

How To Plan A Seminar

Presenter:

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Co-Chair



Agenda

- Topics
- Speakers
- Location
- Invitations
- Refreshments/ Food
- Budget
- Odds and Ends
- Wrap Up



TOPICS

- Timely
- Energy Code Changes
- Controversial
- Zoning Law Changes



SPEAKERS

- Well versed on subject- expert
- In house vs. out of town
- One Speaker
- Panel Discussion
- Match format with best way to present information



INVITATIONS

- Topic Description
- Date/ Time
- Location
- Cost
- Speaker Bio
- CEU's available
- How to Register
- Online vs. Manual



REFRESHMENTS and FOOD

- One of the more costly items
- All day vs. half day
- Half Day- Breakfast
- All Day- Breakfast, Lunch, Afternoon Snack
- Choice is yours- keep in mind, next seminar....
- Hotel- will need to work with their kitchen
- Non- Hotel- Own Caterer or do your own- probably less cost



REFRESHMENTS and FOOD

- Off set costs by getting sponsors
- Think in terms of multiple sponsors
- Make sure your sponsors are well recognized- prime the pump for future events...



BUDGET

- Fixed costs divided by number of expected attendees = break even.
- Add desired profit to break even for total charge
- There will always be unforeseen costs, plan for them in your budgeting process.
- Sometimes seminars may be an expense the chapter is willing to pick up for the sake of educating the construction community.
- May be a line item in the chapter budget



ODDS and ENDS

- Name tags
- Registration table- have plenty of help
- Be there **early**
- Check room set up
- Check food set up- does it flow well?
- AIA Form B sign in sheets- who is responsible for filing?
- Certificates of Attendance
- Power Point projector
- Screen
- Extension cords



ODDS and ENDS

- Hand Outs- have about 10% MORE than you think you will need...
- Intro Comments
- **THANK**, Thank and re-thank sponsors... prime the pump for next event...
- Go over agenda for day
- Turn OFF cell phones
- Restroom locations
- Stick with the schedule as closely as possible



Summary

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Wrap Up

- Comments? Questions?
- **THANKS FOR ATTENDING!**
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