Best Practices in Programs & Conference Planning

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President-Elect & Conference Chair
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What to expect...

During this session, you will learn:

1. **The Journey Begins** – Best practices that will make your event a success

2. **Where’s Waldo?** - How to find Keynote and subject-matter expert speakers for Conferences and Chapter Meetings

3. **It’s all in the details** – Ways to enrich the attendee experience
By the end of this session:

You will have the tools and resources to successfully find speakers and plan a conference.
Activity:
Before, During, After
The Journey Begins
The Journey Begins...

• with **YOU!** – compelling vision
  • Keep the end in mind

• **Research, Research, Research**
  • Past theme, location, type of conference, budget, business partner information, silent auction information, marketing used, etc.
  • Talk to other chapters.

• **Find your tribe** – form a committee
  • Who can help you accomplish your vision?
The importance of a Committee

- Establish wish list/brainstorm ideas
- **Who** is our target audience?
- Identify roles of committee members
- Get other board members involved
- Meet/Communicate regularly
- Establish SMART goals for the conference – registration, business partners, silent auction etc.
- Develop a Conference timeline
- Theme/Logo/Type of conference
- **When** - Dates/Venue selection/Hotel selection (lodging for speakers/attendees)
- **Cost** of registration – covers ALL conference expenses
How are you going to market the conference?

- Conference webpage
- Print/Digital Ads via social media/Social Media posts
- Email campaign to membership
- **SHRM National email campaign**
- Press Releases/Media
- Other SHRM Chapters/ Professional Associations (ATD, SoEl, etc.)
- **SHRM National at large mailing list**
- HR Florida – [secretary@hrflorida.org](mailto:secretary@hrflorida.org)
How are you going to market the conference?

• Chamber of Commerce/Small Businesses
• Post card mailing campaign
• Podcasters
• Conference booklet/printed materials
• FREE event calendar websites
• Use marketing codes to track your marketing
How are you going to handle registration?

• Paper process
• Chapter website
• Event management site (i.e. Eventbrite)

• **Who** will handle registration management?
• Automate the process as much as possible
Section Summary

• Have a compelling vision
• Research, Research, Research
• Form a committee **AND** utilize them!
• Marketing management
  • Automate the process as much as possible
    ✓ Website utilization (email campaign, etc.)
    ✓ Social media campaign (Hootsuite, etc.)
• Registration management
Where’s Waldo?

How to find Keynote and subject-matter expert speakers for Conferences and Chapter Meetings
Activity:

Brainstorming Session - What are you doing now to find speakers?
Speakers, where art thou?

• **SHRM National**
  - 100% Chapters get one **FREE** speaker per 12 months
  - Non-100% Chapters must pay for travel expenses
  - [List of presentations](#)
  - SHRM Foundation Donation (min. $250 based on size of chapter) is requested

• **SHRM National Conferences**
  - [List of speakers](#) from past conferences on their website with contact phone numbers
  - Great way to find Keynote Speakers
  - Reduce search to Florida-based speakers to reduce cost.
Speakers, where art thou?

• HR Florida
  • Team of speakers that will come for **FREE**
  • Request mic time to promote HR Florida Conference
  • Email HR Florida – communications@hrflorida.org

• HR Florida Conferences
  • Use the past booklet to identify potential keynote/breakout speakers
  • The conference app has their contact information
  • Reduce search to Florida-based speakers to reduce cost
Speakers, where art thou?

• SHRM Chapters
  • Look on SHRM Chapters’ websites to see who were their past chapter meeting/conference speakers
  • Request survey/feedback and contact information from Programs/Conference Chair

• HRCI certification and SHRM certification websites
  • Great way to get business eligible credit presentations
  • Reach out to the contact to get speaker information
  • Reduce search to Florida-based speakers to reduce cost
Speakers, where art thou?

- Potential Business Partners
  - Employment Law Attorneys
  - Workers Compensation Companies
  - Learning & Development Companies
  - Comp & Benefit Companies
  - Colleges/Universities

- Local/past conferences
  - Your chapter
  - Other Professional Associations (CPAs, ATD, Chamber, SoEI, NAAAHR etc.)
  - Military/CEOs

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Share your experience & expertise with HR professionals in NE FL & SE GA. Submit your presentation for #SHRMJax18 by Dec 15. ow.ly/JBYA30gLsIK

Call for Presenters

Share Your Ideas & Talents

12:01 PM - 30 Nov 2017
Speakers, where art thou?

• Word of Mouth/Social Media

• Best practices
  • Utilize your **website** as much as possible
  • Create a webpage specific for Speaking opportunities (chapter and/or conference)
  • Link **social media marketing** back to webpage
  • Create a **Call for Presentations Form**
  • Set a budget for **Chapter/Keynote** speakers (i.e. authors, motivational)
Section Summary

• Create a Call for Presentations Form
• Utilize resources available with SHRM, HR Florida and SHRM Chapters
• Recertification eligible content – SHRM, HRCI
• Use your website to house all information on speaking opportunities with your chapter
It’s all in the details

Ways to enrich the attendee experience
Expo Hall (Business Partners)

- Revenue generation/moneymaker
- Who supports the HR industry (i.e. HRIS, Workers Comp, attorneys, etc.)
- Set goals/Determine packages
- Provide convenient system for Business Partners to pay
- Gamification/Bingo card
- SHRM Bookstore/Booth (min. attendee requirement)
Silent Auction
(SHRM Foundation)

- Solicit donations from community
- Have part of Business Partner package

- Great option for those that cannot afford the Business Partner package but want name recognition
Networking Night

• Business partner package
• Social time for networking
• Themed event
The experience...

• Freebies for attendees
  • books by Keynotes,
  • professional headshots,
  • massages

• Conference App, Scavenger Hunts, Gamification

• Photographer, Videographer, Social Media Live, Podcaster

• Food & Beverage (breakfast, breaks, lunch, social)
The experience...

• Feedback – surveys from attendees, speakers, business partners and volunteers
• Gifts for speakers and volunteers
• Automate the process as much as possible
  • Website utilization (email campaign, etc.)
  • Social media campaign (Hootsuite, etc.)
Volunteers

- Make the conference experience
  - Moderators, photographers, expo hall, silent auction, bag stuffing
- Shirts for volunteers
- Best practice – use student members
  - offer free or discount rate for volunteering
- Host a volunteer conference call to review expectations
- Volunteer schedule/information table
Post-Conference

- Hold a post-conference meeting immediately following the ending program
- Data from breakout session surveys, overall conference survey, registration data
- Follow-up with speakers (separate survey), business partners (separate survey), venue
- Post conference report to the board to include recommendations for next year
- Keep information on a shared drive for future access
Additional Resources

Links provided
Additional Resources

• www.ncte.org/library/NCTEFiles/Groups/Affiliates/Conf_Timeline.pdf
• https://spie.org/Documents/Students/Conference_guide.pdf
• www.haas.berkeley.edu/MBA/student/How to Plan a Conference.pdf
• http://www.dummies.com/careers/project-management/ten-tips-on-how-to-plan-a-conference/#slide-10
Additional Resources

- https://meetingtomorrow.com/content-library/how-to-plan-a-conference
- http://www.ncte.org/affiliates/confplanning/checklists
- http://www.marriott.com/meeting-event-hotels/event-planning-guide.mi
- https://www.wikihow.com/Organize-a-Conference
Additional Resources

- https://checklist.com/conference-planning-checklist/
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