

WMAA CONFERENCE GUIDELINES AND PROCEDURES

WMAA National Office is experienced in providing conference management services consistent with the Association's desire to create a professional image for its events.

CONFERENCE MANAGEMENT SERVICES PROVIDED BY WMAA NATIONAL OFFICE:

Establishment

- Work with committee to confirm a suitable date and review other WMAA activities to avoid date clashes
- Identify conference venue and negotiate contractual arrangements
- Prepare timeline for committee
- Arrange for committee list server to facilitate committee communications
- Register domain and establish conference website

Financial

- Preparation of budget based on differing costs and revenue assumptions using the WMAA Conference Budget Template for committee and submission to WMAA Board for approval
- Review registration fees; determine inclusions, policies for refunds, cancellations and complimentary registrations
- Monitor members discounts
- Invoice & receipt sponsors, exhibitors and delegates
- Manage accounts payable
- Monitor cash flow and budget and report on a monthly basis at committee meetings
- Follow up on outstanding debts
- Arrange auditing
- Prepare final accounts (including GST statements)

Programme

- Coordinate the Call for Papers
- Receive abstracts, submit to committee for review and manage the acknowledgement process by the due date
- Discuss program structure, delivery space needs for technical program, posters, exhibition

Note: it is the responsibility of the committee, as experts in their field and on the subject matter to develop the content of the conference programme.

National Office staff can often assist in this process, especially when it comes to identifying interstate or overseas speakers via National Office, ISWA, RDN and contacts with other Associations.

Progress

- Advise and report to Committee as required/necessary or requested
- Attend committee meetings as required (either in person or by teleconference)
- Provide status reports on delegate registrations/sponsorship proposals etc received

Promotional Material

- Maintain and monitor a database of potential delegates
- Compose text and prepare information for brochures and program
- Design all printed material & arrange for printing
- Distribution of materials (eg posting of conference brochures, direct email marketing campaigns)
- Prepare advertisements for appropriate magazines, email newsletters and other bodies as appropriate.
- Build conference website
- Coordinate receipt of promotional material for conference satchels
- Supply delegate name badges
- Produce CD-Rom of Conference Papers (if required)

Delegates

- Receive & process all registrations
- Contact non-member registrants to encourage WMAA membership
- Monitor privacy requirements of delegates
- Prepare & distribute delegate feedback form
- Collate feedback responses and prepare report of outcomes for committee
- Make accommodation bookings and negotiate favourable rates for delegates at or near the conference venue

Speakers

- Manage speakers & arrange receipt of papers and publication of same
- Prepare powerpoint template (housekeeping items, speaker introductions)
- Ensure that Powerpoint presentations are delivered to A/V Contractor on Time.
- Advise speakers of details re time and location of their presentations.
- Contact individual speakers to ascertain their A/V requirements.
- Prepare interface for A/V provider to ensure papers are fed to correct rooms in correct order
- Coordinate receipt of speakers release forms for publication of their paper
- Obtain speaker's gifts if required
- Coordinate travel, accommodation and financial arrangements for speakers if required
NB: WMAA will reimburse the equivalent of or pay for economy class airfares to and from the conference destination. Accommodation will be booked at the conference venue, for international speakers, accommodation will be covered for up to two nights prior to the event and one night after the conclusion. Speaker fees will only be considered in special circumstances. All speaker expenditure must be in consideration of the conference budget. Speakers responding to the Call for Papers and local invited speakers are responsible for their own expenses, unless special circumstances apply (any costs must be within the conference budget)

Sponsors

- Arrange signage (banners) as per Sponsors benefits package
- Provide contract letter for sponsors
- Prepare powerpoint for sponsors acknowledgement during sessions
- Arrange for sponsor promotional material (if applicable)
- Obtain logos and promotional material as required

Venue

- Liaison with venue, negotiation of contract details and final event orders
- Arrange catering, Room Set up and A/V Requirements
- Liaison with A/V contractor, ensure equipment is tested and that backups are available
- Arrange necessary signage
- Liaison with Shell Scheme Contractor (if applicable)
- Liaison with hotel for delegate accommodation

Functions

- Source and Book Venues
- Produce dinner menus for the tables if required
- Arrange Catering
- Liaison with dinner sponsor as appropriate
- Arrange necessary signage
- Source and book entertainment if required
- Arrange for bus transport and catering for technical tours if required
- Prepare run sheet for tours and brief bus captains as required

Preparations

- Prepare run sheets and supply appropriate sections to Committee/Session Chairs etc

On-site Management

- Provide registration desk and appropriate staff during Event
- Manage last minute registrations, function bookings etc
- Supervise staff/volunteers in Speakers Room/Conference office and other areas as required
- Ensure official guests are met and guided as required
- Check room layouts signage and A/V setups

Exhibition (if applicable)

- Provide contract letter for exhibitors
- Identify exhibition contractor, negotiate agreement and develop floorplan
- Liaison between venue and shell scheme builder for exhibitors special needs
- Brief exhibitors as required
- Produce and deliver to all exhibitors an exhibitors handbook
- Ensure all exhibitors have adequate Public Liability Insurance
- Monitor compliance of exhibitors to requirements in Exhibitors Handbook
- Oversee exhibition move in and bump out

IN CONJUNCTION WITH THE COMMITTEE:

- Develop sponsors packages (the level of sponsor benefits are commensurate with the value of the package)
- Consider appropriate venues and entertainment
- Identify other Associations/Organisations to market the conference to
- Identify and approach potential sponsors
- Liaison with sponsors re level of sponsorship benefits
- Identify and approach potential exhibitors (if applicable)
- Identify potential keynote speakers

COMMITTEE:

- Identify sponsors/exhibitors and provide details to National Office for follow up (including billing details, contact phone & email addresses)
- Select technical papers and identify topic speakers
- Provide speaker details for future contact
- Put together technical program
- Identify sites for technical tours (if appropriate), provide details for inclusion in program
- Identify Chairperson(s) for sessions
- Copies of any correspondence and commitments made to individuals/organisations regarding the conference must be copied to National Office.