

# Conference Planning Committee

## Appointed Positions

## Description

The WLA Conference Planning Committee works in conjunction with the WLA office to plan, coordinate and execute all facets of the annual WLA Conference.

- Requires an 18-month commitment.
- Committee includes two committee members filling each of the following positions: Co-Chairs, Program Coordinators, Volunteer Coordinators, Exhibitor & Sponsor Coordinators, Local Arrangements Coordinators.
- Additional positions may be added as needed .
- Program Coordinators are appointed by the WLA President in preparation for serving as Conference Co-Chairs for the annual conference the following year.

## Responsibilities

- Meeting frequency is typically monthly, generally lasting up to one hour.
- Begin planning for the following year's conference about 18 months prior.

### Conference Co-Chairs

- Monitor annual conference planning and activities.
- Plan agenda and sets meetings of Conference Committee.
- Along with the committee, determine conference theme.
- Develop budget in coordination with staff and WLA Board, monitor status.
- Along with the committee, develop and plan conference programs such as keynote and special events.

### Program Coordinators

- With committee, determine schedule of the conference, keynote speakers, and special events
- With the WLA office, launch request for proposals for preconferences and sessions
- Plan and preside over program selection meeting
- Responsible accepting and rejecting program proposals, requesting modifications from presenters, and communicating status of proposal to presenters

### Volunteer Coordinators

- Identify needs for volunteers, send call for volunteers, and coordinate volunteer sign-ups
- Solicit volunteers on site to fill gaps
- Work with the WLA office to communicate expectations to volunteers in advance and on site

### Exhibitor & Sponsor Coordinators

- Work with the WLA office to develop Exhibitor & Sponsor Prospectus, set exhibit schedules and policies, and open registration for sponsors and exhibitors
- Solicit vendors for exhibit and sponsorship opportunities

- Coordinate exhibitor check-in on site and act as WLA representative for exhibitors
- Coordinate exhibitor evaluation process

#### Local Arrangements Coordinators

- Plan local extracurricular activities such as pub crawls, “show your badge” discounts, hikes, and tours
- Plan annual Fund Run to benefit WLA scholarships
- Advise committee on local partnerships, such as the conference bookseller

#### Online Experience Coordinators

- Regular email communication with members of the Conference Committee and WLA office
- Work with a co-coordinator and the WLA office to oversee the use of Whova, our conference app, to improve attendee experience and drive attendee engagement such as assist in planning Whova activities
- Monitor Whova forums for questions during conference dates

#### Social Media / Marketing Coordinator

- Regular email communication with members of the Conference Committee and WLA office
- Monthly , one-hour committee meetings leading up to and one month following the conference
- Work with the committee and WLA office to oversee a marketing strategy for the conference
- Plan opportunities for social media engagement during the in-person and online conference