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[HOME](#) / [RESOURCE CENTER](#) / [HOW TO PLAN A DISTRICT CONVENTION](#)

## How to plan a district convention

Planning a successful district convention requires you to consider these components: **people, planning, preparation and program, and promote**. Below, you'll find the process outlined with helpful resources to assist your team in hosting an amazing convention for the Lions in your district.

### Getting started

Work with the convention team, which handles the district business required to be completed at convention. This includes

resolutions, reports and elections, as well as recognizing the accomplishments of the Lions and clubs in the district.

[How to Plan a District Convention Webinar](#) – Planning a successful district convention requires you to consider these components: People, Planning, Preparation & Program and Promoting. This webinar reviews the available resources, tools and more.

The documents and sample forms provided below are in a format which you can easily adjust to meet your district's specific needs. Many of these tools came from districts whose conventions are successfully held each year.

# People

These are the suggested people you'll want to take the lead on specific tasks for your convention. Read through their responsibilities and corresponding resources, but keep in mind one person may fill more than one position.

- [District governor](#): Presiding officer of the business meeting, provides recognition to district Lions and hosts guest speakers and presenters.
- [Convention chairperson](#): Serves as the governor's operations officer for the convention.
- [Host committee chairperson](#): Leads and manages the volunteer Lions eager to welcome the guests to their event.
- [Program chairperson](#): Responsible for all aspects of the convention program.
- [Finance chairperson](#): Oversees the finances for the convention.
- [Marketing chairperson](#): Responsible for the promotion of the convention and events.
- [Audio visual coordinator](#): Leads the organization of A/V requests for each session and banquets.

# Planning

Planning consists of two steps, outlined below.

**Gather your questionnaires:**

These questionnaires are designed for attendees who did come and did not come to the convention.

- [District Convention Attendee Questionnaire](#)
- [Non-Attendee Questionnaire](#)

## **Brainstorm:**

Use the resources below to gather information that will help you stay on track for a successful event. This includes feedback from both attendees and non-attendees of previous conventions. The responses and insights provided by Lions in your district may provide your team an opportunity to brainstorm on new ideas for the convention program and logistics.

- [Convention Team Brainstorming](#)
- [Questionnaire Results Brainstorming](#)

# **Preparation and program**

Once your team is formed and ready to go, and your district Lions have let you know what they are seeking to gain in attending your convention, it's time to start prepping for the event.

Your business and production teams will need a master plan that includes a timeline to keep priorities in place including a budget, as well as a task list to assist each chairperson and coordinator in managing their accountabilities.

Work closely with the convention team to create a program that meets the needs of the Lions in your district. You'll want to inspire them to go back to their communities energized to provide needed community service, improve their own personal leadership skills and share what it means to be a Lion with their fellow community leaders.

Once your committee has set goals for your program, start the planning process with the tips and tools provided below.

Role descriptions

Nominating committee (per District Constitution & By-Laws Article II)

International speakers

## Promote

The best way to get people to attend your event is to promote it. These resources will help you make the most of your marketing efforts to get the word out about your convention.

- [Marketing Chairperson Guide](#)
- [Tips for Event Promotion](#)
- [Promote Your International Officer's Visit](#)
- [International Visitor, a Hosting and Protocol Guide](#)

## Contact us

If you have any questions, please contact us at  
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