



ACMP Conference Committee Charter

TASK FORCE PURPOSE:

The Conference Committee provides change practitioner input for the planning and support of the global ACMP Conference. This includes the Change Management 2019 and some pre-planning for Change Management 2020.

Scope of Committee work includes (but not limited to):

Conference Networking: On-site networking opportunities including New Attendee Orientation, structured events within the conference agenda, and evening events.

Marketing Suggestions as SMEs: Marketing activities include (but not limited to) the confirmation of attendee personas/avatars and related demographic information informed by research and survey results, direction and review of the website as it relates to the annual global conference, providing limited direction as it relates to social media marketing including opportunities for association members to promote the conference and create online engagement using platforms including LinkedIn, Twitter, Facebook, and Instagram.

Education: Education planning activities include recommendations for pre-conference and post-conference workshops as well as the identification of opportunities for new educational components that may be integrated within the framework and scope of the conference structure. Education also includes the identification and/or revision of conference tracks as it relates to breakout sessions and coordination of the Masterclass sessions.

Conference Logistical Planning (CLP): This refers to the identification of key logistical considerations and recommendations as it relates to the delivery of pre-planning direction of conference networking, education, and other committee related functions. This also includes the creation of the attendee post-conference survey and creation of 'Lessons Learned' to provide insight for the subsequent incoming Conference Committee.

The Conference Committee will serve as the volunteer coordinator role both prior to conference and onsite at conference with oversight from Director of Meetings. The conference Chair and Co-Chair will assist with succession planning and documentation for future committees.

This committee serves as the main committee for overall Conference oversight. Speaker Committee and White Paper Committee will report up into this committee.



COMMITTEE DESCRIPTION:

The committee aims to meet approximately once to twice a month via collaborative online meeting.

The committee (via chairs in liaison with the Director of Meetings) will develop a schedule of activities that includes tasks specifically related to the categories within the Pre-Planning Activities. The schedule of activities will be communicated to committee members and all outputs are to be developed in collaboration of with committee sub-groups with final review by the committee chair with oversight from the Director of Meetings. The Chair and Co-Chair will manage the tasks and assign members appropriately.

The Conference Committee will be comprised of ACMP member-volunteers in good standing who have expressed an interest in participating in the pre-planning activities for the global conference. Criteria for participation includes (but not limited to)

1. Members must be able and willing to attend the conference for which they are planning.
2. Members must be willing to commit to a regular contribution effort and actively participate in both meetings and the creation/delivery of tasks/outputs.
3. Members must have an active presence at the conference and be able to participate or provide assistance if required.
4. Members should come from a diverse background and experience pool of ACMP members, including a mix of both full-time employees, contractors / consultants. Experience in change management training, education and interest in trends and topics is helpful.
5. The volunteers on this committee should plan on dedicating an hour a week from August - November; approximately 2 hours per week from January - May. The Chair and Co-Chair will manage the tasks and assign members appropriately even creating 'sub groups' as needed.

COMMITTEE DELIVERABLES

(Deliverables must be SMART [Strategic, Measurable, Achievable, Realistic, and Timely])

1. 3-5 networking activities at the conference, including the New Attendee Networking Session
2. Change practitioner input into the marketing efforts, including personas (and other demographic insights), draft content and review of materials.
3. Recommendations for educational content for pre and post-conference workshops. Plus discussion and input the coordination of Masterclasses and alignment of sessions to match attendee demographic information (ie advanced sessions vs beginner vs intermediate.)
4. Logistical planning including execution of the approved committee recommendations, onsite volunteer coordination, post-conference survey and lessons learned for the incoming committee.
5. Speaker Chair will report regularly on Committee Updates
6. White Paper Chair will report regularly on Committee Updates

DELIVERABLE SCHEDULES

High-Level and subject to change and evolution

Networking

- All activities will be planned by January 2019 and ready to execute by April 2019)
 - New Attendee Orientation
 - Opening Night Reception Networking
 - Lunch by Chapter/Region
 - Other networking activities as decided by the committee



Marketing

- Provide personas and input on topic/educational sessions based on 2018 conference feedback provided by July 2018
- Review marketing materials as required August 2018 – April 2019

Education

- Chair and Co-Chair review and make recommendations for speaker selections provided by the Speaker Committee within two weeks of receiving the results
- Assist in the selection of Masterclass Sessions, coordinate the speaker liaison role and work with Masterclass facilitators.
- Review and make recommendations on the pre- and post- Conference workshops within two weeks of receiving the applications.

Logistical Planning

- Executable plans for each of the networking activities ready by March 2019 and execution of those plans onsite at the conference.
- Coordinate volunteer sign up and training for the conference January – April 2019
- Post Conference Survey by May 2019
- Lessons Learned by May 2019

RESOURCES REQUESTED

- Up to 9 volunteer members including the right or option to add members on ongoing basis if needed.
- Director of Meetings (this covers the majority of cost-related issues as they fall within the scope of his/her related duties).

TASK FORCE TIME COMMITMENT:

Must commit to at least one meeting per month and to at least one or two team or individual projects. Projects will be no longer than 10 hours pre-planning.

TASK FORCE COMPOSITION:

- Size: 7-9
- Composition:
 - Chair – Lori Kaid
 - Co- Chair – TBD

INTERFACES WITH OTHER ACMP ENTITIES:

- BOD: The Board Liaison for the Committee is Roxanne Brown.
- Staff: The Staff Liaison for the Task Force is Nikole Fridenmaker.
- Committees and Entities: Conference Committee has oversight responsibilities with the Speaker Committee and White Paper Committee.



TASK FORCE ANNUAL BUDGET:

The 2018/2019 budget for ACMP activities will be approved. The Committee will be supported by the Staff Liaison in verifying what is covered in this budget. Should budget be required for activities in 2018/19 other than normal operating costs, a Business Case should be developed and submitted to the BOD for consideration.