



MINNESOTA EDUCATIONAL MEDIA ORGANIZATION

**CONFERENCE PLANNING
GUIDELINES**

1988, Revised 1994, 1997

INTRODUCTION

This conference planning manual has been prepared by the MEMO Program Committee. It is intended to be a procedures guideline containing job descriptions for those involved in conference planning. Specific duties of each person involved will vary with the nature of the conference and the individuals.

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MEMO CONFERENCE POLICIES

**Adopted by MEMO Board of Directors July 29, 1987 and August, 1993
Revised March 1994**

- A. Complimentary registration (excluding meals) shall be provided for presenters of concurrent sessions on the day of their presentation. This applies to both members and non-members. (August 1993)
- B. Honorariums may be provided for non-media presenters; e.g. teachers, administrators. (August, 1993)
- C. VIP passes may be made available to administrators and staff development personnel from the districts of MEMO members. VIP passes do not include meals. (August 1993)
- D. There will be a written contract for any general session or keynote speaker specifying the honorarium and expenses that MEMO will pay for the conference. Guidelines for these contracts are included in the Conference Planning Guidelines.
- E. For any conference sponsored by MEMO or its affiliates, the Conference Chair will be responsible for submitting a report of the conference, within sixty (60) days, to the MEMO Treasurer, MEMO Presidents, Chair of the Program Committee, MEMO Archives and the Editor of Minnesota Media.
- F. Every chair of a conference sponsored by MEMO or its affiliates will turn in to the MEMO Treasurer a full accounting of monies received and expenses paid within sixty (60) days of each conference.
- G. At each state conference, MEMO shall provide a hospitality suite with snacks and non-alcoholic beverages which will be available at no cost to the membership. Cost of this room will be structured into the Conference registration fee, unless one of the MEMO affiliates wishes to sponsor this room.
- H. The fall conference planning committee will structure into the registration fee one room for the conference chairperson. If there are co-chairs, one room will be provided with the co-chairs deciding how additional room expenses will be split.
- I. MEMO or its affiliates shall not hold a conference on major religious holidays.
- J. The names "Ruth Ersted," "M.I. Smith," "Upper Mississippi," and "Luther Brown" shall not be included in the titles of fall conferences, media educators, or summer leadership conferences. Conferences shall be identified as MEMO Fall Conference, MEMO Media Educators, etc.

JOB DESCRIPTION

All Chairs

1. Maintain a record of the work you do: record incidentals, addresses, questions/answers -- anything that you or others may need to refer to during the course of this conference or a future conference. Use a software package that allows for easy sharing or combining of files.
2. Maintain contact with the conference chair and other committee chairs.
3. Attend conference planning meetings.
4. Keep track of personal and conference expenses to eventually be turned in to the MEMO Treasurer for reimbursement.
5. Use the Conference Planning Timeline as a guide.
6. Complete your responsibilities on time.
7. Use MEMO stationery and envelopes for all correspondence.
8. Submit all claims for reimbursement on standard MEMO vouchers.
9. Follow MEMO policies and procedures.

JOB DESCRIPTION

Conference Chair or Co-Chairs

1. Work with MEMO program committee to select and secure site(s) for meeting and overnight accommodations. See Appendix B for facilities considerations.
2. Coordinate site and dates with: Program Chair, MEMO Presidents-Elect, MLA conference and MRA conference dates.
3. Work with any other co-sponsoring groups.
4. Determine how many people should be on the committee or how many individual committee chairs are needed.
5. Assign committee chairs, and call meetings as needed; maintain contact with all committee chairs. If possible, hold meetings at the conference site.
6. Coordinate the work of the various committee chairs.
7. Assume the duties of any of the specific committees as needed.
8. Maintain contact with the MEMO Presidents-elect, MEMO Presidents, and Program Chair.
9. Coordinate conference activities with other MEMO chairs and officers who may wish to conduct activities prior to or during the conference:
 - Awards Committee Chair for awards presentation
 - MEMO Presidents
 - Committee Chairs who may wish to hold committee meetings prior to the conference
 - Commercial SID Chairs who will be helping with exhibits
 - Lobbyist for legislative update
 - SID chairs who may wish to have membership meetings.

(NOTE: No activities may be held during the conference which will detract from attendance at conference sessions.)
10. Be available for assistance in any necessary areas the day of the conference.
11. Gather all post-conference reports and forward them to the MEMO Presidents, Treasurer, Program Chair, and Archives.
12. Send follow-up reports to Board of Directors. Work with MEMO Presidents to send thank you letters to committee members, speakers, presenters, and others who helped make the conference a success.

JOB DESCRIPTION

Program Chair

1. Select other committee members if needed.
2. Maintain contact with the Conference Chair(s) and other committee chairs, as their work will depend on the conference program.
3. Contact SID and region chairs for input about sessions and presenters. SIDs should be responsible for planning at least one session representing their SID.
4. In coordination with the Conference Chair(s), establish a conference theme.
5. In coordination with the Conference Chair(s), determine how many sessions, large and breakout; build schedule.
6. In coordination with Conference Chair(s), select presenters for all sessions.
7. Contact keynote speaker(s), presenter(s). Contact may be verbal or written. Verbal contact should be followed with a letter of confirmation and contract. Be certain presenter is familiar with financial arrangements. [See Appendix K]
8. Send a written letter of confirmation to all people who agree to speak or present at the conference. [See Appendix C]
9. Work with Equipment Chair to ascertain equipment needs of presenters. [See Appendix D] You may also obtain biographical information about the presenter to be used at the time of introduction, or in a conference program. [See Appendix C]
10. Work with Local Arrangements Chair to become familiar with facilities to determine location of each session/presenter.
11. Send a final letter of confirmation to all presenters one month in advance. Include information on the specific location of their presentation; confirmation on supplied equipment; anything else that will help a presenter. [See Appendix E]
12. Select people to be meeting room volunteer facilitators, to introduce Presenters and monitor rooms at sessions. [See Appendix I]
13. Coordinate sending of follow-up "Thank-you" notes with MEMO Presidents.

JOB DESCRIPTION

Session Facilitator Chair

1. Recruiting volunteer facilitators is a good way to get people involved who may not be ready to work on a committee or be a presenter. There is very little commitment.
2. As soon as possible get a list of the registrants to the conference.
3. Ask committee members for names of people they know who are coming to the conference as possible facilitators or contact Region or SID Chairs for suggestions. [See Appendix I]
4. Send Volunteer Facilitator Invitation Letter to these people with a Volunteer Facilitator Response Postcard enclosed. If possible, add a line where they can give a preference of a session they would like to facilitate. [See Appendix I]
5. Send out about 25% above need.
6. Acknowledge returned cards with a Volunteer Facilitator Confirmation Letter. [See Appendix I]
7. Match Volunteer Facilitators to sessions. A grid of the session times and places works nicely.
8. Put an envelope into conference folders for Volunteer Facilitators with these items: i) Assignment sheet; ii) Session Information form & iii) Copy of Volunteer Facilitators letter. [See Appendix I]
9. Double check all session locations, times, and presenters as there are changes.

JOB DESCRIPTION

Registration Chair

1. Select committee members if needed.
2. Work with Conference Chair(s) to design the registration form. [See Appendix F] Be consistent with MEMO policies and procedures regarding fees.
3. Direct MEMO's administrative assistant to label and mail out registration forms.
4. Contact other appropriate organizations for mailing labels.
5. Work with MEMO's administrative assistant to tabulate registration returns data.
6. Handle correspondence dealing with registration.
7. Work with Conference Chair(s) to determine what is to be included in registration packets. [See Appendix G]
8. Purchase name tag materials and ribbons, and determine what will be on each name tag. You may want to have an individual responsible for this job or work with the MEMO administrative assistant so that name tags can be printed directly from the registration data. Include registrants' school or organization on name tag.
9. Purchase or obtain MEMO registration folders (may be available from the MEMO administrative assistant).
10. Assemble registration packets (include signed receipts for registration fees).
11. Assign people to work during conference registration times and explain duties to them fully. [See Appendix G]
12. Coordinate registration procedures during the conference. [See Appendix G]
13. Within two weeks of the end of the conference, turn in receipts of any expenses to Finance Chair.
14. See Appendix G for detailed instructions.

JOB DESCRIPTION

Publicity Chair

1. Select committee members if needed.
2. Write articles for winter and spring issues of Minnesota Media, MEMOrandom, and MEMO-NET.
3. Send notices to all region and SID chairs to announce the upcoming conference at region meetings and in region newsletters.
4. Make sure that the upcoming conference is publicized at MEMO meetings before the conference.
5. Write and include in registration packet a press release for attendees to give to their local newspapers or administrators. [See Appendix H]
6. Contact conference site news media (print, radio, and television). Submit an article for publication at the time of the conference. Invite radio or TV personnel to attend sessions of the conference that will be particularly newsworthy. Written contact should be followed by phone or in-person contact to assure the best results.
7. Publicize the conference to media associations in nearby states and to pertinent associations within Minnesota. See "* SUGGESTED ASSOCIATIONS TO CONTACT WITH PUBLICITY" section below.
8. Publicize the work of the presenters and conference committee chairs to their principals or superintendents.
9. Write and submit article about the conference to Minnesota Media. Include pictures from photographer.

*** SUGGESTED ASSOCIATIONS TO CONTACT WITH PUBLICITY:**

AASL Region III Director • AECT Region VI Director • ECSU's
Iowa Educational Media Association
Multi-county/Multi-type organizations
Minnesota Association for Supervision & Curriculum Development
Minnesota Association of Elementary School Principals
Minnesota Association of Secondary School Principals
Minnesota Coalition Against Censorship
Minnesota Education Districts • Minnesota Reading Association
Minnesota Library Association
Minnesota PTA • Minnesota School Board Association
State Department of Education Update • Wisconsin Educational Media Association

JOB DESCRIPTION

Local Arrangements Chair

1. Select committee members if needed.
2. Become very familiar with the layout of the conference facilities. [See Appendix B]
3. Work with the Conference and Program Chairs to determine number and type of rooms needed.
4. Work with Program and Equipment Chairs to determine location of each session/presenter.
5. Work with Equipment Chair to determine type of setup needed.
6. Make and post signs announcing the presentations for each room. Arrange for clear signage and identification of MEMO at entrances, registration desks, podiums, etc. Some hotels may provide this signage.
7. Arrange for radio or phone communication during conferences to help resolve problems quickly.
8. Work with Chamber of Commerce and other organizations to obtain handout materials for registration packets.

JOB DESCRIPTION

Hospitality and Decorations Chair

1. Select committee members if needed.
2. Work with Conference Chair(s) and Local Arrangements Chair(s) in setting up the Hospitality Room (cash bar, etc.).
3. Greet all new and prospective MEMO members. Invite prospectives to join MEMO and hand out membership applications.
4. Greet special guests.
5. Assist the Program Chair(s) to arrange for any special transportation of guests (i.e. an out-of-town Presenter who has flown in and needs to be met at the airport).
6. Select and order centerpieces for conference meals and special areas, such as registration or displays.
7. Make sure that wall displays and MEMO welcome banners are put up before the conference begins.
8. Arrange for the recognition of Past Presidents's at a meal function.
9. Arrange for seating of special guests at meal functions.
10. Make sure all wall displays, banners and decorations are removed and returned to proper storage places at the end of the conference.
11. Arrange for a welcome gift (MEMO mug or something) to either be in the rooms of special guests or speakers or to be received upon check-in. Especially important to have a map of the conference facilities available for speakers to locate presentation location.

JOB DESCRIPTION

Tour Chair

1. Select committee members if needed.
2. Tour possible off-site facilities to visit for pre-conference tours.
3. Plan actual facilities to be visited with the overall Conference Chair and Program Chair(s).
4. Work with facilities tour guide to determine maximum number of participants for each tour.
5. Provide description and timeline for the Program Chair.
6. Arrange for transportation to the off-site facilities (buses, vans, etc).
7. Be aware of liability needs.
8. Arrange for hosts to go on each tour and remain with the group throughout the tour.
9. Be on hand at the time of the conference to coordinate bus or van loading.

JOB DESCRIPTION

Equipment Chair

1. Select committee members if needed.
2. Work with Program Chair to design a questionnaire for presenters.
[See sample in Appendix C]
3. Determine through questionnaire exactly what equipment is needed for each presenter.
4. Determine what equipment is needed for general sessions, meetings, and keynote speaker.
5. Check with conference site to see what equipment is available free or for a rental fee.
6. Locate other needed equipment from a school district or elsewhere.
7. Bring equipment to facility before the conference officially starts and store in a secure location.
8. Make sure all needed equipment is in each meeting room at least one-half hour before it is needed.
9. Check to make sure that all equipment is in working order (include spare bulbs) one-half hour before it is needed.
10. After each presentation is finished, remove equipment and store in a secure location.
11. After conference is over, return all equipment to its respective location.
12. Report any damaged or malfunctioning equipment to Conference Chairs.

JOB DESCRIPTION

Finance Chair

1. Work with the Conference Chair and Program Chair to establish preliminary budget figures based on projected expenses and income, using spreadsheet software.
2. Inform committee chairs of their budgets.
3. Monitor the budget as expenses and income become more definite.
4. Collect all final income and expense data.
5. Create a voucher unique to each conference so expenses and income for each conference can be recognized (e.g. different colors).
6. Fill out vouchers and submit to the MEMO Treasurer for payment.
7. Prepare a final report on conference income and expenses submit to the Conference Chair who in turn will forward it to the Treasurer.

JOB DESCRIPTION

Exhibits Chair

1. Work closely with the chair of the MEMO Commercial SID to determine needs and ensure adherence to policies and procedures.
2. Work with the Conference Chair, Program Chair, and commercial SID chair to determine the best location and times for exhibits.
3. Work with the Local Arrangements Chair and hotel coordinator to schedule locations.
4. Be aware of needs for exhibit spaces. Examples include loading/unloading space, security, electrical outlets, telecommunications facilities, table sizes, lighting, number of chairs furnished per exhibit space, etc.

JOB DESCRIPTION

Photographer

1. Make sure to purchase enough film and batteries for the conference pictures.
2. Obtain list of speakers or other people to be photographed from Conference Chair(s) and/or Program Committee Chair(s).
3. Take photographs of people and activities as identified in item #2 above.
4. Take other photographs as the occasion arises. Get a variety of action and people shots.
5. Work with Publicity Chair for publishing pictures in Minnesota Media.

JOB DESCRIPTION

Evaluation Chair

1. Develop an evaluation form.
2. Include evaluation forms in registration packets or distribute at appropriate conference sessions and events.
3. Collect evaluation forms.
4. Tabulate data and submit it to the Conference Chair, Program Chair, and MEMO officers.

APPENDIX A

Conference Planning Timeline

NOTE: This timeline includes major activities. Times will vary depending on the scope and audience of your conference.

TIME IN ADVANCE	ACTIVITY
24 - 48 months	<ul style="list-style-type: none"> •Select site and conference chair/co-chairs
12 - 18 months	<ul style="list-style-type: none"> •Make arrangements with other sponsoring groups •Select conference committee and subcommittee chairs •Begin program planning •Select/secure conference meeting/sleeping facilities •Begin budget planning (secure prices on tour buses, equipment rental, printing, meeting facilities, etc.)
12 months	<ul style="list-style-type: none"> •Review MEMO policies regarding payment of speaker expenses, honorariums, refunds •Contact keynote speakers
10 - 12 months	<ul style="list-style-type: none"> •Have hotel reserve blocks of rooms, and guarantee meal/room rates •Make arrangements for tours, exhibits •Secure specific meeting spaces/rooms •Do preliminary publicity
6 - 12 months	<ul style="list-style-type: none"> •Contact presenters •Select/contact conference workers
6 - 8 months	<ul style="list-style-type: none"> •Finalize program •Maintain contacts with site, committee chairs, other sponsors
6 months	<ul style="list-style-type: none"> •Make/order mailing labels •Finalize specific meeting rooms
3 - 8 months	<ul style="list-style-type: none"> •Publicize program in journals, flyers, at meetings
3 - 6 months	<ul style="list-style-type: none"> •Have registration and conference information printed •Bulk mail conference information •Contact MDE for approval of continuing education hours
2 -3 months	<ul style="list-style-type: none"> •Send presenters/exhibitors written confirmation of the conference •Finalize exact order/times of programs
2 months	<ul style="list-style-type: none"> •Contact presenters/exhibitors regarding vital equipment & special needs

APPENDIX A Conference Planning Timeline - Continued

TIME IN ADVANCE	ACTIVITY
1 - 2 months	<ul style="list-style-type: none"> •First class mail conference information •Invite special guests •Send second mailing to key/special groups •Print registration packet information, programs, etc. •Arrange for video/audio taping, photography •Purchase/make registration packet supplies
6 weeks	<ul style="list-style-type: none"> •Finalize list of needed equipment, special materials
4 weeks	<ul style="list-style-type: none"> •Assign conference workers specific duties •Contact news media for publicity
3 - 4 weeks	<ul style="list-style-type: none"> •Finalize renting of equipment, tour buses
2 - 4 weeks	<ul style="list-style-type: none"> •Finalize order/procedures for events such as banquets and/or award ceremonies
2 weeks	<ul style="list-style-type: none"> •Recontact keynote and other speakers
1 - 4 weeks	<ul style="list-style-type: none"> •Registration due •Prepare registration packets
1 - 2 weeks	<ul style="list-style-type: none"> •Test equipment
1 - 6 days	<ul style="list-style-type: none"> •Finalize numbers for meals
Day of the Conference	<ul style="list-style-type: none"> •Set up equipment, specific room arrangements

FOLLOW-UP ACTIVITIES

TIME AFTERWARD

ACTIVITY

- | | |
|--------------|---|
| 1 - 6 days | •Return rented/borrowed equipment and materials |
| 1 - 2 weeks | •Send written thank-you's to presenters and workers |
| 1 - 4 weeks | •Compile evaluations
•Pay bills |
| 1 - 2 months | •Prepare final report/recommendations |
| 2 months | •Forward planning materials and reports to MEMO Presidents,
Treasurer, Program Chair, Archives, and Chair of next conference |

APPENDIX B

Facilities Considerations

Available dates

Note that the Fall Conference is held the first weekend (Thursday through Saturday) in October
Coordinate dates of other conferences that MEMO members may be attending (e.g. MLA, MRA)

Alternate dates

Available space

General session rooms (number of seats; theater style/classroom style)

Break-out rooms (number of seats; theater style/classroom style)

Minimum of 30 participants plus podium, projectors, screens, computers, displays, etc.

Meal facilities (number seated, how seated)

Sound system to fulfill meal function needs

Sleeping rooms

Suites

Tour bus loading/unloading

Exhibits

Registration area

Parking

Proximity of facility to:

Tour sites

Airport

Major roads

Recreational facilities in the area

Costs

Meeting rooms

(is cost of meeting rooms dependent on number of sleeping rooms or meals guaranteed?)

Complimentary suite

Meals and refreshments for breaks

Taxes and tips included

Special dietary provisions if requested

Coffee, cookies, etc.

Sleeping room rate

Guarantee dates

Meals

Sleeping rooms

(cutoff date for holding large block of rooms)

Reception bar policy

Bartender costs

Minimum tab

APPENDIX B

Facilities Considerations - Continued

Costs - Continued

Guest parking

Free for conference participants?

Passes

Setup charges (meeting rooms, bar, registration area)

Publicity from the site

Marquee

Directional signs

Meeting room signs

Large and small room considerations

Equipment provided free or for rental fee

Microphones

Telecommunication facilities

Overheads, screens, etc.

Whiteboard

Easels

Number of tables, chairs provided

Noise, other interference from nearby rooms

Meeting rooms located away from kitchen, banquet setup noise

Ventilation/fan noise in room

Lighting/Power

Outlets -- location and number

Lights -- switches convenient, dimmers

Posts, murals or other distractions

Handicap accessible

Method of payment

Advance deposit

Tickets needed for meal functions?

Miscellaneous considerations

Other groups meeting concurrently

Babysitting services

Activities for spouses or other guests

Availability/cost of copy machine and fax services

Room reservation cards for insertion in registration brochure

Toll free number for reserving rooms

Smoking policies

Secure room available for equipment storage?

Personnel available day of conference

Bringing in own liquor for hospitality room

Union hotel (can we set up our own equipment?)

Damage policies

Limousine service to/from airport

Check-out time on sleeping rooms/late checkouts

Physical condition of the facility/Costs to individuals of non-conference meal functions

APPENDIX C

Confirming Letter to Presenters; Session Information Form;

NOTE:

It is recommended that all information pertaining to a presenter be included in a database that can be used for all correspondence, labels, etc. [See Appendix J] Use official MEMO or conference stationery for all correspondence.

Dear (presenter):

We are pleased that you have agreed to present at the (date) MEMO Fall Conference on (subject) at (location). It is expected that approximately (#) people will be attending your session.

As we discussed in our phone conversation, MEMO will (include a note here about financial arrangement pertaining to how much, if any, of the presenter's expenses will be covered).

Enclosed is a form for you to complete. Please print your name exactly as you want it to appear in the brochure and program. Please also provide a description of your presentation and return all in the self-addressed envelope enclosed. At a later date, we will contact you about equipment needs and confirm the exact time and room assignment for your session.

Thank you for sharing your expertise at the conference.

Sincerely,

(Name(s))
Conference Program Chair(s)

Address
Phone numbers

APPENDIX C - continued
Session Information Form

Name of Conference:
Conference Location:
Date(s):

>>> P r e s e n t e r I n f o r m a t i o n <<<

Presenter's Name (as it should appear on the program):
Place of employment:
Job title or description:
Business address:
Business phone: ()
Home phone: ()
Fax: ()
E-mail:
Home address:
Prefers to receive mail at:
Work
Home
Best time to call:
Bibliographic information about Presenter that may be helpful to the person introducing him/her:

>>> S e s s i o n I n f o r m a t i o n <<<

Title of session (as it should appear on the program):
Brief description of the session (as it will appear in the program):

Special needs to be considered when a room is assigned:
Name and address of local newspaper and/or administrator to whom you would like publicity information sent:

PLEASE RETURN THIS FORM IN THE ENCLOSED, SELF-ADDRESSED, STAMPED ENVELOPE NO LATER THAN _____ TO:

_____ (MEMO Program Chair)
Address, Phone

APPENDIX D

Equipment Request Form

NOTE: When information is received, it can be entered in the presenter database. [See Appendix K]

Name of Conference:
Conference Location:
Date(s):

Presenter Name:
Title of Session:
Phone number where you can be most easily reached:
Best time to call:

EQUIPMENT NEEDED (please _ items needed):

Computer (specify platform):

Projector - Overhead

_ DOS

Projector - Slide

_ Macintosh

Satellite Dish

Computer peripherals:

Screen

_ Printer

Table

_ Modem

Telephone Line

_ Color projection device

Television/Monitor

_ Other:

VCR

Flipchart/Easel

Other:

Microphone

Other:

Podium

Other:

PLEASE RETURN THIS FORM IN THE ENCLOSED, SELF-ADDRESSED, STAMPED ENVELOPE NO LATER THAN _____ TO:

_____ (MEMO Equipment Chair)

Address, Phone

APPENDIX E

Final Letter to Presenters

NOTE:

Appendix C includes a confirming letter to and Session Information Form to be completed by the presenter. Appendix D includes an equipment request form. A final letter within a month of the conference will inform the presenter of final details.

(name)
(address)
(address)

Dear (Name):

The date of the Fall MEMO Conference is fast approaching; registration as of (date) is approximately (number).

Your session titled (title) is scheduled for (date) at (time) in the (name) room. When you arrive at the conference, please check in at the registration desk where you will receive any final information needed for your presentation.

The equipment you have requested has been ordered and will be in the room for you. Please contact (Equipment chair) if the equipment is not as you ordered or if the equipment is not working properly.

>> [ADD THIS NEXT PARAGRAPH FOR SPECIAL GUESTS WHO WILL NEED TO BE MET AT THE AIRPORT, ETC.] <<

(Name) will be at the airport to meet you at (date/time) and will provide your transportation to (location).

We look forward to seeing you on (date).

Sincerely,

(Name(s))
Program Chair(s)
Address
Phone

Enclosure:Conference program
Directions/map to the conference site

APPENDIX F

Registration Form Suggestions

1. Be very specific in who pays what fees. It will be less confusing if the number of categories are limited to MEMO members and non-members.
2. Have a clear statement on late fees.
3. Have a clear statement on refunds.
4. Include a phone number and address for obtaining further information.
5. Do not print the registration form on the reverse side of a map or information pertaining to conference dates and times.
6. Ask registrants to include both work and home addresses and phone numbers.
7. Have a clear statement regarding attendance at just portions of the conference.

APPENDIX G

On-site Registration Procedures

1. Have separate places for those pre-registered and those registering on-site.
2. When pre-registered people are given their packet, inform them of special things in the packet (i.e. meal tickets, receipts).
3. Inform attendees of any special events to note, signs that have been posted, or any last-minute possible changes in the conference schedule.
4. People registering on-site should fill out the complete registration form. They should be given a receipt and informed of conference proceedings and events.
5. Give non-members a MEMO membership brochure.

Suggested Registration Packet Items

Complete program
Map of the facilities
Tickets for meals
Name tags
Receipt
Blank paper, pencil
Brochures for local chamber of commerce or tourism bureau
Brochures about MEMO, upcoming MEMO events
MEMO membership brochures for known non-members

Suggested Registration Table Items

Masking tape
Computer, printer
Labels
Felt tip pens, tagboard
Scissors, glue
MEMO membership brochure
Extra registration forms
Cash/change
Information about the conference facilities, places to visit in the area
Copy machine
Aspirin
Facial tissue
Blank paper
Message board
Receipt book

APPENDIX H

Suggested Press Release for Presenters

(name) Newspaper (or administrator)

(address)

(address)

The Fall conference sponsored by the Minnesota Educational Media Organization was held on (date) at (location). (name) of the (name) school spoke on the topic (topic).

MEMO is a professional media organization representing school library media professionals in Minnesota.

APPENDIX I

Suggestions for Session Facilitator Chair

Volunteer Facilitator Request Letter

NOTE: The following is a sample letter to Region and SID chairs asking for input and involvement. Use MEMO letterhead.

(date)

Dear Region (or SID) Chair:

As Session Facilitator Chair (or Co-chair) of the Fall MEMO Conference, I (we) am (are) asking you to select three volunteers from your region to introduce presenters and facilitate presentations. The dates for the conference to be held at (location) are (list dates).

Please send the names of the volunteers to me (us) by (date) so we can schedule them and provide them with necessary information.

Your help is greatly appreciated. Thank you.

Sincerely,

(Session Facilitator Chair)

APPENDIX I

Suggestions/Session Facilitator Chair - Continued

Session Volunteer Facilitator Invitation Letter

NOTE: Use MEMO letterhead

(date)

Dear MEMO Member:

Your name was recommended as a facilitator for one of the (date) sessions at the MEMO Fall Conference.

A facilitator is responsible for:

1. Checking to be sure the room is properly prepared for the presenter(s).
2. Greeting the presenter(s) and assisting in setting up for the session, if necessary.
3. Greeting people who enter the room.
4. Introducing the presenter(s).
5. Assisting with distribution of handouts.
6. Assist in operation of equipment, if needed.
7. Keeping the session moving if it appears that too much time is being taken up by questions.
8. Informing the presenter when his or her time is almost up.
9. Handing out and collecting evaluation forms.

Please RSVP via the enclosed postcard by (date) whether you will be able to assist in this very important part of the conference.

Thank you for your consideration.

Sincerely,
(Session Facilitator Chair)

Volunteer Facilitator Response Postcard (front)

FROM: (Volunteer Facilitator) | Prepaid
Address | Postage
City, State, Zip | _____

TO: (Session Facilitator Chair)
Address
Address

Volunteer Facilitator Response Card (Back)

_ I would be delighted to be a facilitator at the MEMO Fall Conference, (date).

_ Sorry, I will be unable to facilitate.

Name: _____
Address: _____

Please return by (date). Thank you.

APPENDIX I

Suggestions/Session Facilitator Chair - Continued

Volunteer Facilitator Confirmation Letter

NOTE: Use MEMO Letterhead

Dear MEMO Member:

Thank you for volunteering to assist with the Fall Conference by serving as a facilitator for one of the sessions.

Information about the session you will facilitate will be in your folder at the Registration Desk. Included in the packet will be any biographical information the presenter(s) have provided, session location and time, and evaluation forms. Also, please pick up the gift for the presenter at this time.

VOLUNTEER FACILITATOR RESPONSIBILITIES:

1. Check in at the Registration Desk upon your arrival to pick up the evaluation packet and gift.
2. Arrive at the designated room 20-30 minutes early to check that the room is properly prepared for the presentation.
3. Greet the presenter(s) and offer to assist in setting up for the presentation.
4. Greet people as they enter the room and distribute the evaluation sheets.
5. At the appropriate time, quiet the group and briefly introduce the presenter.
6. Help with handouts.
7. Keep the session moving if it appears too much time is being taken up by questions.
8. Inform the presenter when his or her time is almost up.
9. Take photographs if requested by the speaker or conference committee.
10. At the close of the session, collect the evaluation sheets and place them in the envelope to be turned in at the Registration Desk.
11. Assist presenters in gathering their materials.
12. Contact the hotel Registration Desk in the event of a medical emergency.
13. Please return the room to the same order in which you found it for the next group.
14. If it appears that there are too many guests, explain to those coming in that we have used the largest rooms available to us based on estimated attendance. They may either stand at the back of the room, or go to one of the other excellent sessions scheduled during that time.
15. Presenters have been given information about the estimated audience size and asked to bring their own handouts. A table will be placed at the rear of the room to accommodate such materials. Because many participants choose to slip in just to get a handout and leave, the presenter may wish to distribute handouts during the session.

APPENDIX J

Presenter Information Database

Suggested field names:

First name

Last name

Employer

 Work Address

 City

 State

 Zip Code

 Work number

 Fax number

 E-mail address

 Home address

 City

 State

 Zip

 Home Phone

Session Title

 ~ allow extra line for above

Description

 ~ allow extra line for above

Facilitator

Room Considerations

Equipment

 ~ allow extra line for above

Session Room

Time

Financial Arrangements

 ~ allow extra line for above

Transportation

Time/Date

P.R. Contact

Comment

APPENDIX K

Sample Keynote Speaker Contract

NOTE: The following sample contract may be altered to meet the needs of the conference planning committee.

MINNESOTA EDUCATIONAL MEDIA ORGANIZATION
(NAME OF GROUP SPONSORING CONFERENCE)
(ADDRESS)

(To be completed by keynote speaker and returned to (name) by (date))

As you have consented to be a speaker at the (name of conference) sponsored by (name of group), on (date) at (location), MEMO has agreed to provide the following:

1. Transportation to and from (location) as deemed necessary by MEMO.
2. Room accommodations, booked as necessary, at (location) by MEMO.
3. Honorarium: (amount) for (services)
4. Meals on (dates)
5. Conference registration for (dates)

It is agreed that all other expenses incurred by the presenter such as any other meals, phone calls, gratuities, etc. will be the responsibility of the speaker.

I have read and agreed to the above terms.

Speaker Signature

Date: _____

APPENDIX L

Requests for the Approval of a Continuing Education Program for Superintendents, Principals, and Vocational Administrators/Supervisors

Following is the information required to receive approval of the conference for continuing education credit. The actual form should be requested from:

Personnel Licensing and Placement
Minnesota Department of Education
Sixth Floor, Capitol Square Building
550 Cedar Street
St. Paul, MN 55101

Prior approval is required.

Program Initiator Date
Address Telephone Number
Program Title (topic) Number of Clock Hours

1. Program goal(s) and/or expected learning outcomes.
2. Client group for whom the program is designed.
3. Briefly describe the program components designed to develop the specified outcomes.
4. Briefly describe the means by which achievement of the learning outcomes will be determined for individual program participants OR attach a copy of the evaluation to be used at the conclusion of the program. List any prerequisite education or experience required for admission to the program.
5. Were practitioners involved in planning?

List the names and positions of licensed administrators who, together with the initiator, have identified the area to be studied as an area of value to Minnesota administrators.
6. Number of times the program will be offered.
Estimate the total number of participants.
7. Place(s) where the program will be offered: Date(s):
8. Provide or attach a brief schedule of sessions to be required for each participant, and describe the time allocation.
9. List names, positions, and telephone numbers for professional staff who will provide program instruction or leadership.
10. Signature of initiator and date.

APPENDIX M

Past and Upcoming MEMO Conferences

List sites of major conferences:

1982 - UMMC, Rochester
1983 - Ruth Ersted, Brainerd
1984 - UMMC, Brooklyn Park
1985 - No MEMO Conference; combined with All Association Forum Conference
1986 - No MEMO Conference, AASL in Minneapolis
1987 - Ruth Ersted, Brainerd
1988 - UMMC, Brooklyn Park
1989 - Ruth Ersted, Brainerd
1990 - UMMC, St. Cloud
1991 - Ruth Ersted, Brooklyn Park
1992 - UMMC, Duluth
Oct 1-3, 1993 - Ruth Ersted, Brainerd
Oct 6-8, 1994 - Fall Conference, Rochester
Oct 5-7, 1995 - St. Cloud
Oct 3-5, 1996 - Duluth
Oct 2-4, 1997 - Minneapolis
Oct 1-3, 1998 - St. Cloud
Oct 7-9, 1999 - Mankato
Oct 5-7, 2000 - Duluth

This Conference Planning Guideline was developed in 1988 by the MEMO Program Committee:

Mary Alice Anderson
Shirley Christenson
Tim Eklund
Joe Fadlovich
Bill Fredell
Elsie Husom
Phyllis Lacroix
Mary Mangini
Marilyn Savage
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This Conference Planning Guideline was revised in 1994 by the MEMO Program Committee:

June Gross
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