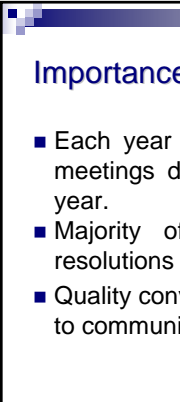




Hosting a SNPhA Regional Meeting

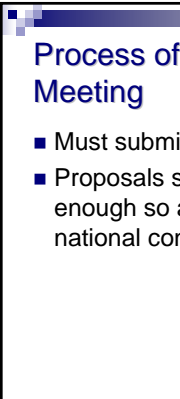
Best Practices Workshop

National Convention
Fort Lauderdale, Florida
July 25, 2008



Importance of Regional Meetings

- Each year SNPhA presents two regional meetings during the spring term of each year.
- Majority of national policy begins as resolutions from regional meetings
- Quality conveys image of our organization to community, sponsors, and supporters



Process of Hosting a Regional Meeting

- Must submit a proposal to nationals
- Proposals should be submitted early enough so a decision can be made prior to national convention

Components of the Proposal

- What potential venues will the regional meeting be held?
- What type of budget will be required to fund this meeting?
- How do you intend to fund this meeting, and who are your potential sponsors?

Components of the Proposal

- What is the proposed agenda for the meeting?
- What social activities do you have planned for the students?
- Are the venues that are being considered easily accessible to city attractions (restaurants, nightlife, shopping centers, etc.)?

Components of Proposal

- What type of plan is in place (if any) for transportation of students from the airport and to planned social events?
- What is the distance between the proposed venues and the airport?

Components of the Proposal

- How will this regional meeting differ from past meetings?
- Letters of support from advisor and school (dean)

Pre-Planning: Before Proposal

- Set up an Exploratory Committee
- Begin to solicit support from your advisor and school
- Select a coordinator
 - Ensure there are members on committee that will be active in planning
 - Be careful about President being coordinator.

Pre-Planning: Before Proposal

- Submit Proposal to Nationals
- Exploratory Committee becomes Planning Committee
 - Establish the purpose of the committee
 - Will everything be cleared through the planning committee?
 - Meet consistently!

Early Planning

- Establish a date
 - Watch out for big conferences like APhA
 - Check spring breaks for schools that are attending
 - Look for conflicts at your own school
 - Regions I/II is usually before Regions III/IV/V

Early Planning

- Brainstorm meeting theme and content
 - Meeting is usually Friday evening – Sunday morning
 - Draft out a preliminary schedule

Schedule from MUSC meeting

- FRIDAY**
- **3:00 PM—6:00 PM** Conference Registration
 - **3:30 PM** Departure for Insights tour of Charleston

 - **5:00 PM—7:00 PM** Manager's Reception
 - **7:00 PM—10:00 PM** Opening Session/Dinner
 - **10:00 PM—until** SNPhA Hospitality Suite

Schedule from MUSC meeting

SATURDAY

- 7:00 AM—9:00 AM Late Conference Registration
- 7:00 AM—9:00 AM Breakfast
- 8:00 AM—8:30 AM Delegate Orientation
- 8:30 AM—9:30 AM Workshop: "Interviewing Skills"
- 9:30 AM—11:30 AM First Business Session
- 11:00 AM—12:00 PM Exhibitors

Schedule from MUSC meeting

- 12:00 PM—1:30 PM Lunch
Keynote Speaker: Jasper Watkins
- 2:00 PM—3:30 PM Second Business Session
- 4:00 PM Optional Tour of Charleston Departs
- 4:00 PM—5:00 PM Workshop: Pharmacist Income Analysis
- 5:00 PM—7:00 PM Manager's Reception
- 7:45 PM—12:00 AM Off-Site Social (transportation provided)

Schedule from MUSC meeting

SUNDAY

- 7:00 AM—9:00 AM Breakfast
- 8:00 AM—10:00 AM Poster Session
- 8:00 AM—9:00 AM Region I Meeting
- 9:00 AM—10:00 AM Officers Forum
- 10:00 PM—until Closing Session

Required Components of the Meeting

- Business Sessions (2 Sessions)
 - At least 1.5 hours each
 - Utilize a modified theater setup, with classroom setup in front for delegates, and appropriate microphones in the aisles
- Delegate Orientation
 - At least 30 minutes
 - Must occur before business session on Friday evening or Saturday morning

Required Components of the Meeting

- Officers Forum
 - Can occur anytime during meeting
- Closing Session
 - Formal closing of the conference is encouraged

Hotel Selection

- Start hotel search early
 - Should be the first thing you finalize
- Critique hotels in the area
 - Look at amenities, shuttle, parking, proximity to airport, etc

Hotel Selection

- Consider contacting your Convention and Visitors Bureau
- Check to see if your school has any affiliation with local hotels

What will hotels require?

- To establish a credit account with the property, they will require **conference history data**:
 - Number of sleeping rooms hotel.
 - Number of rooms picked up (include preconference and postconference dates).
 - Number of no-shows
 - Number of hospitality suites used.
 - Number of meeting rooms used each day and number of participants in each room.
 - Types of functions held each day.
 - Food and beverage information (guaranteed and consumed).
 - Arrival and departure patterns.

What will hotels require?

- Information and requirements of your meeting
 - Preferred conference dates (first, second, and third choices).
 - Number of sleeping rooms needed (include suites and any requirements for multiple occupancy).
 - Meeting room requirements (number, size, and duration of use).
 - Food and beverage requirements.
 - Audience profile (students, professionals, etc.).

Hotel Site Inspection

- Submit your RFP (Request for Proposal) to multiple hotels
 - They will let you know if they have the space available, what dates, and an estimated group room rate.
 - CVB can help you submit proposals to multiple hotels
 - Decide which hotels to Site Visit

Hotel Site Inspection

- Walk through of the hotel to look for upkeep, cleanliness, staff helpfulness and ambiance of the property.
- Be very picky. (Is front desk staff friendly? Are rooms clean? Are staff well-groomed? Lighting of the rooms? Height of ceilings? Carpet? Artwork? Etc.)
- Have a checklist of things you want to address and/or discuss. Use the same form for each hotel site that you visit so you can compare results later

Hotel Site Inspection Check list

- Airport
 - Proximity, Shuttle, Cab-fare
- Hotel Check-in
 - Check-in/out time, front desk staff, luggage storage
- Accommodations
 - # of rooms, rates, amenities, VIP accommodations, appearance of rooms

Hotel Site Inspection Check list

■ Hotel Services

- Parking, audiovisual manager, business center, amenities

■ Facilities

- Clean hallways, area for registration, banner policy, well lit, noise policy

■ Meeting rooms

- # available, complimentary items, schedule for the day, audiovisual,

Hotel Site Inspection Check list

■ Other Considerations

- Complimentary rooms, Overbooking, minimum food requirements, complimentary breakfast, remodeling plans

The Hotel Contract

■ Try to seek legal assistance

■ Common Terms

- * **Room block.** The number and type of rooms the hotel will hold in reserve for a client.
- * **Room pickup.** The number of rooms actually used by the client
- * **Breakouts.** Commonly used to refer to the number of rooms used for concurrent meeting sessions.
- * **Group rates.** refers to discounted room prices given to clients responsible for bringing in large pieces of business.

The Hotel Contract

- Deciding on a room block
 - Analyze hotel policy on fulfilling your room block
 - Seek advice on attendance and room block from previous hosts
 - MUSC used a room block of 50 per night. Our contract required 85% of rooms to be filled or 85 room nights

The Hotel Contract

- Room Rates
 - Negotiate everything!
 - Play on the meeting strengths.
 - Push for complimentary rooms and VIP or staff rooms

The Hotel Contract

- Other things to consider in contract
 - Cute off Date for Reservation/Reservation Methods
 - Check-in/Check-Out Times
 - Walking Policy
 - Sleeping room/meeting room ratio
 - Food and Beverage Rates/Minimum.
 - Meeting room Costs
 - Guest rooms/Staff Rooms
 - Incidental Charges (shuttles, parking, packages)
 - Audiovisual policies

Sponsorship

- Create a sponsorship prospectus
 - Professionally detail the events, audiences that will be present, conference theme, what events will be covered, and why they should consider sponsorship
- Set sponsorship levels
 - Example: Silver: \$1200+, Gold: \$2500+, Platinum: \$5000+

Sponsorship

- Gather business cards from career fairs and exhibits and send sponsorship prospectus to them.
- Contact all sources. Do not be afraid to get turned down. Contact your school, your Deans office, your President's office, and Diversity office on campus.
- Remember: Small businesses can also contribute!

Sponsorships

- Be aggressive with fundraisers.
- Talk with people (Spread the word)
- Start EARLY. It is never too early.
- Don't get discourage if money doesn't roll in right away. If you do things right, money will come!

Budget

- Begin establishing a budget
 - Meeting Room Costs
 - Food/Beverage
 - Incidental Charges/Badges/Printing/Etc
- Establish a registration form/fee
- Have someone, possibly your advisor, in charge of budget and consistently monitor and update as charges are changed and/or finalized.

Planning the Meeting

- Establish Committees
 - Speaker
 - Entertainment
 - Registration
 - Evaluation
 - Sponsorship
 - Exhibits
 - Poster Presentation
 - Gift Person

Planning the Meeting

- Begin fine tuning your schedule
 - Go over schedule, add personal touches, try to plan for the unexpected
- Off-Site Events
 - Plan off site events early. Make sure hotel is aware not to expect food/beverage purchase from you since you will be off-site

Activities/Entertainment

- Off-site Social and Events
- City Tours
- Parties
- Cruises
- Attract NPhA/Pharmacists
 - Hold CE Programs
 - Programming geared for pharmacists

Tips After Initial Planning Phase

- Create Timelines
- Create a Website
- Remember to document everything!
- This is a huge event for your chapter and school, advertise it and make it known!

Miscellaneous Tips/Topics

- Speakers
- Badges, Bags, Banners, Conference Programs, Raffles
- Exhibitors Prospectus
- CE/Entertainment/Workshops
- Motivating your Chapter!