



ACMP Conference Committee Charter

COMMITTEE PURPOSE:

The Conference Committee provides change practitioner input for the planning and support of ACMP's annual Conference, 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. This committee serves as the main committee for overall conference networking functions.

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.

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, or 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. This logistical planning is completed by ACMP Staff team, who in turn take input from the conference committee members. The Conference Committee will serve as the volunteer coordinator role both prior

to conference and onsite at conference with oversight from ACMP Staff. The conference Chair will assist with succession planning and documentation for future committees.

COMMITTEE DESCRIPTION:

The committee aims to meet approximately once to twice a month via collaborative online meeting. The committee (via the chair in liaison with ACMP Staff Liaison) will develop a plan that includes tasks specifically related to the scope of work for the conference committee. The plan will be communicated to committee members and all outputs are to be developed in collaboration with committee sub-teams with final review by the committee chair with oversight from the ACMP Staff Liaison. The 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 to November 2019; approximately two hours per week from December 2019 through April 2020. The Chair will manage the tasks and assign members appropriately, including the creation of 'subgroups' based on the various buckets of work within scope.

COMMITTEE DELIVERABLES:

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

1. Three to five networking activities at the conference, including the New Attendee Orientation Session
2. Change practitioner input into the marketing efforts, including personas (and other demographic insights), draft content and review of materials.
3. Logistical planning including execution of the approved committee recommendations, onsite volunteer coordination, post-conference survey and lessons learned for the incoming committee.

4. Speaker Chair will report regularly on Committee Updates.

DELIVERABLE SCHEDULES:

- The Chair will plan the activities and it will be subject to change and evolution.

NETWORKING:

- All activities will be planned by November 2019 and ready to execute for the 2020 conference.
 - o New Attendee Orientation
 - o Opening Night Reception Networking
 - o Lunch by Chapter/Region
 - o Other networking activities as decided by the committee

MARKETING:

- Provide personas and input on topic/educational sessions based on 2019 conference feedback.

LOGISTICAL PLANNING:

- Executable plans for each of the networking activities ready by December 2020 and execution of those plans onsite at the conference.
- Coordinate volunteer sign up and training for the conference December through May 2020
- Post Conference Survey by May 2020
- Lessons Learned by end of May 2020

RESOURCES REQUESTED:

- Eight to twelve volunteer members including the right or option to add members on ongoing basis if needed.
- ACMP Staff Liaison(s)

COMPOSITION:

- Size: 8 to 12 members
- Composition:
 - o Chair
 - o ACMP Staff liaison(s)

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 ten hours pre-planning.

INTERFACES WITH ACMP ENTITIES:

- Board of Directors (BOD): The Board Liaison for the Committee is Rainer Dunkel.
- Staff: The Staff Liaison for the Committee is Adrienne Fierro & Shannon Runyon

COMMITTEE ANNUAL BUDGET:

The Committee will be supported by the Staff Liaison in verifying what is covered in this budget. Should budget be required for activities in 2019/2020 other than normal operating costs, an SBAR (Situation, Background, Assessment, Recommendations) should be developed and submitted to the BOD for consideration.

UPDATES AND CHANGES:

Please note that this charter is subject to updates and changes based upon the 2019/2020 Gameplan and Strategy work.