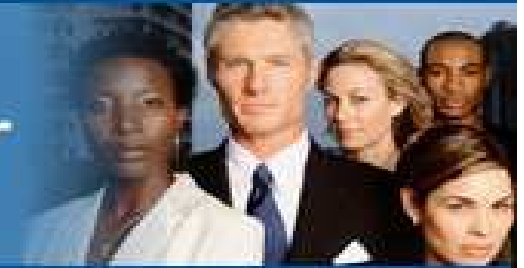


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Planning Team (cont.)

Vendors:

- Offset costs
- Align with event message/ organization message
- Understand policy/process/ giveaways etc...



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Planning Team (cont.)

Event Pricing:

(based on established goals of chapter/council)

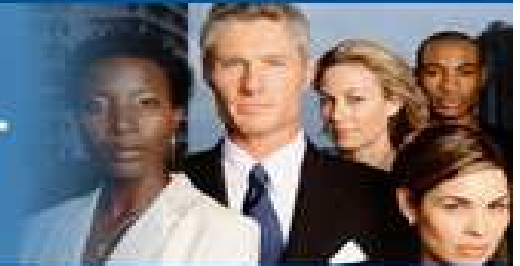
- Make a profit
- Cost plus profit
- Breakeven
- No charge

The logo for the Society for Human Resource Management (SHRM) features the letters 'S', 'H', and 'R' in white on a dark blue background, followed by 'M' in white on a light blue background. A small 'TM' trademark symbol is positioned to the upper right of the 'M'.

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Planning Team (cont.)

Program:

(based on theme, goals of event)

- Certifications (www.hrci.org/CEPreApprovals/AFC/CDHRS)
- Breakouts/concurrents
- Breaks
- Networking
- Vendor spotlights
- Meals
- General sessions



Planning Team (cont.)

Program Ideas:

www.shrm.org/chapters/resources/chapter_bestpractices.asp

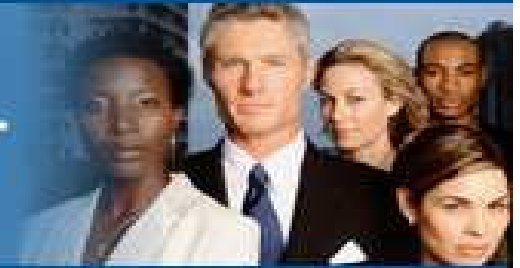
- Other chapters
- HR Florida
- National SHRM conferences
- Community programs

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Planning Team (cont.)

Food & Beverage:

(based on length of event/budget)

- Meals
- Refreshments
- Beverages



Planning Team (cont.)

Marketing:

(re-cert credits, speakers, purpose...)

- Email/invites
- Flyers
- Posters
- Announcements
- Social media/website
- Community outreach



Planning Team (cont.)

30 Days Prior to Event:

- Prepare nametags
- Logistics details to vendors/speakers
- Print programs
- Confirm details/logistics w/event location contact
- Identify key onsite contacts – event location, registrations, sponsor/vendor contact



Planning Team (cont.)

Post Event:

- Debrief – day of event
- Evaluations (*onsite, post email, SurveyMonkey*)
- Thank you to speakers/sponsors
- Start planning for the next year



Questions/Discussion

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