



WERCouncil Educational Event Guidelines

The primary mission for WERCouncils is to provide the same quality programming found at the annual conference and to enhance the personal and professional development of individuals within the industry.

WERCouncil events may include educational events, facility tours, hosted webinars, and networking mixers.

WERC National will process registration through the website and database at www.werc.org. This helps ensure that the logistical needs and tracking requirements are met.

WERC educational sessions are well-respected. It is strongly recommended that the timelines and deadlines outlined in this Guideline document are followed.

Education Session Policy

NOTE: WERC National strongly recommends the Event Announcement Form and Proposed Facility Tour Site Form (if applicable) are to be submitted to HQ at least **30-days prior** to the event date. Events submitted less than 30-days from the event date may not be considered.

Sessions planned by WERCouncils or submitted by suppliers, 3PL's or Consultants are required to include a customer/practitioner shipper as a speaker in their session. The practitioner should be confirmed at the time the session is submitted to HQ for promotion. If the practitioner later cancels, a 2-4 week period will be permitted to replace the canceled speaker with another practitioner. Should a suitable replacement not be confirmed within the allotted timeframe, the session will be subject to cancellation.

Commercialism or direct promotion of a speaker's product, services or company is strictly prohibited in all WERC and/or WERCouncil educational sessions. This is the same for facility tours when showcasing supplier equipment.

WERC Fee Structure

WERCouncils sets fees for their events. Non-member fees must be set higher than member fees (a \$15 difference is recommended). Registration fees charged along with total number of attendees allowed should be at least equal to the expense of holding the event. Any WERCouncil wishing to hold a complimentary event must have monies in their reserves to cover any expenses. WERC will retain \$10 per registrant (complimentary or charged) and a 10% transaction fee to process any non-registration revenue (exhibit/sponsorships). These fees cover setup, maintenance, and registration processing.

Please use the Budget Template when planning your yearly meeting schedule.

Expense Items for Budget Consideration

- Food and Beverage
- Facility/Room rental fees
- Audiovisual fees (laptops, LCD projectors, microphones, flipcharts, markers, remotes, etc.)
- Registration fees to HQ (\$10 per registrant-complimentary or charged)
- 10% transaction fee for non-registration revenue (exhibits, sponsorships, etc.)
- Travel/accommodation expenses for WERCouncil Leaders
- Direct Marketing promotion (print/mailling pieces done by the WERCouncil)
- Supplies (including signs, pads, and pencils, incidentals)
- Speaker fees

WERCouncil

Timeline and Checklist

- All contracts/agreements must be signed by WERC's CEO in order for the event to be covered by the Liability Insurance Policy.
- Sessions planned by WERCouncils or submitted by suppliers, 3PL's or Consultants are required to include a customer/practitioner shipper as a speaker in their session. The practitioner should be confirmed at the time the session is submitted to HQ for promotion.
- Event Announcement Form and budget considerations are recommended to be submitted to HQ at least **30-days prior** to the event date for promotion. Events submitted less than 30-days from the event date may not be considered.
- Upon receipt of the Event Announcement Form, the following will take place:
 - HQ will create the event announcement within 5-business days of receipt and send a copy for review/approval
 - Upon approval the email notice will be sent out to members/customers in the geographic area of the WERCouncils
 - The event will be added to the WERC.org website
 - The event will be promoted via a stand-alone email 1x every two-weeks and placed in the Calendar of Events in the weekly e-newsletter
 - The event will be promoted via WERC's social media channels
- WERCouncil will receive a weekly attendee list every Friday that includes name, title, company only
- 1-week prior to event HQ will send a package to include name badges, onsite registration form and any pertinent promotion material and giveaways
- Registration will close 72-hours prior to the event date and a final registration list will be provided to the WERCouncil
- WERC HQ will email attendee checklist to the main contact for tracking purposes
- During the event WERC HQ will email an evaluation to all attendees
- At the conclusion of the event WERCouncil will send attendee checklist to HQ along with any onsite registrations for processing and any check reimbursement requests
- 1 month after the event HQ will send WERCouncil final registration, financial report and evaluation summary

Promotion of Event by WERCouncil and HQ

WERCouncils are expected to help promote the event. Recommended outreach tools include:

- WERCouncil should add event to WERC's LinkedIn discussion group
- WERCouncil should promote on Twitter (mention @WERCouncil(Name))
- WERCouncil should promote event on WERC's Facebook page
- Direct mail (upon Chapter's request; contact HQ for pricing)

WERCouncil Event Information

The WERCouncil's registration informational/promotional materials must be submitted to HQ for approval via the Event Announcement Form. HQ will help review the materials to ensure accuracy. The information submitted will be used to develop related promotional material.

Please ensure that all of the requested Event Announcement Form information is provided. If information is missing, the event date may not be considered or communication about the event may be delayed. Also, send logos of event hosts and/or sponsors in .jpeg format only when submitting the form.



Registration Rules to be included in materials

- Pre-registration is required through the link below
- Space is limited and on a first-come, first serve basis
- Speaker and Host reserve the right to decline admission to any direct competitor on the attendee list
- There are no refunds and/or credits for attendance cancellation after the RSVP deadline date

Cancellation/Refund Policy to be included in materials

If you need to cancel your conference registration, email wercouncil@werc.org no later than 72-hours before the event start date. Refunds will be issued through your method of payment, less a nontransferable \$10 registration cancellation fee. Substitutions are accepted. No refunds will be given for failure to attend, late arrival, unattended events, or early departure.