

WISCONSIN WATER ASSOCIATION HOW TO SET UP A SEMINAR

Revised 10/25/04

This guide is intended to assist committees and other interested parties in setting up educational programs on behalf of the Wisconsin Water Association. The WWA Board, and WWA Staff are always available for assistance.

TIME FRAME

- 6-12 months before the seminar:
 - Select topic and month for seminar. Contact WWA Board Liaison for approval. Member Services Coordinator will check for possible conflict dates and notify Committee.

- 4-12 months prior to the seminar:
 - Select date(s) and location(s). Contact WWA Staff about location preference as soon as possible. WWA Staff will make facility arrangements. Notify WWA Board Liaison.

- 4-6 months prior to the seminar:
 - Select specific topics.
 - Contact and secure speakers and vendors.
 - Prepare "draft" brochure and provide to WWA Staff, and WWA Board Liaison.

- 2-3 months prior to the seminar:
 - Prepare and mail final brochures.

- 1 month prior to the seminar:
 - Follow up with speakers and WWA Staff for final details.

- Within 1 week prior to the seminar:
 - Pickup seminar information (registration, nametags, etc.) and equipment from WWA Staff.

- Within 2 weeks after the seminar:
 - Send thank you letters to speakers and vendors.
 - Hold meeting or conference call to evaluate the seminar.

PLANNING

- Select topics of interest to your audience.
 - Topics can be derived from committee suggestions and/or recommendations from WWA Board, WWA CLEAR Subcommittee, and Annual Conference topic suggestions.
- Identify possible presenters and speaking time available for each.
- Consider what type of arrangements would appeal to your audience. Things to consider:
 - Time of the year and day of the week
 - Full day versus half day
 - Lunch on their own or included (cold lunch or hot lunch)
 - Breaks: how long and how frequent
 - Size of room and set up: class room style, round tables, microphone needed, podium, outside access for demonstrations, room for vendor displays, etc.
 - How many seminar sessions
 - Location and travel time (usually less than 2 hours)
 - Start time and end time with consideration to travel time
- Develop draft brochure for WWA Staff:
 - Title of seminar.
 - What topics will be presented? List speakers if possible.
 - Who should attend?
 - Dates, times, and place of the event.

WWA STAFF TASKS

- Book the venue for the seminar based upon information from the Committee. Negotiate the contract for approval by the WWA Board.
- Produce final brochure for approval of the Committee Chair including location specifics, registration information, and seminar fee.
- Mail brochure at least 10 weeks prior to the seminar date.
- Handle early registration of participants.

- Contact potential vendors for displays and associated fees if the Committee decides to have displays at the seminar.
- Provide Committee with list of vendors and participants, nametags, blank receipts, and evaluation forms for the seminar.
- Obtain and provide Committee with DNR credit slips.
- Arrange for or provide Committee with audiovisual needs, projector, extension cords, etc., as requested by the Committee in advance.
- Summarize seminar information including attendance and budget information, evaluations, and attendee comments and provide to Committee.

COMMITTEE TASKS

- Plan the agenda with topics and estimated time slots.
- Select and contact presenters.
- Solicit speakers' biographies for introductions, confirm speaking needs such as audio visual equipment, and establish number of handouts needed and who will provide.
- Confirm availability of audiovisual equipment with WWA Staff or other WWA members for the seminar.
- Develop the brochure details and provide to WWA Staff.
- Place article in the WWA Newsletter for additional advertising and provide information for WWA Website.
- Provide WWA Staff with a list of vendors to potentially display at the seminar.
- Collect all materials from WWA Staff prior to the seminar date.
- Conduct on-site registrations and return materials and registrations collected to WWA Staff.
- Introduce speakers at the conference and manage the flow of the conference agenda.
- Make contact with venue personnel as needed for any problems or needs.
- Take pictures for the WWA Newsletter.
- Distribute DNR slips at the end of the seminar.
- Distribute evaluation forms at the end of the seminar. Collect and return evaluation forms to WWA Staff.

- Send thank you letters to all the presenters and vendors after the seminar is concluded. WWA Staff can assist with this effort.
- Conduct a meeting shortly after the seminar conclusion to review and critique the seminar for future improvements, if any.