NARPM® State Conferences White Paper

Includes Event Time Line

State Conferences will be held if the leadership in the state determine it is feasible. The state leaders shall appoint a chair and vice chair to handle the State events. It is understood that the Vice Chair will be expected to move up to the Chair position the following year. There should be members on the planning team from each chapter within the state where the conference will be located

NARPM® encourages the State Conference to brand the marketing of the event. At the end of each conference, members should be surveyed to determine the future event location. From this feedback, Volunteers will choose the location for the future state meetings. When looking at venues, a requirement is that the vendor show should be on the same floor as the breakouts and/or general sessions. This will give members ease of access to the vendors and put the vendors in the middle of all the functions of the event. The Vendor area is to be large enough to accommodate a first night welcome reception that shall be held in the vendor hall. This will also encourage members to visit vendors and see what products are being offered. Along with the reception, the breakfast should be served in the vendor hall, along with an afternoon break. Direct bill accounts should be set up by the state chapter, if available, or a chapter who will be liable for the payment and reconciliation of the bill.

Management Staff can assist with the handling of registration at a cost of $6 per person that will be covered by the registration fees. All registrations are taken online only. The $6 per person is to cover the OMG time for management staff to handle all registrations and sending reports and agreed upon supplies to the planning committee as needed, along with producing name badges for attendees. This amount is paid to NARPM® National out of proceeds for the event. NARPM will forward the fees to Management Firm. All registrations will be handled electronically and proceeds from the event will be sent to the chapter at an agreed upon schedule to enable the payment of outstanding charges.

Hotel room commissions are available for the state event and if the state wishes for the NARPM® management firm to negotiate hotel contracts, these commissions will be payable to the management fee. If event does not meet room minimum nights and penalties are to be paid, these charges will come out of registration fees. With using the NARPM® online registration system, the event must cover the credit card merchant charges out of proceeds.

If a state should decide to handle their own conference registration, sites are available to assist such as https://www.regonline.com/ which is used by the Florida State Conference.

States can hold a conference planning event at the National convention. The purpose of the meeting is to meet with State Event Planning Committee. This enables the committee to meet face to face to work on details for the conference. Please let NARPM® meeting planning know if advance so space can be allocated for the meeting.

NARPM® strongly encourages only one state conference per spring months (January-May, excluding the month of Broker/Owner).

Details for event planning:

Planning subcommittees should be appointed to handle assigned tasks. All planning subcommittees should meet between regular state conference planning meetings and use a conference call service for these calls. It is suggested that schedules should be established so meetings stay on task.

Be careful not to have the chapter where the event is located dominate the planning of the event. Remember this is a state event and all chapter leaders should have input on the structure of the event.

Optional offsite events can be planned by the State Committee. Check all dates and deposits to make sure they are correct before forwarding them to the National staff as they do not know your schedule.

All state events shall supply their own AV (LCD projectors and lap tops if needed).
As needed, the planning committees shall have one conference call per month until the event is one and a half months out when calls should be held at least bi-weekly. Under each state committee shall be an educational subcommittee made up of several volunteers who help with the planning of the breakout sessions. There should be one individual who works with the NARPM® education manager to set up the Educational Classes on the days prior to the opening of the State Event. There shall be a trade show subcommittee that works with the volunteers and National Staff, and a communications subcommittee who will work with National Staff on marketing.

Vendors are limited to table top displays as there is no room for large back-drops. Information should be gathered before the event so if extra space is needed it can be accommodated before arrival at the event.

All break-out sessions must be established and marketed no later than **ninety (90) days** prior to the event. An outline of the program with the name of sessions and a registration form will be printed in the brochure. The final onsite program will include a very brief description of the break-out and speakers names.

The Registration Table shall be set up no later than an hour prior to the opening. Registration area should open on the first day for leadership session, if scheduled, and close at the end of the day. The second day the registration area should open no later than 7:30 AM, depending on opening time of session. Vendors should be able to check in at the 11 AM registration time. A vendor booth shall be given one program per booth and a list of all attendees. No preregistration list is given to vendors prior to the show.

Remember to invite the NARPM® leadership (President, President-Elect, and Executive Director) to the event. Volunteers should be scheduled to cover registration table.

EVENT CHECKLIST FOR NARPM® State Conferences

State VP works closely with the Event Chair on the following:

12 months + before event

- ☐ Decide on potential sites and times (check with national for conflicts)
- ☐ Determine space needs: type of sessions (general vs. breakouts), exhibits, meals, etc.
- ☐ Send out RFP's to hotels (Hotel room commissions are available for the state event and if the state wishes for the NARPM® management firm to negotiate hotel contracts, these commissions will be payable to the management fee.)
- ☐ If needed, secure hotel contracts in conjunction with National Meeting planner that are signed by National Executive Director
- ☐ Develop the budget: including food & beverage, audio/visual, meeting room rental, speaker fees, advertising. Review previous year's budget and final expenses.
- ☐ Establish a master account with hotel and determine if payment of deposits is necessary

9 months + before event

- ☐ Put together a team or committee (CHAIRS: i.e. Speaker coordinator, Site Coordinator, Public Relations/Marketing, Vendor/Sponsors, Brochure/e-mail) to develop the program, organize and implement the meeting (i.e.: choose session topics and speakers, serve as "MC").
- ☐ Set up subcommittees to handle Programs; Sponsorships; Trade Show; and Email blasts
- ☐ Choose a theme. Recommend you use the Presidents theme for the year
- ☐ Begin monthly committee meetings
- ☐ Review sponsorship amounts/levels that have been defined by national
- ☐ Develop marketing/public relations plan: blast emails, and timeline to execute the plan

6 to 3 Months before

Need to get registration out around this time to ensure poeple can register and make flight arrangement and get in before room block closes.

- ☐ Confirm meeting room/speakers schedule
- ☐ Start promoting Designation Courses locally so members can take advantage of early bird discounts

- ☐ Finalize the speaking program and confirm speakers
- ☐ Identify any Audio/Visual needs of speakers
- ☐ Continue monthly committee meetings
- ☐ Request logos from any sponsors for printing
- ☐ Finalize content of any brochures, blast email, programs, etc. Brochure is handled by National
- ☐ Start email blasts for conference brochure at least 100 days out

2 Months before

- ☐ Finalize exhibitor lists if appropriate
- ☐ RVP/Event chair to draft e-blasts and send to National to be sent out bi-weekly
- ☐ Select menu and room set up
- ☐ Finalize operational schedule of events at the convention
- ☐ Finalize Audio/Visual requirements
- ☐ Hold a Pre-convention meeting with the committee and hotel if possible. If not meet with hotel the evening before the event.
- ☐ Finalize transportation and hotel accommodations for speakers if needed
- ☐ Write and send out Press Release about upcoming event in appropriate newspapers throughout the region
- ☐ Order NARPM® booth from National if needed.
- ☐ Follow up to confirm sponsorships
- ☐ Review needs for signs at the event: registration table, directional, sponsor thank you, etc. and order them (make sure they meet requirements of National as well as the hotel)
- ☐ Determine who will serve as “MC” of event, introducing speakers, etc. Consider a past president if possible.
- ☐ Create a “script” that includes a timeline for anyone involved in the production to include all volunteers.
- ☐ Review/finalize budget
- ☐ Ensure that all committee members and speakers have made hotel reservations before the reservation cut-off date and inform them of transportation options at your particular airport.
- ☐ Should check on how room block is going and push registration again. Also should check to make sure classes are making

1 Month before

- ☐ Event chair to draft e-blasts and send to National to be sent weekly.
- ☐ Complete on site brochure. Include brief details on the break-outs and room location for break outs) SEE ATTACHED SAMPLE
- ☐ Confirm speaker participation and get up-to-date bios to use for introductions
- ☐ Complete list of contents for and begin to assemble welcome packets
- ☐ Review script/timeline
- ☐ Confirm setup times with hotel
- ☐ Confirm number attending

- ☐ E-mail all chapters to bring gift cards for raffle and if there is a minimum $
- ☐ Finalize the duties of committee members: who will work the registration desk (need two people for almost the entire day), introduce speakers, etc. Be sure there are enough volunteers to handle issues that may arise like problems in the meeting rooms
- ☐ Make sure you have a schematic of the Vendor area and identify where each vendor booth will be.
- ☐ Contact vendors to make sure at least one will have bags for attendees
- ☐ Decide where 50/50 raffle proceeds will be donated
- ☐ Make final checks on room block and education class registration numbers. Create your event survey
- ☐ Confirm with National Staff where education box and marketing information will be sent

2 Weeks before

- ☐ Meet with committee via conference call for last-minute details
- ☐ Hold walk-through of event with responsible committees, chairpersons and responsible site staff members at hotel the evening before event
- ☐ Deliver final scripts/ timelines to all program participants.
- ☐ Finalize Food & Beverage guarantees
- ☐ Confirm number of volunteers and where they can be used: i.e. Monitor for each break-out session, runner for vendors, runner for speakers/break-outs, registration, designation classroom monitor to collect tests, pack boxes to send back to national, 50/50, collection of raffle gifts, photography, A/V, video, etc.
- ☐ Update Script/timeline
- ☐ Make follow-up calls to news media for advance and event coverage if desired
- ☐ Confirm payments needed to be made for the day of the event.
- ☐ Make bio cards to give to give to classroom monitors for introductions of the speakers.

Day before event

- ☐ Recheck all equipment and supplies to be brought to the event
- ☐ Arrive early to the hotel unpack equipment, supplies and make sure nothing is missing
- ☐ Reconfirm Food & Beverage and room sets with hotel
- ☐ Check with volunteers to make sure all tasks are covered
- ☐ Setup registration area
- ☐ Check A/V equipment and staging
- ☐ Set up survey on event to go out day of event for all attendees
- ☐ Do a physical walk-through of the hotel and conference area and a mental walk through of all details
- ☐ Give all volunteers/vendors/speakers/emcee copy of final script

Post-event

- ☐ Inventory, pack, and ship left over class materials back to National Office
- ☐ Final call to all chairs for receipt to submit for reimbursements
- ☐ Financial reconciliation

- [ ] Thank you notes/follow-up materials/efforts
- [ ] Check survey results and share information with next year’s chair