

PRE-CONFERENCE ACTIVITIES – Page 13-2

POLICIES AND GUIDELINES, continued

Continuing Education Credits/Clock Hours

The WLA Pre-conference Coordinator may wish to work with the University of Washington or other accredited programs to establish CE credit or with an Educational Service District to establish clock hours.

Funding Pre-Conferences

The WLA Board generally expects pre-conferences to make a profit or break even after all expenses are paid. The registration fee for WLA members must be at least \$10 less than non-WLA members.

The WLA Treasurer may transfer Interest Group funds to the conference account in order to pay for pre-conference speakers and/or other costs. After the Conference Treasurer closes the conference books, the WLA Treasurer will reimburse profits to the Interest Group.

The pre-conference proposal budget establishes the basis for determining the registration fee.

Americans with Disabilities Act (ADA) Fee and Accommodations

Pre-conferences will assess the WLA standard ADA fee, currently \$2.00 per person per day of activity. The Conference registration form will note that accommodations can be requested by a specific deadline. Cost of pre-conference accommodations will be paid by the ADA fees collected by the conference or from the WLA budget.

Registration

The conference registration form will include information about the pre-conference and registration/meal costs for WLA sponsored pre-conferences. The Registrar will enter registrant data in the conference registration log and forward data to the pre-conference sponsor and the Pre-Conference Coordinator. Non-WLA organizations are responsible for their own registration process and collection of fees.

Cancellation Decisions

The IG planning group and Pre-conference Coordinator will agree upon the minimum number of registrants needed to break even. Approximately two weeks after the close of conference early registration the planners should be able to project whether the number of registrants will be sufficient to pay costs or whether the pre-conference should be cancelled.

Publicity Costs

Printed flyers, information about registration costs, etc. must be submitted in accordance with the conference committee schedule in order to be included in the general mailing of conference registration packets. This mailing is paid for by the conference.

The sponsoring IG may decide to fund additional mailings to target audiences.

Final Report

Pre-conference sponsors will provide attendance statistics and evaluation information, along with a narrative report, to the Annual Conference Chair within 35 days after conference.

Previous Pre-conference Comments

Attendance at the pre-conferences was greatly improved by offering the workshop selections to local business and government employees. We did not get as good a play in the local newspaper as we would have liked, but the conference netted several hundreds of dollars from the general public.

PROCEDURES

Brainstorm Ideas for Programs

During the annual WLA Planning Retreat sessions with Interest Group Chairs, the Conference Chair, Program Chair, Interest Group Coordinator and Continuing Education Coordinator should encourage IGs to consider offering pre-conference opportunities as well as sponsoring conference programs.

The most recent WLA *Continuing Education Survey* may assist planners to identify topics that merit half or whole-day workshops.

Follow Standard Planning and Contracting Processes

- Identify and focus the continuing education needs to be addressed.
- Clearly identify the target audiences.
- Establish measurable objectives.
- Identify likely presenters to interview. Select presenter and determine potential costs.
- Project number of participants and estimate the registration fee required to break even.
- Include the above information in your conference program proposal form, usually due in July.
- Set cancellation review date shortly after close of conference early registration.
- Work with Program Chair to draft the presenter contract. Paid presenter contracts must be signed by the WLA President. (See Fiscal Section for contractual procedures.)
- Review with presenter the detailed program plan, how you will evaluate its effectiveness in meeting your goals and objectives, the target audience and their expectations, etc.
- Design evaluation tool based on measurable objectives.
- Coordinate with Conference Meals Chair for break or lunch menus and determine costs.
- Provide registration costs and other information to the Conference Committee Registrar and conference Communications Chair for registration packet and program.
- Coordinate with Local Arrangements for room set up, equipment, communications, etc.
- Contact target audiences not included in registration packet mailing if appropriate.
- Visit pre-conference site and determine facility or communications requirements.
- Communicate with presenter, arrange for hosting, meeting at airport, etc., as needed.
- Staff a check-in desk for registrants and have someone present to troubleshoot.
- Note: Coordinate with the Registrar to determine whether registrants will pick up tickets and other information at the conference registration desk or at the pre-conference program room.

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PROCEDURES, continued

Publicity

In addition to the registration mailing by the conference, the pre-conference planners are encouraged to contribute information that can be posted on the conference website and to undertake additional publicity to specialized e-mail groups that would not be targeted by the conference, or to send news releases to publications that will reach a specific audience. Please send copies to the Conference Communications Chair.

Determine Registration Cancellation Date

If the pre-conference is dependent upon registration fees to achieve a break-even or profit status, set a review date approximately two weeks after the close of early registration to decide if the session will go forward as planned. The review date may also be dependent upon the contractual agreement with the pre-conference speaker(s).

Cancellation

If a pre-conference is cancelled, the IG planners are responsible for contacting every registrant to notify them that the session is cancelled and the Conference Treasurer will reimburse their registration fee.

General notices about the cancellation should also be sent out to e-mail groups and noted in any additional conference communications.

Final Report

The final pre-conference report is due to the Conference Chair 35 days after the close of conference. An example of a completed report form follows:

PRE-CONFERENCE TITLES	INTEREST GROUPS OR OTHER SPONSORS	PRESENTER NAMES	TOTAL DOLLARS PAID TO PRESENTER	REGISTRATION FEE PAID BY ATTENDEE	NUMBER OF REGISTRANTS
Words, Pictures, Voice Body	PR Forum	Michael Buschmohle	\$1,810 (Charged WLA a reduced fee)		32
Adding Life to Your Website	Conference Committee	Richard Joffray	\$2,510		43
Census 2000: Everything You Need to Know (1/2 day)	Conference Committee	Cam McIntosh	0	\$10	48
Exploring Census on the Internet (1/2 day)	Conference Committee	Cam McIntosh	0	\$10	51
How to Stay Employable in the 21 st Century	WALE	Pat Wagner		\$45	21

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 WASHINGTON LIBRARY ASSOCIATION
 ANNUAL CONFERENCE

FINAL REPORT: PRE-CONFERENCES

PRE-CONFERENCE COORDINATOR NAME & LIBRARY:

CONFERENCE YEAR & PLACE:

PRE- CONFERENCE TITLES (Please Note Half-Day Or Full Day)	INTEREST GROUP OR OTHER SPONSOR	PRESENTER NAMES	TOTAL DOLLARS PAID TO PRESENTER	REGISTRATION FEE PAID BY ATTENDEE	NUMBER OF REGISTRANTS

COMMENTS, PROCEDURAL SUGGESTIONS, OTHER: