

Seminar Outline
Gulf States Leadership Conference
August 1-2, 2008
Memphis, TN

A. Topic

1. Timely
2. Controversial
3. Topic Ideas:
 - a. Energy Code Changes
 - b. ADA
 - c. Impact Windows/ Hurricane Glass
 - d. GREEN- What Is It?
 - e. Building Commissioning
 - f. Change Orders Panel Discussion
 - g. What Is Greenwashing? How To Avoid It
4. Speaker- Local vs. Out Of Town
 - a. Out of town- hotel, food, travel expense as well as a stipend
 - b. Local- AIA, CSI other trade organizations, local speakers bureau
5. Format
 - a. One speaker
 - b. Panel discussion- good option to present opposing views
 - c. More speakers= wider circle of influence
 - d. How can the information be best communicated?

B. Location

1. Who is the intended audience?
2. Close to their place of business
3. Someone in the chapter have big enough space?
4. Minimize the cost here, adds directly to the bottom line
5. If using a hotel- negotiate... nothing is cast in stone price wise
 - a. Room nights booked can help to lower conference room cost and Food costs.

C. Invitation

1. When to send?
 - a. As soon as details are arranged- email vs. mail
2. How often to send?
 - a. Reminder every 10-15 days via email
3. Registration- Electronic vs. Manual
 - a. Electronic- Who will be responsible to check and compile?
 - b. Do you have PayPal or some other method to receive online payments?
 - c. Manual- Who will be responsible for checking the mailbox?

- d. Make sure the registration form is clear, correct, complete and Concise.
- D. Refreshments/ Food
1. Can be the most costly part of the seminar.
 2. Depends on location as to how to handle.
 - a. Hotel food normally costs more
 - b. Off site, own caterer, better deal
 3. All day vs. Half day....
 - a. Morning- Coffee, Tea, Water and pastries
 - b. Break- Coffee, Tea and Water
 - c. Lunch- Sandwich buffet, sit-down meal etc.
 - d. Afternoon Break- Coffee, Tea, Soft Drinks and snack item
- E. Off set costs by getting sponsors
1. Vendors who are close to the topic or have a value in having the topic Presented may be willing to sponsor the event.
 2. Make sure sponsors are well recognized. Build opportunity for the future
 - a. Multiple sponsors- one for food, one for location etc.
- F. How much to charge and spend... commonly called the Budget
1. Fixed coats divided by number of expected attendees = break even
Charge.... \$ 1,000.00 divided by 50 attendees = \$20 a head break even
 2. Add desired profit to break even charge... \$10.00 a head = \$30 charge
 3. There will always be unforeseen added costs. Expect them and plan for them.
- G. Make sure program is registered for CEU's...work with Education Chair to arrange, if presenter does not already have program registered.
1. Definition- A CEU = 10 hours of seat time or .1 unit per hour
 2. Print certificates during the seminar and pass out to attendees as they leave
 3. Get email address and email certificate to attendees
- H. Oddball things...
1. Nametags
 2. Registration table- too much help is better than too little
 3. Be there early
 - a. Check room set up
 - b. Check food set up- does it flow well?
 4. Intro comments...
 - a. Point out direction to fire exits and as importantly, restrooms
 - b. Give sponsors big build up... think in terms of next seminar
 - c. Go over agenda for the day...
 - d. Try to stick as close to timeline as possible
 - e. Turn off cell phones and only use them during breaks
 5. AIA Form B sign in sheets
 - a. Make sure who will be responsible to send into AIA

- b. Who will be responsible for getting a certificate of attendance to attendees?
- 6. If using a hotel conference room, make sure to get a contact person at the hotel And their phone number in case you have any needs during the day.
- 7. If folks coming from out of town for seminar, hotel room nights will help in negotiating your conference room rate. Ask for a discount on room nights for Attendees.
- 8. Power point projector, screen, extension cords- who is responsible? Hotels Charge big money for these items. Bring your own and save.
- 9. Copies of seminar notes, hand outs etc. make sure you have about 10% more Than you need.
- 10. Internet Access
- 11. Duct Tape- taped down extension cords
- 12. Parking- is there a charge? Build into cost of seminar or negotiate it out of the Meeting room/ food charges