

# LINCOLN HIGHWAY ASSOCIATION



## GUIDELINES for CONFERENCE PLANNING



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## **SECTION 1 - GENERAL INFORMATION**

### **PURPOSE OF THE MANUAL**

- This manual has been put together as an effort to assist the conference chairpersons and planning committees during the planning of the association's annual conferences.
- Most of the information in this manual is to be considered as helpful suggestions. A few items are mandatory requirements and are noted as such.
- It is intended that this manual will be an evolving document which will be expanded and updated following each conference. Conference committee members should be certain that they are working from the latest revision. The revision date appears at the bottom of each page.

### **CONFERENCE DATES**

- Article III, Section 9 of the Association's bylaws states that conferences shall convene during the third or fourth week of June. Requests to change the originally approved conference date must be approved by the board at least one year in advance of the conference.
- Refer to Appendix A for a list of previous conference dates.

### **ATTENDANCE HISTORY**

A fairly accurate estimate of the number of people that can be expected to attend is important for effective conference planning. Probably the most important actor that can be considered in making this estimate is be the number that have attended previous conferences. See Appendix B for this information.

### **MEMBERSHIP REQUIREMENTS**

The association has not restricted non-members from participating in our conferences. However, when non-members register for the full conference, we do charge a non-member fee that is equivalent to the Individual Membership fee and give them a one-year membership in the association.

## SECTION 2 - CONFERENCE LOCATION SELECTION

### BID SUBMISSION

- The normal and most accepted process begins with a chapter deciding that it would like to host a conference. The chapter should then prepare a proposal and send it to the President and request to be placed on the agenda for the next Board of Directors meeting. A representative of the chapter will then make a presentation during that meeting.
- Under normal circumstances, bids should be submitted at least four years in advance of the desired conference date.
- If bids have not been forthcoming for a particular year, the President shall solicit bids from the chapters.

### SITE SELECTION

- After considering the bids that have been submitted, the Board of Directors will take action to approve the locations for coming conferences.
- Refer to Appendix A for a list of previous conference locations.

## SECTION 3 - CHAIRPERSON AND PLANNING COMMITTEES

### CHAIRPERSON

- Every conference needs a designated Chairperson. The association has not established formal guidelines regarding how this individual is chosen. Most, but not all, of our previous Chairpersons have been the Director from the state where the conference was held.
- The selection of the Conference Chairperson must be submitted to and approved by the President of the association. **This is a mandatory requirement.**
- Refer to Appendix A for a list of previous Chairpersons.

### CONFERENCE COMMITTEE

- An active committee is vital to the success of any conference. Each member of the committee should be assigned to a specific area of responsibility. Examples of these responsibilities include:

Hotel selection  
Meals and refreshments  
Speakers; recruitment, selection, scheduling

Registration; name tags, sign in  
Printed materials  
Book Room  
Tours; route selection, tour guides, tour booklets  
Route Marking  
Fund raising

### **SCHEDULE OF EVENTS**

- It is important to begin developing a tentative schedule about a year in advance of the conference. This early schedule should indicate the dates for the seminars, the meetings, and the tours. The basic schedule should be fairly firm at about six months prior to the conference. The assignment of specific times for individual speakers should begin to be worked out about three months before the conference.
- The President of the Association should be involved in setting the schedule and should be made aware of changes as they may occur.
- Experience has shown that there will be a number of changes in the schedule. To avoid confusion, put an effective date on each page of each copy of the schedule. Change the date as changes in the schedule are made. Make sure everyone involved is working off the most current version.

### **HINTS FOR THE CONFERENCE CHAIRPERSON**

- Plan, plan, plan, revise, revise, revise.
- Use checklists, revise them every few days. Spend a lot of time on the schedule, look for conflicts.
- Develop an overall "Action Plan" for each major category or event, update the plan constantly. Show tasks and person(s) assigned, and start date, expected due date and a "drop dead" date - the date that if missed, will have a domino effect on other events.
- Make continuous and frequent checks to see if due dates have been met.
- Make sure that the speakers know when and where they are scheduled. Check on arrangements for A/V equipment.
- Rely on committee members, but keep track of what they are doing.

## SECTION 4 - CONFERENCE HEADQUARTERS

### HOTEL

- Although other arrangements have been made, most conferences have made use of a single hotel which has provided sleeping rooms, dining facilities, and meeting rooms. Finding and making arrangements for the hotel that will be used as the conference headquarters is one of the most critical and most challenging things that the conference committee will be required to do.
- What is needed is a place with adequate sleeping rooms and meeting rooms, at the best possible price for both.

### LOCATION

- Location is also important. Being on, or near, the historic route of the Lincoln Highway should be considered. Spending a lot of time getting to the historic highway detracts from the tours. Accessibility to the airport is important to some members.

### COST COMPARISONS

- Hotels have different methods of charging for their services and you need to make sure you understand what the actual costs are going to be in order to compare one hotel with another. Make sure you have found out what all the costs will be at each of the various hotels before attempting to make comparisons.

### ARRANGEMENTS AND COMMITMENTS

- A fairly common arrangement that hotels will make with an organization is that if the organization uses a certain number of sleeping rooms, the cost of the meeting rooms will be reduced or waived entirely.
- There are a couple terms and some numbers that you should be familiar with when you negotiate with the hotel:

Block is the number of sleeping rooms that you think the association will use during the conference. Be sure to note that this is the number of rooms multiplied by the number of nights that the rooms will be used.

Pick-Up is the number of rooms that are actually used. If the pick-up turns out to be greater than the block, the association is in good shape. But if the pick-up is lower than the block, a penalty of some sort may have to be paid.

- Refer to Appendix C for our previous history of room block and pick-up.

### SLEEPING ROOM COSTS

- Keep in mind that if the headquarters hotel charges a higher rate for sleeping rooms than other hotels in the area, people will go to the other hotels. This will play havoc with our room block commitment.

### FOOD COSTS

- The cost of meals should also be considered when comparing the different hotels. Some hotels will require us to commit to a certain number of meals in order to get a lower cost for the meeting rooms.

### SPACE REQUIREMENTS

- Conference activities that will require space in the headquarters hotel includes:
  - Registration Table
  - Book Room
  - Seminars; speakers, presentations, workshops
  - Board meetings
  - Membership meetings
  - Lunches (optional)
  - Reception (optional)
  - Banquet

### COMPLIMENTARY ROOMS

- Almost all hotels that are set up for conferences have a practice of providing complimentary rooms to an organization that is booking the hotel for a conference. Also referred to as “comped” rooms, these are sleeping rooms that are made available to the organization at no cost. It is up to the organization to use these rooms as it sees fit.
- Sometimes guest speakers are provided with comped rooms. One year two comped rooms were exchanged for the book room. During another conference, comped rooms were given up when the original room block commitment was re-negotiated.
- Hotels have various methods for allocating comped rooms. (For example, in Reno, the Holiday Inn agreed to give us one comped room for every 30 sleeping rooms reserved by conference attendees.)
- If comped rooms are part of the arrangement, the conference chairperson should consult with the President about how to use them. If our Visitors Center manager attends the conference, a comped room should be designated for her or his use.

### CONTRACT

- A contract with the hotel is essential. Start your negotiations well in advance so that you will have time to send the contract to the President for approval. **This is a mandatory requirement.** Make sure that the hotel’s representative understands that the contract must be approved and signed by the association’s President. **The contract should be finalized and signed at least 12 months prior to the conference.**

### **SITE INSPECTION**

- Give the association's President a chance to check out the proposed hotel. When you have narrowed the search down to one or two sites, contact the President, who may desire to make a personal on-site visit.

## **SECTION 5 - CONFERENCE MEETINGS**

### **BOARD MEETINGS**

- Article III, Section 3 of the Association's by-laws states: **"The annual meeting of the board of directors shall be held during the annual conference of the Association, and at least a day before the general membership meeting."**
- The conference chairperson and the President should work together to schedule a time and place for this meeting.

### **MEMBERSHIP MEETING**

- Article III, Section 2 of the Association's by-laws states:  
**"The annual general membership meeting shall be held during the annual conference of the association at least one day after the annual meeting of the board of directors."**

### **CHAPTER MEETINGS**

- During some previous conferences, a time and place was scheduled for Chapter meetings.
- This idea should be encouraged; the biggest problem is finding a place to hold several small meetings at the same time. If nothing else can be arranged, the various groups can simply get together in different areas of a large room.

### **PRAYERS DURING MEETINGS AND MEALS**

- Invocations, prayers, or blessings before meals shall be entirely optional. If the conference committee or the association's president choose to request someone to offer any type of prayer at any gathering, that person should be reminded that the audience will be of mixed beliefs and any such prayer must be appropriate for an interfaith group, not specifically one religion, with the hopes of making everyone present feel welcome.

## **SECTION 6 - MEALS AND REFRESHMENTS**

### **GENERAL**

- Begin early to determine what meals you will have. The hotel's representative will probably tell you that they cannot commit to a firm price until a few months or even weeks before the conference date. However, you can ask for an estimated cost or start working from current costs. You can look at their current menus and talk to them about the types of meals you will be ordering.
- The only meal that is specifically required is the Awards Banquet; all other meals will be up to the conference committee.
- Refer to Appendix D for a list of the type of meals that have been served during previous conferences.

### **RECEPTION**

- Receptions are optional events and have been handled quite differently during the various conferences. They have been held in the headquarters hotel and at other places of interest, including an automobile museum and a couple of historic railroad stations.

### **AWARDS BANQUET**

- Arrangements must be made for a Head Table at the banquet. The number of people to be seated at the head table depends on several factors including the space that is available. Those who are seated at the head table usually includes:
  - President
  - Vice-President/President Elect
  - Conference Chairperson
  - State Director (if this is not the chairperson)
  - Keynote speaker if applicable
  - partners of the above
- Some items of A/V equipment will be needed during the banquet. This usually includes a sound system and a power point projector and screen.
- The program for the banquet usually includes:
  - Introduction of the head table and others
  - Remarks from the President
  - Announcement of new officers, if applicable
  - Remarks from the incoming President, if applicable
  - The keynote speaker, if there is one
  - Presentation of certificates and awards
  - Presentation by the coming year's conference committee



## SECTION 7 - BUS TOURS

### HIGHWAY TOURS

- All of our conferences have included tours of the highway. Although not mandated by any written rule, this is an activity that is probably essential to a successful conference.
- The usual format is to take a tour to the east during one day and a tour to the west during another day. Alternate and/or additional tours may be offered at the option of the conference committee.

### PLANNING

- The persons who are making the plans for the tours should drive the intended routes a number of times, making use of their odometers and clocks to figure out the times and distances that will be involved.
- Pick out the places where the buses will be stopping, both for points of interest and for meals and refreshments. Account for the time that will be spent at each stop.
- Look for potential traffic problems.
- Keep in mind that buses cannot go everywhere a car can, and they must have special places to park.

### BUSES

- Begin looking for a bus company early. Talk to several companies if possible. Get them to show you the buses they would use. Buses vary widely in quality and cost. Bus companies have different ways of charging. Sometimes it is by the time used, sometimes by the miles traveled, sometimes a combination of both. Ask about any extra fees such as cleaning or overnight charges.
- Make a serious attempt to get someone from the bus company to drive the route with you. They may see some problems with the route and may be able to make some helpful suggestions regarding the best route. **This is absolutely essential if the tour will be traveling on any unpaved roads.**
- An important question is how many buses will be needed. The problem is that you will not know exactly how many people will be involved until a couple weeks before the conference. Find out the seating capacity of the buses. Talk to the bus company about a contingency plan in the event that an additional bus is needed. Find out what their policy is regarding the cancelling of an unneeded bus.
- Make sure that the buses are equipped with good public address systems, restroom facilities, and air conditioning.
- A contract with the bus company is essential. Send copies of the contract to the President and the Treasurer for their review.

## **LUNCHES AND REFRESHMENTS**

- Arrangements for lunches and refreshment breaks must be included in the plans for the tours. Finding the right spot at the right time is the trick. During previous conferences, we have had box lunches, sack lunches, lunches in restaurants, and picnics in parks.
- For mid-morning and mid-afternoon breaks, you can work out the schedule to stop at some place like a McDonalds, or you can take coolers with soft drinks on the buses.
- You must also consider rest stops with toilet facilities. Buses do have restrooms but their capacity is limited. You may want to consider the use of portable toilets, which can be set up at strategic locations.

## **TOUR GUIDES**

- It is essential for a successful tour to have individuals on each bus to talk about the things to be seen as the tour proceeds along the route. Each bus should have at least one tour guide. It is better to have two. The guides should be familiar with the area and the history of the highway.
- It is very helpful for the guides to have a list of notes to serve as reminders of what to talk about. Someone should be assigned to compile these notes so that each of the guides have the same information to work from.

## **TOUR BOOKLETS**

- During most previous conferences, some sort of booklet containing a description and maps of the route and some historical information has been provided.

## **KEEPING TO THE SCHEDULE**

- The biggest challenge for any tour is keeping on schedule. When people get out of a bus they tend to scatter and wander away.
- Each time the buses stop, the tour guides should give everyone a definite time deadline for being back on the bus. Use whistles and loudspeakers to help round up the strays.

# **SECTION 8 - OTHER ACTIVITIES**

## **AWARDS**

- During each conference a number of awards are presented. The Conference Committee's only responsibility is to schedule a time on the program for the presentation of the awards. In the past these presentations have taken place during the banquet.
- The arrangements for these awards are handled by the Awards Committee, which is a standing committee of the national association.
- The cost of the awards is not a part of the conference budget.

## DISPLAYS

- The sponsoring chapter may want to arrange for some items to be displayed during the conference. This can add a lot to the enjoyment of the conference.
- It is important to discuss these displays with the hotel staff. Explain what you plan to put on display and where you would like to put it.
- Items that have been used as displays in the past:
  - Vintage vehicles
  - Road building equipment
  - Historic road signs
  - Concrete markers
  - Maps
  - Drawings
  - Photos

## SHIRTS

- Most previous conferences have featured a specially designed shirt that has been available for purchase by conference attendees.
- In 2002, the association entered into a business agreement with Jim Cassler, dba Lincoln Highway Trading Post that gives him the right and responsibility to provide the association with Lincoln Highway related items of merchandise. **As long as that agreement is in effect, the Lincoln Highway Trading Post shall be the provider of the official conference shirt.**
- Conference committees shall be expected to make contact with Jim Cassler and provide him with input relating to the design of the shirt.
- This requirement shall not prohibit the host chapter from selling a shirt of a different design at the chapter's table in the conference bookroom.

## POSTAL CANCELLATION

- During some previous conferences, the host chapter has sponsored postal cancellations as fund raising events.
- Post cards have been made available for purchase and arrangements made with the postal service to provide a cancellation stamp.

## ROUTE MARKING

- Although it should not be considered a specific responsibility of the conference committee, the committee may want to encourage and work with the local chapter to do some marking in the conference city and along the routes of the tours.
- Route marking for previous conferences has been done with banners, metal signs, painted signs, and Carsonite posts.

## **SECTION 9 - PRESENTATIONS & SEMINARS**

### **SPEAKERS**

- A member of the conference committee should be assigned to work with the people that are going to be speaking and making presentations.
- Speakers need to be introduced. This means having someone assigned to make the introductions. You will need a certain amount of background information on each speaker.
- You may want to have a special speaker and/or other entertainment for the banquet.
- You may want to have someone from the area give some short welcoming remarks during the opening session. Mayors, County Commissioners, and DOT representatives have been asked to do this at previous conferences.
- A traditional part of the program has been a preview of the following year's conference. Contact the chairperson for the coming year and determine what format will be used. This presentation has generally been given during the banquet.

### **SCHEDULE**

- During the seminar sessions, speakers should be scheduled for approximately 45 minutes.
- Make plans for breaks at mid-morning and mid-afternoon. Provide coffee, juice, soft drinks, and water.

### **WORKSHOPS**

- In addition to speakers and presentations, interactive workshops should be considered as a part of the program.

### **AUDIO/VISUAL EQUIPMENT**

- Having the right A/V equipment is critical for successful meetings and presentations.
- Someone that has had some experience with A/V equipment should be assigned to be responsible for all arrangements, from getting the right equipment to making sure it is set up and working before the meetings begin.
- The hotel may have all or some of the items that are needed. Hotels usually charge a higher rental rate other rental businesses but convenience should be considered. Be sure to discuss this when you are booking the hotel.
- As you are talking to the presenters be sure to find out what type of equipment they will need.

- Typical A/V equipment that might be needed:
  - Power Point Projector
  - Screen
  - Sound system; with a microphone on the podium plus a lapel or hand-held microphone
  - Podium; with a light to use during slide presentations
  - Laser light pointers
- Members of the association may have some of these items and may be willing to make them available during the conference.
- Make sure there are extension cords to take care of all the electrical equipment.
- **Be sure to check all equipment for proper function before it is time for the meeting to start.**
- For the tours, it is essential for the guides to have a battery powered loudspeaker.

## SECTION 10 - BOOK ROOM

- During each conference a room is set up for the purpose of displaying books and other items to be sold.
- The conference committee should appoint one person to be in charge, with one or two people to assist.
- The national association and each of the chapters that request one are provided one table at no charge.
- Private individuals are charged a fee. Currently, the fee is \$45 per table.
- During the last few conferences, we have needed from approximately 12 to 15 tables.
- The association does not provide a centralized cash register. Each exhibitor is responsible for collecting their own money.
- The association has received inquiries from people who wanted to sell items that were not related to the Lincoln Highway. We have no rule that would prohibit this and there does not seem to be a need to do so as long as our members get first choice to sell Lincoln Highway related items.
- The schedule for the book room is always a serious challenge. Some people want it open most of the time, while others want it closed during all scheduled activities. Most of the people who are working at the tables want to be able to attend the activities but are reluctant to leave while the Book Room is open. You may want to set a tentative schedule but be prepared to modify it after meeting together with all of the exhibitors.

- Security for the book room is an important issue. Access must be carefully controlled when the book room is not open for business. This must be coordinated with the hotel staff.
- Time must be scheduled for set-up and take-down. During these times the room should not be open for shoppers.

## **SECTION 11 - PRINTING**

- Items that will need to be printed include but are not limited to:
  - Conference announcements
  - Registration forms
  - Conference schedules
  - Tour booklets
- **The association has a specified outline for the conference registration form.** This outline needs to be modified to some extent for each conference and must be approved by the association's president and treasurer. All other items shall be designed by the conference committee.
- The conference committee will be responsible for locating a printing company to do the work. We have not used a formal bidding process for this but it is important to obtain at least two or three estimates before deciding on a printer.
- Jim Cassler of Klingstedt Brothers has done a number of conference-related printing jobs and should be considered.
- Local printing shops have also been used when bids were comparable and when they were handy for the conference committee to work with.
- The costs of the printing must be included in the conference budget and calculated into the registration fees.

## **SECTION 12 - PUBLICITY**

### **PRESS RELEASES AND ARTICLES**

- The conference committee should work with the national public relations committee to prepare press releases about the conference. The national committee should be responsible for distribution to the national media.
- For the local area, the conference committee should contact newspapers, radio and television stations with information about the conference.
- Many state tourism and historical organizations publish 'calendars of events.' Contact these organizations as soon as possible.

- Invitations to attend presentations and to go on the tours at no cost can be extended to members of the local media when it is felt that it would result in some favorable publicity.

### **FORUM**

- It is important for the conference committee to work with the Editor of the *Lincoln Highway Forum* to develop conference announcements and articles about the sponsoring area.
- Prepare a general announcement about the conference to be published in the issue that will be sent out approximately six months prior to the conference, probably the winter issue.
- Prepare a specific announcement which will include a schedule of events and names of speakers and presenters, to be published in the last issue before the conference, probably the spring issue.
- Have someone write an article relating to the hosting area to be published in the last issue before the conference.

### **PROCLAMATION**

- Getting an official proclamation declared by a local governmental unit can be a good publicity event. Proclamations can be made by cities, counties, or states. You will probably be asked to provide the wording for the proclamation.

## **SECTION 13 - REGISTRATION**

### **GENERAL**

- A member of the conference committee should be assigned to be in charge of all activities relating to registration and to be responsible for the registration table.
- The association's Treasurer will receive the registrations that are sent by mail. The Treasurer will forward a copy of the registration forms to the person who is in charge of registration.
- The person in charge of registration should keep the conference chairperson informed about the number of registrations as they are received.

### **REGISTRATIONFORMS**

- The registration form shall be printed separately from the conference preview material, using an 8½ by 11 inch page.
- The registration form should include a list of all the events and activities that are scheduled, indicating the fee for each. It should allow a person to sign up for an entire package, or to select certain activities. It should allow a couple or a family to sign up together but must identify each of them by name and allow them to do separate things if they wish.

- Other items that should appear on the registration form:
  - An indication of a reduced fee for children attending with parents
  - An extra fee for nonmembers which includes a membership
  - Late fee information if the committee desires to require it
  - A statement of the cancellation/refund policy
  - A waiver of liability requiring signatures
- Refer to the appendix for an example of a registration form.

### **REGISTRATION PACKAGE**

- A package of material should be put together and sent to each member of the association about three months before the conference date.
- The registration package should include the following:
  - Schedule of Events
  - Registration Form
  - Room reservation information for the headquarters hotel
- The committee should make an effort to have the registration package included with the current issue of the *Lincoln Highway Forum*. This can be done by coordinating with the editor.

### **ADDRESS LABELS**

It is preferable for the registration material to be mailed with the winter issue of the *Forum*, but if for some reason this cannot be done, the conference committee should contact the Association's Membership Secretary who can provide address labels.

### **REGISTRATION TABLE**

- Arrangements must be made with the hotel to provide a table and a place for members to check in when they arrive.
- All conference attendees must check in at the registration table and will be provided with a name tag and a conference packet, including a schedule. Individuals who have not mailed their fees to the Treasurer will be required to pay at the registration table. **Blank registration forms must be available at the table and whoever is staffing the table should be prepared to accept checks and cash.**

### **CONFERENCE PACKET**

- A package of materials should be prepared and handed out to all conference attendees at the time they check in at the Registration Table.
- Items that should be included in the packet:
  - Name Tag
  - Schedule of Events
  - Tickets to activities, if used
  - Local tourism information
  - Mementos and souvenirs, if applicable



## NAME TAGS

- Each conference attendee should have a name tag. At a minimum, the information on the tags should include the person's name and where they live.
- There has been some success in using the name tags to indicate the activities that the person has paid for, eliminating the need for tickets.
- Ribbons of some type can be attached to the name tags of the association's officers and directors, and the conference committee.

## **SECTION 14 - FINANCIAL MATTERS**

### FEES

- Setting the amount for the registration fees has always been one of the most critical tasks for the conference committee. What must be kept in mind is the fact that if the fees are too high, attendance will suffer. On the other hand, it is absolutely essential that the fees are set high enough to cover the costs of putting on the conference.
- During the 2004 annual meeting of the Board of Directors, a policy was approved as a guideline for setting the fee. This policy is that the fee will be set at a minimum of \$25 higher than the committee's best estimate of the per-person cost of putting on the conference.
- The conference committee shall identify and make a list of all the foreseeable costs, showing total amounts and costs per person, based on an estimate of the number of conference attendees. Copies of this list will be sent to the President and the Treasurer for their review.
- When the committee, the President, and the Treasurer are satisfied that the most accurate estimate of the cost per person figure has been determined, the conference fee shall be set at a minimum of \$25 above that figure. **The final decision on this figure is the responsibility of the President of the Association who shall have the authority to set it higher based on the President's judgment of the financial needs of the association.**
- Refer to the Appendix for the fees that have been charged for previous conferences.

### FEES FOR SPEAKERS

- While the paying of speakers and presenters is not prohibited, it is to be discouraged as much as possible.
- Association members who are giving presentations may be given a registration discount which would be the equal to the cost of the day of the presentations.
- Speakers who are not members of the association should be invited to spend the entire day with us on the day they are scheduled to speak. This invitation would include a lunch if one is scheduled for that day but not the cost of the awards banquet.

### **LATE FEES**

- Late fees have been charged in the past on the theory that it would encourage people to sign up early. Experience has shown that this is probably does not accomplish its intended purpose. If the committee feels that charging a late fee would improve their specific conference, they should discuss it with the President before making a decision.

### **REFUNDS**

- This applies to persons who have paid their fees, and then find that they cannot attend. The policy is that individuals who request a refund prior to 15 days before the conference begins will be given the refund minus a \$25 processing fee. After that date refunds will require the approval of the Executive Committee.

### **PAYMENTS**

- The conference chairperson should contact the association's Treasurer to work out a method for paying expenses as they occur.

### **SPONSORS**

- Some businesses are willing to contribute to the association to help with the costs of the conference. There is nothing wrong with soliciting and accepting these funds as long as nothing more than an acknowledgment is expected in return.
- The planning committee should consider the appointment of a separate subcommittee to look into the possibility of obtaining such donations.
- Some businesses may want to just give a general donation, others may want to sponsor a specific event such as a lunch or reception or bus tour to a certain area, or help pay for certain costs such as printing.
- If donations of any type are received, it is important to recognize the contributors in some way during the conference.

**BUDGET**

- It is important to begin working on the costs side of the conference budget as soon as possible. The conference chairperson should spend some time talking with the association's Treasurer who will have the data relating to expenses for previous conferences, and will assist in the preparation of the budget.
- A good way to outline the cost side of the budget is to set up a simple spreadsheet with one column showing estimated costs per person and another column showing total costs per item. The example below uses an estimate of 100 conference attendees.

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	Per Person <u>Cost</u>	Total <u>Cost</u>
<u>First Day</u>		
Continental Breakfast	7.00	700.00
Break; coffee, juice	3.00	300.00
Lunch	12.00	1,200.00
Break; soft drinks	3.00	300.00
A/V equipment	3.00	*300.00
Reception; snacks & drinks	7.00	700.00
<u>Second Day</u>		
Buses	30.00	*3,000.00
Lunch	8.00	800.00
Refreshments	6.00	600.00
<u>Third Day</u>		
Break; coffee, juice, rolls	3.00	300.00
Lunch	12.00	1,200.00
Break; soft drinks	3.00	300.00
A/V equipment	3.00	*300.00
<u>Fourth Day</u>		
Buses	30.00	*3,000.00
Lunch	8.00	800.00
Refreshments	6.00	600.00
<u>Banquet</u>		
Cash Bar	2.00	*200.00
Dinner	25.00	2,500.00
Souvenirs	2.00	200.00
<u>Other Costs</u>		
Printing	10.00	*1,000.00
Name Tags	1.00	100.00
Entertainment	<u>5.00</u>	<u>*500.00</u>
Total	189.00	18,900.00

\* flat rate regardless of the number of people

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## SECTION 15 - CONFERENCE PREPARATION TIME LINE

<u>Time In Advance Of The Conference</u>	<u>Activity</u>
3 to 5 years	Submit proposal to the Board of Directors
3 years	Select a Conference Chairperson and organize a Planning Committee, begin holding regular meetings, make specific assignments.  Begin contacting possible hotels in the area, obtain approximate rate figures, and examine facilities.
2 years	Select the headquarters hotel; begin to negotiate a contract.
18 months	Begin developing plans for the tours; contact possible bus companies.
12 months	Work out a tentative budget using latest available figures, discuss with President and Treasurer, and set fees.  Circulate a request for speakers and presenters; make contact with persons you would like to speak.  Develop a tentative schedule of events.  Finalize negotiations with the hotel; send a copy of the contract to the President.
9 months	Finalize negotiations with bus company, get a contract  Develop rough drafts of all materials to be printed, submit to printing companies, requesting bids for the work, select the company to use.  Make final selection of speakers and presenters.  Work out a preliminary schedule for the speakers, contact each of them to see if they can meet the schedule.  Send information to the editor of the Forum.
4 months	Take final drafts of registration materials to printer.  Mail registration materials to association members. The preferred method is to include these forms with the winter issue of <i>The Lincoln Highway Forum</i> .
3 weeks	Count the returned registrations, contact everyone who needs to have actual numbers, i.e. bus company, food preparers, etc.
1 day	Begin set-up at headquarters hotel.

# LINCOLN HIGHWAY ASSOCIATION

## GUIDELINES



**FOR CONFERENCE PLANNING**