



Planning Calendars

The newly elected officers should meet to map out plans for the upcoming year after officer selections have been made, but before the meeting season has begun. The following list covers some of the challenges that officers may face while planning meetings.

Type of Meeting

1. The most common format for a meeting is the lecture, featuring speakers, panelists or discussion leaders.
2. Some councils have held all-day or half-day seminars with several speakers.
3. Facility tours are traditionally a very big draw for WERCouncils. New councils especially, may consider organizing a tour for their first event. A facility tour can be a positive way to introduce a new council into an area and gain local interest and support.

The National office has a sample survey that WERCouncils can adapt to determine the interests and needs of their areas.

Day & Time of Day

Tuesdays, Wednesdays, and Thursdays are the most popular days to hold meetings and generally fare much better than Mondays or Fridays. Once a day of week has been selected, it is good practice to continue to hold meetings on that day to set a pattern for attendees. You may need to experiment with selecting a time and day that works best for your potential attendees.

Location

The location should have an atmosphere conducive to learning and should be near the majority of members. Meeting sites should be reasonably priced and can include such places as hotels with meeting facilities, banquet halls and restaurants with accommodations for larger parties.

Determining Fees

WERCouncils can calculate their fees on a cost plus basis. To determine the fee, you need to know the meetings:

- Fixed costs – costs that will not change with the number of attendees (room rental, audio/visual rental, speaker fee, marketing costs, etc.)
- Variable costs – costs that will change with the number of attendees (meals and materials)
- Profit – how much profit you hope to make from this meeting
- Attendance – the reasonable number of attendees you can expect.

The National Office's support of WERCouncil's is made possible with the dues paid by members, programs and sponsors. When determining meeting fees, the WERCouncil may consider charging non-WERC members a higher fee (an additional \$10 to \$20). WERCouncils can verify WERC membership status by accessing the online membership directory or checking with the WERC office.