

Purpose: This booklet provides guidelines for the planning and conducting of the International Right of Way Association’s Annual International Education Conference. The guidelines contained herein were developed to promote a cooperative working relationship between all responsible parties toward the common goal of a successful Conference.

Responsibility: The Annual International Education Conference is a joint effort conducted in cooperation by a Conference Host Committee (**CHC**) [made up of local Chapter and/or Region volunteer members], the Business Development Officer (**BDO**), the Meetings & Events Manager (**MEM**) and the International Headquarters (**HQ**). **Ultimate Annual Conference decision authority rest with the International Executive Committee (IEC).**

Throughout this policy, there are references to duties and responsibilities that will be borne by the Conference Host Committee (**CHC**), International Headquarters (**HQ**), and the Conference Schedule Subcommittee (**CSS**). For quick reference, the below summary, by task/event, assigns responsibility and denotes where either HQ provides the service or that the International Executive Committees (IEC) concurrence is required:

| Task/Event | Responsibility | Approval |
|------------------------------------|-----------------------|-----------------|
| Selection of Conference Host City | HQ & CHC | BOD |
| Selection of Hotel | HQ & CHC | HQ |
| Negotiate Written Agreements | HQ | IEC |
| Sign Written Agreements | HQ | IEC |
| Budget Preparation | HQ & CHC | IEC |
| Conference Annual Planning Meeting | HQ | |
| Conference Education Program | Intl Cmtes & HQ | CSS |
| IRWA Course presentations | HQ | IPDC |
| Conference Social Program | CHC & HQ | HQ |
| Publicity and Promotion | CHC & HQ | HQ |
| Establish Master Account | HQ | |
| Conduct Registration | HQ | |
| Financial Management | HQ | |
| Sponsor Solicitation | HQ & CHC | |
| Advertiser Solicitation | HQ & CHC | |
| Trade Show | HQ | |
| Badges/Ribbons | HQ | |
| Transportation | CHC | |
| Seating Charts and Scripts | HQ | |
| Room Monitor and Set up | HQ | |
| Meal Events and Guarantees | HQ | |
| Spouse & Youth Program | CHC | |

General Guidelines:

Bidding chapters should NOT contact hotels, convention centers, or convention and visitors bureaus directly. HQ has contacts that may help with negotiating rates and any preliminary contact from the local chapter may interfere with the negotiation process.

A. Headquarters Hotel:

- Prior to the selection of the Conference city by the Board of Directors at its annual meeting, HQ, working with the CHC Chair, will select a hotel. One single hotel that will accommodate all sleeping room requirements for the Conference is preferred over multiple locations. Two hotels with adjacent locations will also satisfy the requirement.
- Size: The Headquarters' hotel needs to commit a minimum peak of 600 sleeping rooms and supply complimentary meeting and banquet facilities. A meeting room seating 1,200-theater style is required for the Sunday afternoon Opening General Session. The banquet on Wednesday evening requires a room that will seat 1000 in rounds of 10 with a raised head table seating 12. Trade show space is also required that will accommodate 50 (8X10) vendors. A convention center connected to or near the headquarters hotel may be used to fulfill meeting, meal, education program and trade show requirements.
- Hotel sleeping room requirements:

| <u>Conference Day</u> | <u># of Sleeping Rooms</u> |
|-----------------------|----------------------------|
| Thursday | 75 |
| Friday | 350 |
| Saturday | 450 |
| Sunday | 650 |
| Monday | 650 |
| Tuesday | 650 |
| Wednesday | 450 |
| Thursday | 25 |
| Friday | 10 |

These figures are based on the average number of rooms actually used over the past 15+ years. We do not want to let our optimism and enthusiasm influence our room block commitment. Many meeting attendees are now choosing not to stay at designated hotels because they are looking for bargains and also frequent flyer points. Over-commitment could cost the Conference dollars.

- Complimentary Rooms and Suites: An understanding regarding complimentary rooms and suites will be negotiated by HQ with the hotel. The usual agreement is

one complimentary room for each 50 guest-room reservations calculated by the total number of nights sold. Complimentary luxury suites are required for the President and President Elect and the balance of the IEC get Concierge Level rooms as part of the contract. All complimentary room assignments are to be coordinated by HQ.

- **Contract Negotiation: It is the responsibility of HQ to negotiate all contracts and agreements with the hotel, convention center, caterers, performers, transportation companies, etc.**

All agreements with the hotel are in writing, and must conform to oral understandings, including such items as complimentary fruit baskets, airport pickup, etc. It is particularly important that we have all understandings in writing because the turnover of hotel personnel is very high and the sales staff might make a commitment in good faith during the preliminary stages and then fail to notify Convention Service who is our representative during the Conference.

- **Master Account:** HQ will establish a Master Account with the Hotel and Convention Center. Signatures on the Master Account shall include the IRWA MEM, the BDO and EVP. HQ will review the master account periodically during the Conference and a final review by the BDO will be set for Thursday morning following the Conference.
- **Meeting with Hotel Staff:** The key contact persons at the hotel during the Conference will be the Convention Services and Banquet Staff. The Sales staff initially talked with during early negotiation may no longer be involved. A meeting of the Convention Services Personnel, Banquet Manager, Hotel Staff Department, the CHC, and the BDO & MEM should be scheduled for the Friday prior to the start of Conference. The CHC Chair(s) and anyone having to do with physically putting on the Conference should meet at least one-week prior with the same hotel staff. There is usually a Pre-Con meeting a few days prior to the start of the Conference. The Pre-Con is attended by the BDO, MEM and the Conference Chair(s) and key hotel staff.

B. Conference Registration and Responsibility: Headquarters is responsible for conducting pre-Conference registration. HQ will conduct on-site registration in coordination with the CHC.

- Conference registrants will be informed that the dress code for the Conference is business casual attire. Wednesday evening's Installation Banquet is black tie optional.
- **Types of Registration:** Registration categories include the following: full registration for members and non-members, basic and expanded registration for spouse/guest, one-day attendance registration, and youth registration. Additional categories, where appropriate, will be addressed with HQ. Additional event, tour and meal tickets should be sold to registrants upon request.

- Registration Reports: Headquarters will keep the IEC and CHC informed of registration. Beginning March 1 and every month thereafter, HQ will send the IEC and CHC a Conference progress report.
- Space Requirements: The general registration area must be conveniently located and well marked by directional signs from the lobby area. The services provided at registration windows will include, in addition to regular registration, such items as spouses' registration, extra meal tickets, optional tours, children's programs, auction drop off desk and Wednesday evening banquet reservations. The hotel or Convention and Visitors Bureau may have professional booths, which they can provide or may rent at an additional charge. However, well-signed tables are satisfactory if built-in ticket windows are not available.
- On Site Operations: HQ is responsible for on-site registration operations. There are several sources of free help for the registration counters, including Chapter members, Chapter employers who may supply two or three persons, or the hotel may provide assistance as a special service. The local Convention and Visitors Bureau may have people available as well for a nominal fee. Separate registration windows for pre-registered members and walk-in registrations are necessary. Pre-registration groups will be broken down into three groups by alphabet.
- Hours of Registration: The peak registration time will be Saturday afternoon and Sunday morning. People seem to arrive in the registration area earlier and earlier, so be ready for a good rush as soon as registration opens. A suggested time schedule is:

| | |
|-----------|---------------------|
| Saturday | 11:00 am to 5:00 pm |
| Sunday | 7:00 am to 5:00 pm |
| Monday | 6:30 am to 5:00 pm |
| Tuesday | 7:00 am to 5:00 pm |
| Wednesday | 7:00 am to 5:00 pm |

- Registration Packets: Packets will contain a map of the city, the hotel layout, a list of advance registrants and a final program. A list of restaurants and important sites in the area near the hotel (prepared by the CHC, including price indications and personal recommendations) should also be included. Suggested "goodies" to add to the packets include rulers, pencils, key rings or other novelty items. Firms that advertise in *Right of Way* and local companies and agencies are usually the best source for this type item. Hotel or convention centers normally provide medical information through their concierge staff. If it is not available from those sources the CHC should include a list of nearby doctors, dentists, and medical facilities in the registration packet. International Committees may place special fliers in the packet announcing their programs.

All registration packet materials must be in CHC hands 3 weeks prior to the Conference for purposes of stuffing the packets. The packets should be

stuffed and ready to go by the Friday preceding the Conference.

- **Name Badges:** Everyone attending the Conference must have a name badge. Badges serve as entry passes into the non-ticketed programs. They also aid in recognition and networking by fellow members and spouses who have not seen each other in some time. Probably the most important aspect of the badge is that the first name be readable from a distance of approximately 10 feet. HQ will use a computerized registration program to print name badges. It is important to recognize our designated members as well as guests, speakers and other VIPs'. This is done with different stick on ribbons. Badges will attach utilizing either clip or neck cord.
- **Information and Message Center:** It is very helpful to have an information and message center booth in the registration area. This can be a valuable service to out-of-towners that need assistance in regard to the Conference itself, but also may be seeking advice on restaurant, transportation, and shopping or looking may be looking for messages from home or office. The message center should be centrally located in or near the registration area with directional signage.
- **Cash Control:** HQ is responsible for cash control. The main source of cash is from the sale of function and special event tickets. The best way to control ticket sales is to physically count the tickets at the start and end of each day. Do not rely on the ticket numbers, as they can be misprinted or mixed up. Simply balance the number of tickets against the amount of cash. Arrange with the hotel for a safe deposit box and reconcile receipts nightly. Only the BDO will have access to the safe deposit box.

C. Signs for Direction, Information and Sponsors: Signs are very important for a successful Conference. They can save time and effort because they will help attendees find their way and reduce questions to Headquarters staff and the CHC. Signs can also thank the many sponsors who through their donations reduce the cost and provide benefits to the Conference delegates. HQ will make arrangements to have all signs produced. CHC will be responsible for placing signs in the correct place throughout the conference. Signs that should be planned for include:

- IRWA welcome sign at the airport or train station (HQ)
- General directional signs in the Hotel/Convention Center for "IRWA Registration", "Message Center", Information, Ticket Sales, Tours, Banquet etc. (HQ)
- A sign for each scheduled program and event which will be placed on an easel outside of the meeting room. (Programs include International Committee and Region meetings, Opening Ceremony, Trade Show, Education Programs, Luncheons, Spouse/Youth Activities and other social program events). (HQ)
- Head table tent signs (4" x 12" min) with person's name, designation and title for:

1. Opening Ceremony – (9 each) IEC Members and CHC Chair(s). (HQ)
 2. Awards Luncheon – (6 each) CHC Co-Chairs, International President and INEC and IPDC Chairs and Guest Speaker if appropriate. (HQ)
 3. Board of Directors Meeting – (7 each) IEC Members. (HQ)
 4. Installation Banquet – (10 each) President and Guest, President elect and Guest, CHC Chair and Guest, Installing Officer and Guest and Executive Vice President and Guest. (HQ)
 5. HQ will supply the names for the signs for all events. Head table signs for each individual education workshop are not required. If an International Committee Chair wants additional signs, other than the one placed at the entrance to the room they need approval of the BDO.
- Signs to show appreciation and recognition to sponsors of programs and events (opening ceremony, coffee breaks, trade show, auction, golf tournament, entertainment, refreshments, etc) should be posted in appropriate locations and clearly visible. (HQ)

D. Convention and Visitors Bureau: The local Convention and Visitor's Bureau can be of great assistance. Their job is to promote convention and visitor attendance and many of their services are free. The local CVB can provide the following services:

- Promotional assistance when bidding for the Conference site.
- Promotional items for the registration packets.
- Photos and copy for promotion in *Right-of-Way* as well as for use in the program.
- Contacts with the local media.
- Clerical assistance for the registration area (usually for a fee).
- Locations and ideas for Sunday and Monday night events.
- Locations and ideas for spouse and youth programs.
- Assistance in providing transportation.

E. Conference Offices (Show Office): The EVP, BDO, MEM, registration staff, and CHC will need a room for operations and a room for storage of Conference supplies. The day-to-day activities of the Conference will be coordinated from these rooms. The best location is adjacent to the registration area. The operations center and storage room is the place for central communications and Conference business and where all needed materials, signs etc., are stored. Storage space for the Education Foundations may also need to be included if there is to be an auction fundraiser.

F. Transportation: There will be VIPs attending the Conference including the IEC. The CHC should check with HQ for a list of these VIPs and, if possible, arrange for airport pickup and assistance in registration. This is particularly important if the VIP is arriving in the middle of the Conference. The CHC should arrange for one rental van or truck to be available during the Conference to run errands pick up late arriving VIPs, etc. If the airport will permit, it is a nice gesture to have a welcome booth at the airport which would coordinate VIP pickup and also assist members with taxis, limousines or other transportation needs.

G. Audio Visual Equipment Requirements: HQ is responsible for all A/V requirements and will send out an A/V request form to all presenters to be returned no later than 90 days prior to the Conference. Requests will be reviewed by the HQ upon receipt for approval. Many hotels have an in-house A/V firm and we will be limited to dealing with them while at other hotels. Therefore we may have to make our own contacts. HQ will find out if the hotel has separate hook up and connection charges for use of audiovisual equipment and whether we will be allowed to bring in our own equipment. HQ will also verify whether there is an overtime charge before 8:00 a.m. or after 5:00 p.m. It is important to find out specifically what the hotel will normally provide, what the extras are, what the cost will be, and what we will be allowed to handle. This is very important and deserves a thorough preliminary investigation and discussion with the Hotel Sales Staff.

H. Hotel Telephone Numbers: HQ will ask the hotel to provide a listing of hotel staff personnel and their telephone numbers. This list should include those persons who will be on duty over the weekend and will be distributed to key members of the CHC and HQ.

I. Room Monitors: CHC members should be assigned to each of the event and education program session rooms. Their function is to ensure the room is set up in the required manner, that all required A/V equipment is in place, and that all last minute needs are taken care of. An additional important responsibility is to collect evaluation forms and report the attendance of each program/event to HQ.

J. Seating Charts, Agendas and Scripts: HQ is responsible for supplying seating charts for the Board of Directors meeting and the Installation Banquet head table. HQ will also provide agendas and scripts for the Membership, Board of Directors and Banquet events. CHC and HQ will coordinate to finalize the materials and presentation items for each event.

K. Hospitality Suites: HQ will secure hotel floor plans, including suites, and put a hold on all suites until determining the number of suites needed by the Association, thus preventing potential conflicts that may occur if sponsors reserved suites needed by the Association. HQ and CHC will often receive telephone inquiries from sponsors regarding the various suites in the hotel. Refer these inquires to the MEM or the BDO. The Association has strict rules regarding hospitality suites, as do the Hotels. These policies will be verified by HQ with the Hotel and communicated to those vendors requesting hospitality suites. The Association has no connection with any vendor/sponsor, and there can be no special notice or recognition given to any group having a hospitality suite. A hospitality suite cannot be open during any of the times that an education program is scheduled or during any other specific Conference scheduled program such as the Education Foundation Auction. In no event can a suite be open for the public before 5:00 p.m. On the night of the Installation Banquet all suites must close at 6:00 p.m. Hospitality suites are the responsibility of the vendor/sponsor. They should make all arrangements directly with the hotel. (When checking the master account HQ will check that hospitality suite charges have not inadvertently been placed on the Association's master account.)

L. Pictures/Photographers: Payment for a photographer to photograph programs and

events of the Conference is an authorized budget item. The minimum events that require a photographer are the opening ceremonies on Sunday, trade show, breakfast, lunch, and education programs, Education Foundation Functions, the Board of Directors meeting and the Banquet Wednesday evening. A photographer who would like to take pictures of the major social events and then sell these photos may approach the BDO for authorization.

N. Promotion and Publicity: Conference promotion and publicity is the joint responsibility of HQ and CHC. The IRWA web site, *Right of Way* and other forms of media will be used to get the message of the Conference out to the public. Space will be reserved in *Right of Way* for Conference related photos, information and registration forms. Usually these will be the November/December, January/February, and March/April issues. Electronic versions may be needed for the cover and prints or electronic pictures to be used inside the magazine. There will be a four-page color spread in the center of the November/December issue with emphasis on the Conference site, program and recreational amenities of the area. The January/February and March/April issues will include additional pages emphasizing program information and registration. The cost for all *Right of Way* promotion will be borne by HQ. A separate Preliminary Program will include detailed information on the entire program, including spouse and youth programs, hotel and transportation information and registration procedures. Additional promotional items will be created and distributed as required.

The official printed program for the Conference will be designed and printed by HQ with review by the CHC. The final proof of the official program must be approved at Headquarters prior to actual printing. The size of the Conference program shall be approximately 8 ½" X 11", and the cover shall be glossy.

O. Meal Functions: There will be planned meal functions during the Conference. Attendees must have registered and will be provided with tickets for these events.

- The Sunday Evening Welcome Reception (Ticketed no host bar).
- The SR/WA Breakfast (ticketed)
- The Monday auction (no host bar).
- The Awards Luncheon (ticketed).
- The Wednesday night Installation Banquet (ticketed no host bar).

The menus for these events will be coordinated by HQ and the CHC and will be selected far enough in advance to be included in the Conference Budget. The hotel will normally prepare for 3 percent above the guarantee, and will require a guarantee 72 hours in advance of the function. Volunteer Staff will be required to collect meal tickets at the door and the HQ will verify the number collected with the room captain immediately following the function. HQ will make arrangements with the hotel to provide special plates on a limited basis for persons who are vegetarians or who have other special dietary or medical needs. This usually requires a 24-hour notice to the chef.

In addition to the planned meal events for the general Conference the International President will plan several events which may include a Presidents Reception, an Allied

Presidents reception, an Advisory council breakfast. These events will be included in the Conference budget and will be coordinated by HQ.

P. Installation Banquet: Installation Banquet seating will be by reservation only. The following will apply:

- In the registration packet each full Conference registrant will receive a coupon good for one seat at the banquet.
- The registrant takes the coupon to the Installation Banquet Desk, located near the registration area, and exchanges the coupon for a banquet ticket. The ticket has a table number printed on it where the member will be seated. In order to coordinate this function, the CHC will need a large blowup of the seating chart showing each numbered table. As soon as a table is completely reserved, it is colored in or otherwise indicated on the blowup.
- There will be a head table at the banquet. Seating will be provided for the International President and their guest, the International President Elect and their guest, the International Executive Vice President and their guest, the Conference Chairperson and their guest and an International Past President and their guest. Beginning with the year 1999, all IRWA Officers will be administered the oath of office by a Past International President of the IRWA. **(IEC Policy 11/24/98)**
- Banquet tables will be reserved directly in front of the head table for family members of the outgoing and incoming International Presidents, and for Officers being installed, the Conference Host Committee, the Advisory Council, HQ staff and visiting VIPs. Up to eight complimentary banquet tickets will be provided to the outgoing and incoming International Presidents (combined) for family members if required **(IEC Policy 4/25/98)**. HQ will provide the VIP list prior to the Conference. The persons sitting at these tables must still exchange their coupons for banquet tickets and seating assignments even though these tables are reserved.
- The Installation Banquet reservation desk should be open the same hours as the general registration windows with an announced deadline of Tuesday noon for exchanging coupons. However, informally the CHC may need to handle additional reservations through Wednesday. Since the guarantee for the banquet must usually be given to the hotel by Tuesday night, it is important that the CHC provide the MEM with an accurate count by that time.

Q. No Host Functions: There are traditionally two no-host cocktail receptions during the Conference. The first is the Sunday evening Conference Welcome Reception and the second immediately proceeds the Wednesday night Installation Banquet (usually from 6:00-7:00pm). Both events require individuals to be registered for the Conference and that event.

Hors d'oeuvres should be provided for the Sunday evening event. Care and imagination

is needed in selecting these items because the cost can be prohibitive for very little. Food is not required for the Wednesday evening one –hour reception. Normally this event is held in a room or area adjoining the banquet room and will be attended by approximately seven to eight hundred people.

When working with the hotel to arrange for the no host cocktail functions: Decide on how many bar setups are needed. Find out whether there will be a set up fee, bartender charge, or charge if each bar does not sell a minimum dollar amount. If drink tickets are sold, verify that the hotel will handle ticket sales. Be sure that there are enough places to buy tickets so that lines will not be created.

R. Music and Entertainment: The CHC may want to consider the following as budgeted items for the Conference:

- A singer for the opening session for both the Canadian and U.S. anthems.
- At the Installation Banquet we have the choice of a dance band or some type of entertainment. Don't try to do too much – we don't have the time to do everything justice, the cost could be very high and people may be tired from a long week. Have music that is enjoyed by a variety of people.

S. Trade Show Area: An additional source of revenue for the Conference is a Trade Show, which provides a wide array of vendors the opportunity to "show their wares" to the attendees in a captive audience situation and they will pay the going rate for the opportunity. HQ is responsible for the trade show. Minimum space requirements for the trade show should provide area for approximately 75 (8 X 10) vendor booths. The trade show will open on Sunday and close on Monday after the PM break. We will also have a display area for future year CHC promotion and for HQ. These spaces will be on a complimentary basis (no charge) and will be taken into account when considering trade show space requirements.

T. Optional Tours and Activities Before, During and After the Conference:

- There has been limited interest in organized tours tied in to attendance at the Conference. A recent survey of Conference attendees indicated that the vast majority of the attendees do not tie in vacation time with the Conference. If the CHC wishes to promote tours, they should be scheduled through a professional travel agency for the weekend following the Conference.
- The Education Foundation routinely schedules fundraising events during the Conference. These events include an auction and golf tournament. The CHC should contact the Foundation Trustees well in advance to determine their desires and what CHC assistance is required to put on the event/s. It is customary for the Foundation Trustees to work with the CHC on these events.
- It is nice to have optional activities scheduled for Monday or Tuesday evening. If

an auction is held, avoid conflicting with that event. Sporting events and dinner theaters have traditionally been well received.

- Tuesday afternoons may be a good time to schedule tours or other optional activities that would appeal to both members and spouses. In addition, the CHC may wish to schedule optional tours primarily of interest to the spouses during regular Conference hours. The Convention and Visitor's Bureau and the hotel can assist the CHC in identifying special activities.
- The youth program is the responsibility of the CHC only and must be financially self-sustaining. There are usually less than 50 registrants of a wide age range, which may make it difficult to coordinate this program. With these factors in mind, it is important to have a meeting room or a recreation room where youths can gather to meet their friends and plan individual activities. The chairperson of the youth program will talk directly with the persons who have run this program over the past several years.
- The Spouse program is another activity that must be financially self-sustaining. It usually involves tours and may include some meals. As with the youth program, previous CHC Chairpersons are an invaluable source of information concerning the structuring of successful spouse program.

U. Written Conference Agreements: When a Conference Host Committee (Chapter/Region) is selected by the Board of Directors to host the Conference, the CHC will enter into a written agreement with HQ. The agreement outlines the duties and responsibilities of both the CHC and HQ and how they work in coordination with the BDO for a successful Conference. A copy of the agreement appears at Appendix A of this Policy.

The BDO has direct oversight responsibilities for the Conference and will work in coordination with the Meetings & Events Manager and CHC. The Meetings & Events Manager is responsible for performing the following tasks in coordination with the CHC for the Conference:

- Assist in preparation of the Annual Conference Budget (Approved by the IEC).
- Establish bank accounts for the receipt of income and payment of invoices.
- Process credit card receipts.
- Issue payables, deposits for events, final payments etc.
- Provide financial activity and all other Conference reports.
- Assign meeting room space as required for events and education programs.
- Negotiate contracts for hotel, convention center, caterers, transportation, entertainment, etc. and supervise vendors.
- Monitor sleeping room blocks and use.
- Conduct pre-registration of attendees and provide onsite registration.
- Provide toll free meeting hot line for registration questions and sign up.
- Maintain meeting attendance report.
- Conduct meeting surveys and compile results.

- Coordinate design and publishing of promotional and other printed Conference items.
- Coordinate the education program schedule and speakers with the International Committees.
- Maintain the Conference mailing list.
- Assist with fund raising and sponsor donations.
- Design and conduct the Trade Show.

V. Conference Budget Preparation:

- The Budget for the Annual International Education Conference will be prepared in coordination with the BDO, HQ and CHC. The Preliminary Budget will be submitted to HQ by May 31 of the previous year for review by the BDO. The CHC Chair(s) will present the budget to the IEC at the Annual Conference. The budget will be complete and include all Conference related income and expenses (including trade show income, HQ staff and program expenses).
- All budget line items represent typical Conference recurring income and expense items. The back-up material should indicate, where appropriate, the basis for the dollar estimates.
- It may be that the CHC or HQ anticipates expenses or income in categories not shown on this sample budget. If such is the case, a detailed back up for the additional item must be prepared prior to the fall planning meeting. Additional line items may be approved by the International Executive Committee, but only with appropriate support information.
- The budget should illustrate that youth and spouses programs are self-sustaining. These programs may be separate from the Conference Budget.
- The use of complimentary hotel rooms will be ignored for purposes of the budget. (The rooms earned will be used to defray the expenses of HQ).
- **Complimentary Registration Policy (9/22/98)** Extended to Past International Presidents and their companions/guests, HQ Staff and to Presidents from approved allied professional associations and their companions/guests. Typically, about 10 Past Presidents and 8 companions will attend. Approximately 15 VIPs from allied associations will attend. Speakers will also receive complimentary daily registrations (typically 40 speakers).
- The CHC Chair will usually be assigned a 1-bedroom suite for the purpose of providing a quiet living room for the use of the CHC during the Conference. The suite offers a retreat from the pressure of the Operations Center and is for the enjoyment of all the CHC volunteers. If this cost can be offset against complimentary rooms it is allowable. Otherwise, the costs associated with the suite go against the Conference budget.

- Miscellaneous expenses may appear in any category, but cannot exceed \$1,000 each.
- Each line item in the budget should have a corresponding account in the Conference accounting records. Thus, as monies are spent and after the books are closed, one can easily compare actual expenditures to the budget figures.
- **Conference International Committee Speaker/Session Funding Policy [9/22/98]:** Each International Committee will be authorized an amount up to \$750 for non-member speakers/session support for the Conference. The \$750 allotment or any portion of the allotment will be an expense line item on the Annual Conference Budget and the expense claim shall be submitted to the BDO for payment. The funds can be spent only on non-member speakers and session logistics that the committee deems necessary to facilitate the program. The International Committees must forward requests for additional funding above the \$750 level to HQ no later than January 1 (One) of each year prior to the Conference. Amounts approved by HQ will be deducted from the requesting International Committees approved fiscal year travel budget. Non-member speakers will also receive a full complimentary registration package for the Conference (Complimentary package includes badge, tote and scheduled meal events). All Conference speakers will receive a small token for their speaking efforts.
- **Conference Social and Appreciation Policy [11/02/96]:** Establishes policy to govern the International Presidents Annual Conference social functions at the Conference. The following functions will be planned and conducted by the International President and IEC during the Annual Conference (**Expense items are included in Annual Conference budget**)
 1. Allied Reception - Invites include Allied Association Officers, CHC Chair and IEC Members in attendance at the Annual Conference and their guests **(34)**.
 2. Advisory Council Breakfast - Invites include all Advisory Council members (Past International Presidents), past International General Counsels in attendance at the Annual Conference and IEC Members **(20)**.
 3. Region/Committee Chairs and Vice Chairs Reception and Dinner.
- **Awards and Appreciation Gifts:** The following awards and gifts will be presented as a token of appreciation from the IRWA (**Expense items are not included in the Annual Conference Budget and are charged to HQ and Education Foundation Awards Accounts**):
 1. Past International Presidents Pin (10k gold, \$200.00) - presented to the Immediate Past International President at the Thursday Installation Banquet.
 2. Region and International Committee Leadership Appreciation Gifts –

presented at the Saturday Night Dinner.

3. Awards and Plaques – Presented at the Awards Luncheon and Installation Banquet.

W. Conference Host Committee (CHC) Structure: The structure and duties of the various working CHC Sub Committees may vary for each Annual Conference based on volunteer availability and the mission of the CHC. The following is a list of suggested committees and their basic functions and responsibilities:

- Conference Host Committee Chair – Overall chairperson for the Conference. Responsible for recruiting spirited volunteers dedicated to putting forth the time, fun and energy necessary to produce a successful Conference. Supervise all sub committees and work with the HQ toward the goal of a successful and profitable Conference.
- Registration Committee - works in coordination with HQ to conduct on site attendee registration. The committee will assist in providing adequate personnel to staff all registration areas. The committee will gather all of the materials to be stuffed in the packets and see that the packets are ready for distribution. The Registration Chair needs to work with the spouse and youth program chairs in regard to their registration packets.
- Signs Committee - The Signs Committee sees that the necessary signs are placed outside the meeting rooms for all meetings, events and educational workshops/programs. This Committee will also see that the table signs for the Monday morning opening ceremony and luncheons are properly in place. The Program Committee should provide a room monitor for each meeting room. The room monitor should be sure that the room is set up as specified and that all audio visual aids are in place and that the program chairperson is satisfied with the physical arrangements. The monitor should also make a count of the attendance at the session to assist in planning future Conferences.

AA. What Needs to be done and When - A Suggested Planning Timetable:

- **5 years preceding Conference.**
 1. Conference bid package by March 1. **(See Annual International Education Conference Bid Package Memo, Appendix B).**
 2. Board of Directors selects Conference host city.
 3. Appoint Conference Host Committee Chair.
 4. Headquarters (HQ) and Conference Host Committee (CHC) Co-Chairs

begin site selection process.

- **4 years preceding Conference.**

1. Sign Agreement between HQ and CHC.
2. CHC attends Conference and meets with their counterparts.

- **3 years preceding Conference.**

1. Select a theme.
2. Provide HQ contact information on potential local sponsors and companies that may exhibit, donate goods and services, sponsor events or otherwise underwrite any Conference activities. Think outside the box and tap into companies outside the Right of Way industry, i.e. business to business service providers, etc.

- **2 years preceding Conference.**

1. **MARCH:**

1. Conference Chair should firm up all Sub Committee appointments. Each Sub-Committee should have a written list of duties.

2. **JUNE:**

1. CHC attends Conference and meets with their counterparts and HQ.

3. **JULY:**

1. Work on budget with BDO.
2. Preliminary Budget due to HQ by May 31.

4. **SEPTEMBER:**

1. Co-Chair and Sub Committee Chairs meet with HQ to discuss the general Conference plan.

5. **OCTOBER:**

1. Publicity Committee Chairs contact local CVB to request promotional Items to be used at the Conference booth (items should reflect the Conference theme).
2. Request a CVB staff member to attend the annual

Conference next June.

6. DECEMBER:

1. Conference Co-Chairs and Sub Committee Chair should contact HQ to firm up promotional plan to be used at next Conference.
2. Publicity Committee Chair should contact the HQ to arrange for means of promoting future Conferences, i.e. joint receptions.
3. Confirm with CVB staff member who will attend Annual Conferences in June

7. MARCH:

1. IRWA letterhead will be available for CHC's use.
2. Finalize promotion plans for the current Conference.

8. JUNE:

1. CHC attends Conference and meets with counterparts.
2. Firm up selections for Committee members for all Committees.

• **1 year preceding Conference:**

1. MARCH:

1. BDO to determine sponsorship opportunities.
2. Headquarters to begin developing sponsorship solicit materials.

2. APRIL:

1. Trade show floor plan finalized. HQ to develop exhibitor/sponsor prospectus.

3. MAY:

1. Preliminary Budget submitted to HQ by May 31.

4. JUNE:

1. Preliminary Budget presented to IEC at Annual Conference.

2. BDO and MEM solicits current sponsors and trade show exhibitors for future Conferences.
- 5. JULY:**
1. HQ selects Opening Session and luncheon speakers (if required) with concurrence of CHC.
 2. Revise budget with BDO, **Summit final budget to Headquarters no later than August 15th.**
- 6. AUGUST:**
1. Publishing Staff & BDO will solicit advertising for Program Guide - contact all former advertisers, local sources, and those who advertise in *RIGHT OF WAY* magazine.
 2. The Executive Committee at its September meeting approves final budget.
- 7. SEPTEMBER:**
1. Conference promotion for November/December issue *Right of Way* will be submitted to Headquarters by September 1.
 2. Spouse's Sub Committee Chair should select Committee and plan spouse's activities.
 3. Volunteer interest and support by all the members should be developed within the Chapter and the Region and continued from this point forward. Remember – on site registration and related support volunteers may come from the Chapter and Region.
 4. Entertainment for Installation Banquet will be planned and contracted by HQ and CHC by September 30.
 5. International Committees will plan and submit their programs at the Joint Conference Planning meeting in September.
 6. Present budget to IEC at Joint Conference Planning Meeting.
 7. CHC will receive \$1500 check from HQ for reimbursement of promotion activities.
- 8. OCTOBER:**

1. The program for the Sunday Opening Ceremony and the Awards Breakfast will be completed by October 31.
2. Work will begin on Preliminary Program, which is mailed in February (joint effort of CHC, BDO & HQ).
3. HQ will begin working with International Committees speakers on bios and room set up/topic requirements/AV requirements.

9. NOVEMBER:

1. Promotional materials for the January/February issue of *RIGHT OF WAY* will be submitted by November 1.
2. HQ & CHC will meet with Hotel/Convention Services to finalize all meeting space requirements and timing.

• **CONFERENCE YEAR:**

1. JANUARY:

1. The final draft of the Preliminary Program will be submitted to Headquarters by January 15.
2. The CHC Chair prepares written report to the Executive Committee (Submit to Headquarters) detailing the progress of the Conference.

2. FEBRUARY:

1. Preliminary Program is published and mailed to members and others on the Conference mailing list.

3. MARCH:

1. HQ to prepare and send attendee registration and trade show space registration summaries to the IEC and CHC Chair(s).

4. APRIL:

1. Monthly financial reports to CHC Chair(s) begin.

5. MAY:

1. Double-check all arrangements with hotel and convention center regarding menus, space requirements, A/V needs, timing, etc.

2. Complete work on final Conference Program Guide and send to printer.

6. JUNE:

1. On the Friday morning prior to the Sunday start of the Conference, arrange a pre-conference meeting with the Hotel/Convention Center staff, plus the Sub Committee Chairs, Headquarters staff, and the President.
2. Wednesday morning of the Conference, the CHC and HQ have a wrap-up meeting with future CHC's, the International Committee Chairs and Vice Chairs and the IEC. The purpose of the meeting is to review the operations of the current Conference (lessons learned), kick off the planning for the next Annual Conference.
3. Arrange for a preliminary review of the master account with Hotel/Convention Center representatives on the Thursday after the Conference.

7. JULY:

1. Final review and financial reports by HQ.
2. Distribution of Conference excess income over expenses approved by HQ.
3. In addition to Financial Report prepare final Conference Report to include:
 - Reporting number and type of registrants
 - Final room pickups for all hotels
 - Meal/Event counts by meal
 - Spouse and youth program reports
 - Other pertinent information that will assist in future Conference year planning and budgeting

APPENDIX A

**International Right of Way Association
CONFERENCE AGREEMENT
20__ Annual International Educational Conference**

AGREEMENT made this ____ day of ____, 20____, by and between the International Right of Way Association, headquartered at 19750 S. Vermont Avenue, Suite 220, Torrance California, 90502-1144, (hereinafter called HQ) and the Conference Host Committee, IRWA ____ (hereinafter call CHC).

WITNESSETH:

WHEREAS, HQ desires to have a four day Annual International Educational Conference for its members to include: education programs, an annual general Meeting of the Membership and an annual Board of Directors meeting (hereinafter called the Conference), and

WHEREAS, the CHC desires to host said Conference.

NOW, THEREFORE, in consideration of the opportunity to host the Conference, HQ and CHC agree as follows:

1.) Said Conference shall be no earlier than June 1, 20____ and shall be completed no later than July 15, 20____. The exact dates shall be chosen based upon meeting space availability, but shall in any event be subject to the approval of the International Executive Committee of the IRWA.

2.) Said Conference shall be held in the city of ____, ____ at a hotel or hotels to be chosen jointly by HQ and CHC. Contracts shall thereafter be entered into with said hotel or hotels, convention centers and other meeting vendors. The BDO and MEM will negotiate all meeting contracts after approval by the International General Counsel and Executive Vice President.

3.) The CHC shall be responsible for working in coordination with the BDO, MEM and HQ for all aspects of the planning and execution of the Conference, and shall plan and carry out said duties in conformance with the IRWA "Guidelines for a Successful IRWA Annual International Educational Conference." Notwithstanding the above, HQ will:

a.) Provide technical assistance and guidance on programming and Conference scheduling.

4.) If at any time the CHC fails or refuses to perform its obligations hereunder, HQ may demand in writing that said breach be cured. If said demand is made and if said breach is not cured within 15 days of the demand, HQ may unilaterally terminate this Agreement and proceed to retain another CHC to put on the Conference or proceed to put on the Conference itself. The failure to object to a breach of a term or condition of this contract shall not be deemed a waiver of the right to object to the breach of any other term or to any subsequent breach of the same term or condition.

5.) The CHC shall in coordination with the BDO and MEM prepare a preliminary budget for the Conference and submit it by May 31 of the year preceding the Conference and will present said budget to the IEC for approval at their meeting during the June Annual Conference.

6.) In coordinating the Conference the CHC shall not commit itself to any expenditure in excess of the amount contained in the approved Conference Budget for that type of expense without the prior approval of the International Executive Committee. All contracts will be provided to and executed by the BDO.

7.) Upon completion of the Annual Conference and after all income is recorded and expenses paid, International Headquarters will pay the Conference Hosting Chapter (CHC) the sum of \$10,000.00 (ten thousand dollars, U.S.)

8.) This is a personal service Agreement and the CHC shall not assign or transfer any interest in this Agreement without the prior written consent of HQ.

9.) The parties hereto agree that this Agreement is enforceable in the County of Los Angeles, State of California, and waive the right to be sued elsewhere. The parties further agree that this Agreement shall be governed by and construed according to the laws of the State of California.

10.) Any notice required to be provided pursuant to the terms of this Agreement will be deemed to have been duly given if in writing and delivered personally or mailed by first class, registered or certified mail, postage prepaid to the appropriate following address:

International Right of Way Association
Harbor Business Center
19750 S. Vermont Avenue, Suite 220
Torrance, California 90502-1144

Conference Host Committee (Note: Please complete the information below)

Attn: _____

Address: _____

City: _____ State: _____ Zip Code: _____

IN WITNESS HERETO the parties have executed this Agreement as of the day and year first written above.

INTERNATIONAL RIGHT OF WAY ASSOCIATION

By: _____ Date: _____

International Executive Vice President

CONFERENCE HOST COMMITTEE, Chapter No. ___ Region No. ___

By: _____ Date: _____

Title: _____

APPENDIX B

ANNUAL INTERNATIONAL EDUCATION CONFERENCE BID PACKAGE

TO: International Board of Directors (**Send to International Headquarters**)

FROM: Chapter # _____, Region # _____

SUBJECT: Annual International Education Conference Bid Package

DATE: (Must be received at International Headquarters NLT March 1, to be included in the BOD Meeting Packet)

Chapter # _____, Region # _____ is pleased to forward this Bid Package for your consideration and recommends the selection of the City of _____ for the location of the International Right of Way Association's 20__ Annual International Education Conference.

Proposed Conference Host Committee Chair: _____

Proposed Conference Dates: _____

Region Chair's Recommendation: [Attach separate letter from Region Chair.]

Past Annual International Education Conferences conducted within your Region: [List Conferences with dates and attendance numbers.]

Airline availability for the City being recommended:

- Number of flights serving your city daily: [Provide average number of flights.]
- Airline carriers serving your city: [List all carriers and also if HUB city.]
- Air fare charges: [List average round trip coach fare without discounts from your recommended city to the following cities]: Anchorage, Atlanta, Boston, Chicago, Columbus, Dallas, Denver, Kansas City, Los Angeles, Montreal, Miami, Regina, Seattle, San Francisco, Toronto, Washington, D.C.

Available transportation from airport to the city hotel area: [List providers and average cost.]

Hotel and Convention Center availability for the City being recommended:

Please contact HQ for assistance in obtaining this information. The Conference Host Committee should not contact hotels, convention centers, or convention and visitors bureaus to gather information. HQ will assist in providing event space information.

HQ is responsible for gathering detailed information and negotiating cost and will submit a request for proposal (RFP) to the hotels and convention center within your recommended City in coordination with this Bid Package. This RFP will provide decision detail on cost and facility accommodations.

Detail in narrative form why IRWA should select your City for the Annual International Education Conference: [List education value as well as historical, family vacation and economic reasons.]

Conference Host Committee Information: [Chapter/Region profile.]

Chapter Name: _____

Chapter Membership:

- Number of Regular Members: Current Year _____ Past Year 2 years _____, _____
- Number of Senior Members (SR/WA): Current Year _____ Past 2 Years _____, _____

Number of IRWA Course/Class presentations within the past 5 years: [List the number and names of Classes presented.]

Chapter or Region Forums/Conferences presented within past 5 years: [List the number sponsored.]

Most successful meetings over the past 5 years: [Describe the 3-5 best.]

Chapter # _____, Region # _____ is familiar with the IRWA Guideline For A Successful Annual International Education Conference Manual (1998 or later Edition) and has prepared this bid package in accordance with the Conference location and facilities requirements listed in said manual. Chapter also agrees to and has signed the Conference Agreement for the 20____ Annual International Education Conference [APPENDIX A] of said manual (enclosed with the Bid Package).

Respectfully Submitted,

(Name and signature)
(IRWA Chapter/Region Title)

Enclosures

XC: International Executive Committee
IRWA Business Development Officer