

Conference Planning Template for Toastmasters District Conferences

Featuring Chair Roles and Responsibilities

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DISTRICT ____ TOASTMASTERS

ANNUAL CONFERENCE

[dates]: _____

Roles and Responsibilities

[conference theme]: _____

[name of venue]: _____

[address of venue]: _____

city/state/postal code of venue]: _____

[phone number of venue]: _____

THE MISSION OF THE CONFERENCE:

TEAM CORE VALUES:

Dear District Leader:

Every district and conference is different, but districts share many of the same protocols and traditions.

Conferences have also changed in recent years. Keynote speakers are booked out much farther in advance than they used to be and must be booked about a year out. Toastmasters International eliminated fall conferences as of 2018, so many districts have adapted by, for example, holding separate awards ceremonies outside the conference since annual conferences now occur before the end of the Toastmasters year. In addition, many districts have a different configuration of contests at their conferences than in the past because contests formerly were split between two conferences.

Yet another new wrinkle is the need to arrange for a videographer to record the speakers in the International Speech Contest, so that the District winner's video can be submitted for regional semifinal judging.

Responsibilities of various conference sub-chairs vary from district to district, with some (typically larger) districts enjoying the services of many more chairs than other districts do. Some conference roles deployed in other districts that are not detailed here include program chair, contest chair(s), decorations chair, and volunteer chair.

This template is modeled on the 2017 Fall Conference of my home district, District 50, which I chaired. It is intended to provide example chair roles and responsibilities and to suggest a structure and ideas that you can apply to your own conferences.

I wish your district many successful conferences. Please don't hesitate to contact me if you have conference-planning questions.

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Audio/Visual Service Chair

These responsibilities are especially geared to districts with their own audiovisual equipment.

- Work with Min x Min Chair to coordinate microphone needs
- Work with Facilities Chair to ensure compatibility and availability of equipment
- Provide budget of expenses to Finance Chair

Lessons learned – Needed:

- Confirm A/V team at least six weeks prior to event.
- Two A/V co-chairs – one to run the sound and one to facilitate the use of microphones and other equipment. It takes two people to set up and break down the sound system. At least one of these people MUST have experience with sound reinforcement and be familiar with district equipment.
- Confirm A/V team at least six weeks prior to event.
- Reserved meal seating (with a “reserved” sign) for the A/V team as close to the sound table as possible.
- ACCURATE minute-by-minute spreadsheets by 12noon on Friday and by 7 am on Saturday.
- Sergeants-at-arms in the main room for traffic and noise control – especially during the mic checks, contests and keynotes.

Venue Requirements:

- Main room:
 - At least one overhead projector and built-in screen with easy access to the HDMI-in port.
 - If not, buy a projector suitable for a large screen.
 - AC outlets within 20 feet of speakers’ locations. Alternatively, the venue provides taped power cords to the speaker locations.
 - AC outlet within 10 feet of timing light table, or the venue provides a taped power cord to the table location.
 - Controllable lighting conducive to a stage production that is monitored by a volunteer.
 - Area where the sound table can be placed that is within 100 feet of the first speaker location, i.e., the far left or right speaker. Two 100-ft. rolls of floortape must be purchased prior to each conference.
- Business-meeting room and session rooms with a built-in screen and, ideally, a “house” sound system that includes a wireless microphone/XLR input that can feed one of our wireless mics if desired. Ideally, the venue supplies projectors for the session rooms.

Suggested Timeline;

Six weeks out:

- Walk-through of venue by A/V team, logistics chair and venue representative.

Four weeks out:

- Inform contestants, keynoters, presenters, and contest toastmasters of A/V situation:
 - Wear clothing that can accommodate a clip-on lavalier mic within 6-8 inches from their chins and can accommodate a clip-on mic transmitter. This means they MUST wear something that has a collar or lapel, and has side or back pockets or a belt.
 - Those who wish to use music MUST have their selection cued up on an MP3 playback device and they MUST provide a cord similar to this one: https://www.amazon.com/Mediabridge-3-5mm-Male-2-Male-Adapter/dp/B004YEBK66/ref=sr_1_5?ie=UTF8&qid=1508339023&sr=8-5&keywords=iphone+to+rca+adapter
 - Keynoters and presenters MUST tell the A/V chair what they will need for their speeches – e.g., hand-held mic, lavalier mic, etc., and their laptops/notebooks MUST have an HDMI port or VGA-to-HDMI adaptor if they want to connect to the house systems. They must also provide their one wireless slide advance device.
 - Schedule mandatory contestant briefings and mic checks in the main room when it is not being used. Ideally, this should happen at 5 pm each day. Mic checks will require 20-30 minutes each day.
 - Division contest winners should be informed of these requirements at their division contest site before they leave the site.
- Line up at least one (two would be better) female sergeant-at-arms for each contest to assist female contestants with microphone and transmitter placement and removal.
- Obtain all keynoters and presenters A/V requirements IN WRITING.
- Obtain preliminary minute-by-minute spreadsheets for each day.

Two weeks out and Monday of conference week:

- Reconfirm all relevant items above.

Banner Parade Chair

The Banner Parade Chair's responsibilities include:

- Inform all Club Presidents of the banner parade via email and fliers.
- Work with Conference Chair, Friday Night Event chair, and Minute-by-Minute for position and timing during the event.
- Arrange with Facilities Chair for a room/staging area.
- Work with the Sgt.-at-Arms who will announce the clubs, or provide an announcer
- Get an assistant or two to help during the conference with staffing in the staging area, hanging banners, and removing banners.
- At the conference, organize the banners and presenters. Have a 3x5 card for each banner presenter and have them complete the card with their name and the name of their club to be announced.
- Work with the Facilities Chair and your assistants to hang the banners at the designated place established at the venue.
- At the end of the conference be sure all banners are returned to the Clubs

Timeline:

-3Weeks	Identify and receive a commitment from an announcer, if a custom announcer will be used (recommended).
-3W	Receive approval from the Conference Chair and send to District personnel any announcements to be included in internal publicity.
-2W	Identify and receive a commitment from at least two (2) helpers to assist with registration and line-up.
-2W	Obtain approval from the Conference Chair and send to Division Directors an announcement to be distributed to clubs informing them of and encouraging them to attend the Banner Parade.
-1W	Print (on cardstock paper) and cut the participant identification cards to be filled out by participants.
-1D	Print the ordering of clubs in the parade (enough copies for all helpers).
0H	Inform those working conference registration where the Banner Parade registration will occur so that they may direct participants to the appropriate area.
0H	Begin Banner Parade registration.
+?H (25 minutes before the scheduled start of the banner parade)	Call for Banner Parade participants to line up.
+?H (25 minutes before the scheduled start of the banner parade)	Have announcer meet with all participants to familiarize and make notes on any trick name pronunciations.
+?H (5 minutes before the scheduled start of the banner parade)	Last call for banner parade participants to line up.

Lessons Learned:

- Club communication
 - Make sure that clubs are aware in advance whether or not there will be an area for them to hang their banners for the duration of the parade. This information will let them know whether or not they need to bring a stand/hanger for their banner.
 - Banner-Parade participants will ideally not include contestants or the test speaker for an evaluation contest, thus ensuring that judges and evaluators are not inadvertently presented with any potentially prejudicial information before the contest.
- Banner Parade registration
 - Have several fine-point permanent markers available for participants to fill out their cards.
 - Indicate any additional information that participants should include on their cards, such as educational level, district leadership role, or conference leadership role.
- Ordering/Lineup
 - Ordering by division is fairly simple since many participants are aware of their club's division. Lineup is simplified when the ordering of clubs within each division is unimportant.
 - Have printed copies of the clubs in each division for each helper to assist those who don't know their division.
- Execution
 - Having participants wait until their name is called by the announcer before marching in will present the conference photographer with an opportunity to take pictures of the individual participants.
 - Have a helper on hand to take the participant cards from the participants and hand them to the announcer. This ensures that the announcer is handed the cards to read in a uniform manner.

Helpful Documents

Example advertisement to be included in the district's conference newsletter:

Attention District XX Clubs: It's a parade!
Bring your club banner Friday night and be ready to strut your stuff in the Banner Parade!
We hope to have a representative from every club participate!
Arrive and register by 5:30 pm to participate.

Example message to division directors to be distributed to clubs:

Division Directors,

Please pass this information along to your areas and clubs.

One of the highlights of the conference Friday night is sure to be the Banner Parade, but **we can't do it without you!**

All District XX clubs are encouraged to send a representative to carry their club banner in the parade.

Club members representing their clubs in the Banner Parade should arrive Friday evening and be registered by 5:30pm. Registration will direct participants to the Banner Parade staging area. The parade will begin promptly at 6:10pm.

Club members participating in either the Evaluation or Humorous Speech contest are requested NOT to represent their clubs in the Banner Parade.

We hope to see your club represented!

Breakfast Chair

The breakfast chair is responsible for the entire breakfast event.

Items to be budgeted include any table decorations.

Responsibilities include:

- Prepare Agenda for Saturday morning
- Place Agenda on the tables before the program
- Make sure Breakfast gets ready on time
- When breakfast begins, collect breakfast tickets from people who purchased
- Introduce Keynote Speaker (Check with District Director, he/she may introduce the speaker)
- Make sure all the Keynote speaker bios and any speech material on the tables
- At the end of the speech, thank the Speaker and provide memento (Check with PQD)
- Provide any other assistance to Keynote speaker
- At the end of the event make sure entire area is clean

Required materials:

- Morning agenda
- Keynote speaker bios and other materials
- Timer cards
- Stop watch

Conference Chair

Key responsibilities:

1. Find chairs for respective roles.
2. Set up conference call line/videoconference venue for weekly team meetings.
3. Set team meetings – conference/videoconference calls, one-on-one, face-to-face, and venue-site meetings
4. Coordinate with PQD and Facilities Chair as necessary on team needs.
5. Work with (lead, mentor, motivate and encourage) chairs as necessary based on needs.
- 6. Let the team do their jobs!**
- 7. Have a good time!**

Suggested timeline:

-10 to -12 weeks:	Build team and begin conference activities. (Assumes keynote speaker(s), venue, and theme have already been chosen.)
-2 weeks:	Review budgets for decorating meal events! Budget set at \$100 per event. Review conference programs with PQD for accuracy
1 week	Send all needed programs (e.g., main, Hall of Fame/Awards Ceremony, Contests, Friday and Saturday night programs to the printer
Week of conference:	Final conference/videoconference call Stuff conference bags
+1 week	Compile Lessons Learned and Best Practices that future chairs might find helpful and forward to conference Secretary.

Conference Chief Ambassador

- Recruit Ambassadors for each division.
- Explain the duties of the division ambassador to the team.
- Set expectations – report back every two weeks, keep up the progress of division-wide club registration activity for the conference.
- Work with Conference Chair and PRM (or Publicity Chair) to craft a conference message.
- Set up teams to promote conference message at area and division contests.
- Work with the Conference Photography Team to ensure photos/videos of conference announcements being taken at each area and division contest to create excitement for the conference.
- Keep track by division/area/club the numbers for top performers:
 - Division with most number of clubs registered for the conference
 - Division with most number of voting officers present at the Business Meeting
 - Division with the most number of first timers attending conference
 - Division with the most number of club members attending the conference
 - Area with the most number of club members attending the conference
 - Club with the most number of club members attending the conference

Dignitary Parade/Procession Chair

The Dignitary Parade/Procession Chair's responsibilities include:

- Work with the Event chair and Minute-by-Minute for position and timing during the event.
- Arrange with Facilities Chair for a room/staging area.
- Organize the list of dignitaries prior to the beginning of the Saturday Night Event.
- Have 3X5 cards for the dignitaries (name, educational level, position, and guest).
- Have dignitary and guest line up with card in hand beginning with 1 and ending with 100 (lowest dignitary position to highest; i.e., committee chair to District Dir.) Include any International Directors after the District Dir. and past District Directors prior to the Trio.
- Work with the event chair and Minute-by-Minute for position and timing during the event.
- Work with the Sgt.-at-Arms or another individual to announce the dignitaries.
- Potentially provide entertainment or activity during staging.
- Ensure that person announcing names of dignitaries knows how to pronounce all names.
- Have photos taken of dignitaries as they enter the ballroom.

Educational Facilitators Chair

The Educational Facilitator's Chair is responsible for:

- Work with the Educational Sessions Chair for the number, names, and bios of the presenters.
- Send presenter's bios and session descriptions to the Graphics Chair.
- Get presenters' AV needs and send to the Facilities Chair.
- Work with the Facilities Chair to determine which rooms the presenters will be in.
- Arrange for qualified, competent individuals to act as facilitators at each session:
 - To start each session on time
 - To introduce the speakers (from presenter bios), pronouncing all names correctly
 - To assist presenter as needed
 - To distribute and collect evaluation forms at each session
 - To conclude each session on time
 - To thank and present Thank You gift to presenter
- Arrange for back-up facilitators
- Clearly communicate to the facilitators their responsibilities and procedures. Audition facilitators if necessary. Ensure they can pronounce names.
- Prepare a Thank You gift for each presenter (including Key Note speakers)
- Visit each room prior to start of the session to ensure the speaker/facilitator has everything they need and collect the evaluation forms from the facilitator at the end of the session.
- Prepare a budget (can include working with Corporate Sponsor Chair and sponsorships)

Educational Sessions Chair

The education chair is responsible for:

Putting together the educational sessions, as well as the keynote speakers. Education sessions should provide compelling reasons for people to come to the conference. They must feel the benefits of the conference and gain value in the things they learned at the conference.

The education chair will work with the PQD, DD, and Conference Chair to identify potential presenters. These will need to be approved by the PQD and DD.

Keynote speakers are needed for the Friday evening and Saturday evening time slots after the contest but before the winners are announced. Note that typical Toastmasters keynote speakers, such as past winners and participants in the World Championship of Public Speaking, are usually booked at least a year in advance and thus need to be identified and invited well before the rest of the conference planning begins.

Educational tracks should be around

- Leadership
- Speaking or writing speeches
- Club Management
- Personal Growth (consider sessions that might be of interest to the general public)
- Pathways

The educational chair will book the presenters and work with the educational facilitators chair to ensure qualified facilitators are chosen to introduce the speakers.

Presenter bios and a brief synopsis of the goals of the presentation are key to generating audience interest. This content needs to be ready by the time area contests begin, and talked about multiple times to generate interest, keep the momentum and excitement high, and get members to commit to attending. Speaker line-up should also be posted on the district website.

Facilities Chair

The Facilities Chair is the liaison between the Conference Committee and the venue staff.

Responsibilities include:

- Work with the various chairs for room arrangements and AV needs (educational sessions, common rooms, banquet rooms, etc.).
- Arrange for tables, chairs, screens, overheads, AV equipment, etc.
- Chart table seating arrangements with venue staff.
- Define layouts of room requirements.
- Work with the venue staff before and during the conference on details of food, decoration and room settings.
- Prepare a budget in association with each event chair for each of the main meal events.
- Work with the Graphics Chair for venue directional signs for meeting rooms, registration, etc.
- Must be available during the entire conference for last-minute changes and needs.

Finance Chair

The Finance Chair's responsibilities include:

- Form a committee of volunteers to help with the various responsibilities
- Work with the PQD, Conference Chair, and District Finance Manager to put together the Conference budget
- Set up the bookkeeping system.
- Deposit money received.
- Collect money received at the door. Ensure cash is available to make change.
- Receive District account from previous conference committee
- Provide procedural oversight on fundraising activities to ensure legality and ethical conduct
- Prepare all bills for payment (receipts required). Note that only the District Director, PQD and the Finance Manager can sign the checks and it takes two signatures. Eligible payments include:
 - Supplies purchased from TI
 - Supplies purchased from other sources
 - Programs and printing
 - Audiovisual equipment
 - Meeting room expenses
 - Awards, certificates, etc.
 - Others with details
- Send out periodic financial reports. (This could be in conjunction with the Registration chair reports.)
- Final close-out within 10 days after the Conference.
- Ensure proper connectivity with PayPal or other payment vendor for on-line conference payments

First-Timers Chair

The First-Timers Chair ensures an enjoyable and memorable experience for first-time conference attendees, to inspire to come back to future conferences. Responsibilities include:

- Form a committee of volunteers to work on elements of the overall First-Timers programs
- Prepare a budget, including any prizes to be awarded.
- Prepare games to allow First-Timers to meet District Officers and other Toastmasters.
- Prepare the logistics to entertain and educate the First-Timers
- Arrange with Event Chairs (Friday night, Hall of Fame, Saturday night) for time to announce the Contest and draw the winners.
- Consider First-Timer ribbons included in their registration packets or on badges.

The objective is to encourage first timers to mingle and meet other Toastmasters and get a sense of Toastmasters outside their club. Ideally, they enjoy themselves so much that they become conference junkies.

Examples of activities to meet people and get them to fill in the blank in a bingo card or activity list:

- look for people from a certain city or division,
- somebody with a DTM
- speaks foreign language
- same number of siblings
- attend an education session
- visit the vendor-booth area

Complete the activities to be put in a drawing for a prize. Give one or two prizes. Prize given at Saturday dinner so they have time to complete.

Consider a first-timers reception in a hospitality suite with first-timers and district leadership. They can meet the district leaders up close and personal.

Friday Night Chair

Many districts hold events on the evening before the main part of the conference begins. These events can vary widely from district to district, and can include meals, entertainment, social events, ceremonies, contests, and more. The following is a representative set of Friday-Night-Chair responsibilities for a Friday night that included dinner, a contest, and an after-party social event:

Responsibilities include:

- Prepare a budget for the entire event and give to the Finance Chair
- Form a committee of volunteers and coordinate the entire event
- Approach event sponsorship in association with Sponsor Chair (fund raising)
- Submit names to the PQD and the Conference Chair of potential Toastmasters for the event (the TM to be approved by the PQD and Conference Chair).
- Arrange for the selected Toastmaster to be present and make sure that person is informed of duties.
- Work with the Minute x Minute Chair for each element in the event
- Work with Conference Chair and Facilities Chair to arrange the meal (including snacks, cash bar, etc.).
- Work with Registration Chair for number of people attending.
- Work with the Facilities Chair for room arrangements.
- Work with the Graphics Chair for programs and main table place cards.
- Work with the PQD and Conference Chair for trophies, ribbons, awards, etc.
- Work with District Sgt-At-Arms to open the event.
- Arrange for an invocation, if used.
- Arrange for a Color Guard, if used.
- Put together a group of volunteers to assist as Sgt-at-Arms, Timers, or decoration helpers as needed.
- Chief Judge will arrange for the contest judges.
- Be in close contact with Division Directors to secure names of division first and second place winners of Contest.
- Communicate early with first and second place winners of the date and time of the District Conference Friday evening, and the time they need to be present at the conference for briefings.
- Decorate room in keeping with Conference Friday night Theme, and gather decorations
- Work with the Banner Parade Chair to ensure arrangements have been made for hanging of club banners throughout the room.
- Ensure District Banner is hung.
- Work with Raffle/Silent Auction Chair and First Timers Chair to determine if/when prizes/announcements will be awarded/made
- Work with Conference Team to plan an after-dinner activity.

Graphics Chair

The Graphics Chair is the person who creates all fliers, programs, forms, signs, and promotional materials for the Conference, with timely input from all appropriate chairs, and gets them printed. Responsibilities include:

- Prepare a budget and control the overall cost of printing.
- Prepare materials for each Conference event, with information provided by appropriate chairs; specifically:
 - Friday Night Program
 - Hall of Fame/Awards Ceremony Booklet and Program
 - Saturday Night Program
 - Trio input for award recipients and educational achievements
 - Head Table/Contestant/VIP place cards
 - Educational and Keynote Session Signage
 - Venue directional signage, including Hospitality Suite signage
 - Assist Registration Chair with name tags/meal tickets/Gallery Seating Tickets as needed
 - A Conference-level Program Book/Packet
 - An 8.5" by 11" card listing all conference activities, timings and rooms
- Work with Corporate Sponsor Chair on sponsorships to allay printing expenses.
- PROOF or arrange for proofing of ALL materials before printing.

Hall of Fame Event/Awards-Ceremony Chair

Responsibilities include:

- Submit names to the PQD and the Conference Chair of potential Toastmasters for the event (the TM to be approved by the PQD and Conference Chair).
- Arrange for the selected Toastmaster to be present and make sure that person is informed of duties
- Prepare a time line for each element in the event and provide this information to the Minute-by-Minute chair.
- Work with Facilities Chair and Conference Chair to arrange the meal, room arrangement and service logistics
- Work with Registration Chair for number attending.
- Work with the District Awards Chair for the awards presentation section.
- Work with the Graphics Chair for program book and main table place cards.
- Work with PQD, CGD, and Conference Chair to gather all awardee details at **least two weeks** before the conference to be edited, and ready to be printed in the program book.
- Work with the PQD and Conference Chair for trophies, ribbons, awards, etc.
- Work with Conference Chair, event Toastmaster and your committee to ensure all awards, plaques, trophies and certificates are ready on time for the event and brought to the conference location.
- Put together a committee to assist; Emcee, Inspiration speaker, Sgt. at Arms, Timers or decoration helpers and ticket takers, if needed
- Decorate room in keeping with Hall of Fame Theme, and gather decorations
- Receive budget from Finance Chair Budget for the event, and turn in receipts for expenses related to Hall of Fame decorations.
- Confirm the conference photographer will be present to photograph the event.

NOTE: Make sure all helpers are registered for the conference and the event.

Items to be budgeted include any table decorations.

Hall of Fame Awards

The Hall of Fame Awards Chair:

Works with the District Director for oversight, and enough time to order general awards, then later with Program Quality Director for personalizing the awards, once outstanding names are known, then the Conference Chair and Hall of Fame chair (who works with graphics chair) to publish names and details for the Hall of Fame booklet at least two weeks before the conference.

If awards are given that require a selection process (as opposed to awards based on data from Toastmasters International), the Awards Chair may be responsible for putting together an Awards Committee, with a representative from each Division, to review nominations and select winners.

Sample email to recruit Awards Committee members:

Would you be interested in possibly serving on the Awards Committee? (or could recommend someone from YOUR DIVISION?)

1. Not expecting to be nominated as an outstanding officer from the previous six-month term.
2. Have a good understanding of each officer role – President, VPE, VPM, VPPR, Sect., Treasurer, SAA, and Immediate Past President.
3. Not already involved in a district function (district staff; director, or conf. helper) (optional) – *my personal preference, to involve more folks; though sometimes having an insider on the conf. committee can help bridge any gaps.*
4. Okay with group emails to review nominations.
5. You do not have to be present at the conference. – but you may want to see the smiles on the faces of the award recipients.
6. You are okay being anonymous; not listed in the program (similar to judges not being listed at contests).

Hospitality Chair

The Hospitality Chair is responsible for:

- Forming a working committee to plan and divide the job duties to keep the Hospitality Suite supplied and staffed
- Soliciting a Sponsoring Club to help!
- Preparing a budget and approach event level sponsorship to cover the costs. (Participants pay for drinks to subsidize the Hospitality room.)
- Arranging for refreshments (Chips, Snacks, Beer and wine) for this room.
- Working with Graphics Chair for signs
- Scheduling staffing and supplying of all hours when the suite is supposed to open.
- Exploring optional icebreaker games or activities.

Logistics Chair

The Logistics Chair on the Conference Committee can be filled by the District Logistics Manager who is appointed by the District Director.

The Logistics Manager's duties for the conference committee are:

- Open the conference each day
 - Welcome, leading the pledge, and handing off to the next speaker
 - When there are food functions, instruct specific tables when to go to the buffet lines
- Optionally the Logistics Manager can be used to close the conference each day and make announcements
- Open the Business Meeting and provide the Inspiration for the business meeting
- Coordinating with the District Leadership to assemble the Business Meeting presentations
 - DD presentation
 - CGD Presentation
 - PQD Presentation
 - Finance Manager Presentation
 - Audit Report Presentation
 - Div. Directors Presentation
 - Administrative Manager Presentation
 - PR Manager Presentation
 - Final Announcements Presentation

Minute-by-Minute Chair

The Minute-By-Minute (MxM) Chair is responsible for creating and distributing a minute-by-minute spreadsheet schedule (in some districts, this document is called a Lectern Control Script) 4 weeks before the conference to enable the conference team to see how the Conference is scheduling out. Preparing this schedule is an excellent way to discover glitches, gaps in information, tasks that have fallen through the cracks.

This person ensures everything that is supposed to go on, has been scheduled, time is available, and no overlaps exist. Often, this person is responsible for ensuring the timers for all events understand their responsibilities. This person is involved with **all** aspects of the Conference Planning. Other responsibilities:

- Create a block schedule early on, keep it updated, and distribute it to all Committee members.
- Give detailed schedule to venue, registration desk, Trio, Conference Chairs, and Facilities Chair
- Be on-site and on time for problem solving – keep the conference on track
- Recruit assistants to help “enforce” the Minute-by-Minute schedule
- For the 1st pre-conference briefing, share the last MXM spreadsheet with all committee chairs.
- For each pre-conference Briefing, let committee chairs know the purpose of the MxM spreadsheet, how the spreadsheet is updated (by the MxM Chair with approval by the Conference Chair), and that the Conference Chair posts the latest spreadsheet by midnight before each pre-conference call.
- Participate in the briefings of conference volunteers, contestants, judges, timers, SSAs, registration, ballot counters, etc. Everyone needs to know the schedule and how tight it is.
- Ensure that all committee chairs receive a copy of the MxM spreadsheet.
- MxM chair’s assistants are responsible for notifying all committee chairs of the onsite changes at the conference. Making changes onsite (rooms, times, etc.) creates challenges for volunteers, contestants, guest speakers, conference attendees, etc.

Photography Chair

Responsibilities include:

- Compiling a team of photographers (at least 2) to document the festivities, contests, meetings, educational seminars, dinners, Open Houses, Hall of Fame/Awards Ceremony, keynote speakers, banner parade and every other aspect of the conference during Friday night as well as all of Saturday.
- Uploading the photos to the District Facebook page and/or group as well as offer a link to photos on a storage site (Dropbox, etc.) so attendees can download high resolution photos if they so wish. Some photos can also be posted on the district Web site.

-2 Weeks:

- Gather your team of photographers. It is important to have at least 2 as there are a lot of areas to cover that span the entire day. It is important that all photographers have knowledge of shooting indoors and experience with flash is preferable as the lighting inside these facilities aren't always flattering.
- Obtain all photographers contact information and make sure all photographers have each other's phone numbers.
- Have each photographer commit to a part of a day or an entire day. Make sure the Conference Chair knows who to expect when and provide the Chairs with contact information of everyone on your team.
- Ensure the photographers register for the conference.
- Decide if you want to do a photo booth or other fun photography station. Although not required, it can be a hit.

-1 Week:

- Confirm with all photographers that they are still able to fulfil their days/times
- Everyone should familiarize themselves with the minute-by-minute breakdown so they know where they should be and at what time they should be there. NOTE: The minute-by-minute changes often. Make sure to keep yourself up to date with the most current spreadsheet. Print an abridged version to keep on hand on the day of the conference.
- If possible, join the Conference Chairs during walk-throughs to get a good understanding of the layout of the facility.

The Day of the Conference:

- Have a program with you in addition to the minute-by-minute highlights.
- Know where the Banner Parade will begin and which door they will be entering the main hall so you can be prepared.
- Photograph casual shots of attendees having fun in between the must-have photos.
- Find a spot in the main hall to sit before the contests/speakers, etc. begin so you aren't scrambling for a good shooting space in a room crowded full of people.

- When shooting, be as inconspicuous and respectful as possible.
- During the contests remember there is ABSOLUTELY NO PHOTOGRAPHY DURING THE ACTUAL CONTEST. All photography must be done prior to the first contestant being called and after the last speaker has finished. Make sure to get photos of each contestant receiving their certificates, group shot with certificates, individual shots of the winners and a group shot of the winners. Photos can be taken during contestant interviews.
- All photographers should get to the educational seminars, open houses, meetings, etc. early if possible. Do your best to at least get a few shots of each activity.

+ 1 Week

- Upload photos to District Facebook page and/or group and include a link from Dropbox or other storage site so members can download quality copies if they so choose. Simple editing is not mandatory, but preferred. Be sure to ID/tag people in captions.

Printing Chair

Works with Graphics Chair and Registration Chair to:

- Get deadline from Registration Chair for packet assembly
- Establish deadline for final proofed documents to be submitted to your so that you can produce the required copies for Registration packet assembly.
- Work with Graphics Chair to provide estimates for costs for paper, ink, etc., to the Finance Chair
- Assist registration chair with assembly of conference packet.

Publicity Chair

The Publicity Chair shall be responsible for implementing the promotion plan established by the PQD. Promote the conference at the Club and individual Toastmaster level. The goal is to get as many people as we can at the Conference. Some of the duties will likely include the following:

- Form a committee of volunteers to come up with strategies and venues to promote the Conference to each Division and Area Contests and other events
- Promoting Conference at TLI/Club-Officer Training
- Promoting Conference on District Website (giving the information to the District Webmaster)
- Doing skits, or making personal pitches at all events leading up to the conference (including District Leadership Meetings (AD, Div D, Trio).
- Arrange for representation at Division/Area events to promote the conference
- Work with Area Directors to promote the conference at the Club level
- Suggest ideas for Club-level and corporate support to encourage conference registration.
- Promote the Conference through District Newsletter and other media (newspapers and various newsletters).
- Solicit participation in the District Council Meeting by Club Presidents and VP-Eds.
- Create a one-page “executive summary” of the conference events for posting on the district website, and distribution by the Area and Division Directors.
- Explore additional PR methods – Voice email? Flash ad? Video? Social Media?
- Attend all division level contests.
If you cannot attend, enlist a surrogate.
- Print business cards to hand out when marketing. These are simple to produce on computer. Request the conference Chair authorize their printing.
- Publicize event 90 days prior to occurrence, especially to businesses in the venue area. Tell them about Toastmasters.
- Create and produce flier and ensure that every session has the presenter’s name, subject, and time outside of the room door.
- Produce and submit the flier at least 60 days before event. Wait for revisions before printing the final draft. Once approved, work with Conference Chairperson to get one of the Trio to post the flier.
- Post the flier at least 30 days before the event.

Registration Chair

The Registration Chair's responsibilities include:

- Form a working committee to divide job responsibilities. Enlist a co-chair and 4 volunteers.
- Work with the Graphics Chair to design registration form. Most districts use online forms, which can be updated from conference to conference.
- Work with Conference Chair and PQD for registration logistics
- Receive all registration forms.
- Keep track of the following:
 - Number of Toastmasters
 - Number of Non-Toastmasters
 - Number of First Timers
 - Number of late registrations
 - Number of tickets for each meal event
 - Number of cash and check payments
- Put out a bi-weekly list of the people who have registered with the conference.
- Put together an on-site committee to register people when they arrive, having at least two people at the registration table at all times
- Put together a packet with pertinent conference information for people when they arrive.
- Work closely with the Finance Chair to be sure that all the funds are accounted for.
- Set up bookkeeping system with Finance Chair.
- Assemble meal tickets.
- Coordinate with Publicity and Finance Chairs.
- Keep track of onsite registration and track gallery seating for contests.
- Create a badge system to identify full, ala carte, and gallery seating registrants. Print name badges early enough that there is time to insert them into the lanyards and organize them. Alphabetize name badges and ensure they are easily accessible when registrants arrive.
- Insure proper connectivity with PayPal or other payment venue for on-line registrations
- Registration committee must be aware of cut-off date for registration, including any early-bird deadlines, if applicable.
- Report bi-weekly to the PQD of the number of registrants, etc.
- Each registrant received a goody bag containing the conference program and other complimentary items.
- Meal tickets should be of different colors and distributed with the goody bags and name badges.
- Ensure Registration committee has way to print badges for on-site registration, cash on hand for collecting money and making change, and a method for payment by credit card (such as PayPal).

The district should provide a printer and laptop for registration team. Ideally, equipment and personnel should enable multiple lines at registration.

Required/Desirable Materials:

1. **“Goody” bags** for each registrant based on preferences of the Conference Chair. These can be purchased from several venues depending on the quality and quantity desired.
2. The bags will have the **conference program, and other items** may be added depending on the desires of the Conference chair and the suggestions of the Registration committee.
3. **Name badges and lanyards** for each registrant. These may be printed with information about the registrants and meals if applicable. Otherwise, separately colored **meal tickets** may be inserted in the lanyards.

First Timers should have a badge with a “First Timers” indication either printed on the badge or attached by a ribbon.
4. A **printer or label-maker** to prepare stick-on badges for on-site registrants. **Ensure labels are high quality and adhere to fabric.**
5. A **computer** to verify individual registration and club membership for those whose club paid the registration fee.
6. **Cards printed with “Vegetarian”** to place on the table for those requesting vegetarian meals. Also applies to other special dietary requests.
7. **Pens, notepads, and extra schedules** so that people can find rooms for the educational sessions and other events.

Recommended Timeline:

-20 weeks	Form a working committee for all responsibilities of the Registration process. Volunteers chosen may begin researching donors for contents of goody bags.
-12 weeks	Have a meeting of all volunteers, explain each process and assign responsibilities. Some will work on the bags, some the badges, all will work at the registration desk. a. Badge volunteers will check with Conference Chair on preference for badge size and number of badges, and order from on-line vendor at a savings. b. Bag volunteers will research vendors for purchasing bags, will check with PQD for amount to spend and logo if any. Submit examples to Conference Chair and PQD by -12 weeks. When approved, order bags to be delivered no later than 2 weeks prior to the conference.
- 8 weeks	Begin reports to PQD of number of registrants in various categories.
- 4 weeks	Deadline for contents of goody bags purchased. Share all information with registration team and see if changes need to be made. Coordinate this with Conference chair.

-2 weeks	Purchase meal tickets if applicable. Work with venue to determine site for registration tables and make registration signs
- 1 week	Stuff bags 2 days before conference; print badges and insert them in the holders. Put them in alphabetical order in boxes.
At conference	Registration night. Assemble tables two hours prior to event with all materials at easy access. All committee members will be on site on Friday night and Saturday morning. The rest of the hours can be staggered.
End of conference	Remove all material after conference and save any materials that may be used at the next conference. If badge-holders and lanyards are used, consider asking attendees to return these at end of conference.

Saturday Night Chair

Like the first evening of the conference, the second evening can vary from district to district. Many districts include a dinner/banquet and a contest; some districts also include a keynote speech. In this example, the district included dinner, a contest, a keynote speech, and an after-party on Saturday night, the second night of its conference.

Responsibilities include:

- Prepare a budget for the entire event and give to the Finance Chair
- Form a committee of volunteers and coordinate the entire event
- Approach event sponsorship in association with Sponsor Chair (fund raising)
- Submit names to the Program Quality Director (PDQ) and the Conference Chair of potential Toastmasters for the event (the TM to be approved by the PQD and Conference Chair).
- Arrange for the selected Toastmaster to be present and make sure that person is informed of duties.
- Work with the Minute x Minute Chair for each element in the event
- Work with Conference Chair and Facilities Chair to arrange the meal (including snacks, cash bar, etc.).
- Work with Registration Chair for number of people attending.
- Work with the Facilities Chair for room arrangements.
- Work with the Graphics Chair for programs and main table place cards.
- Work with the PQD and the Conference Chair for trophies, ribbons, awards, etc.
- Work with District Sgt.-At-Arms to open the event.
- Arrange for an invocation/Inspiration, if applicable.
- Put together a group of volunteers to assist as Sgt. at Arms, Timers, or decoration helpers as needed.
- Decorate room in keeping with Saturday Night Theme, and gather decorations
- Work with Raffle/Silent Auction Chair and First-Timers Chair to determine if/when prizes/announcements will be awarded/made
- Stay in communication with Education Session Chair and Conference Chair to ensure Saturday Keynote Speaker is well looked after and prepared.
- Work with Conference Team to plan an after-dinner activity.

NOTE: Make sure all helpers are registered for the conference and the event.

Secretary

Responsibilities include:

Record minutes of each planning meeting. Key items to record are:

Who committed to do what by when

Coordinate agenda needs for each conference room

On last evening of conference, distribute this document to all chairs requesting updates for:

Lessons Learned, and

Revised Timelines

Note: in addition to emails, individual phone calls produced the highest response rate

Compile suggestions into revised document and submit to district webmaster to add to district "Resources" or Public Downloads tab.

Silent Auction/Raffle/Sponsorship Chair

The Door Prize or Silent Auction Chair is responsible for:

- Organizing the logistics of the Door Prize/Silent Auction Prize events, tickets, moneys, etc.
 - Creating a letter that can be used to solicit donations
 - Securing donations, advertising and sponsorship to raise funds for the conference
 - Work with Finance Chair to properly track activity funding
 - Work with Facilities Chair to identify for location of Door Prize Table(s)
 - Arrange for volunteers to assist in manning the Door Prize Table(s) and sell Door Prize Tickets
 - Post Silent Auction Rules on tables
 - Schedule prize announcements throughout the Conference with Minute x Minute Chair and individual event chairs.
 - Explore other activities related to fundraising and money collections
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- Turn proceeds over to the Finance Chair within 10 days after the Conference