

Option A:

Complete Program Development & Onsite Implementation

1. Research overall topic:
 - a. Intensive/extensive online topic/speaker research (continuous).
 - b. Study leading publications in the field.
 - c. Review attendee feedback from previous conferences.
 - d. Examine content/format from previous and competing conferences.
 - e. Collect info on trade associations to which attendees belong.
 - f. Interview past and potential attendees re topics/speakers they'd like in the program.
2. Assemble program advisory board:
 - a. Based on research, identify/invite/confirm leaders in the field, plus others especially knowledgeable, to serve as conference program advisors.
 - b. Get advisors' initial thoughts on program content and speaker suggestions.
 - c. Define conference purpose, develop theme.
 - d. Identify tracks of focus, possible session topics, session formats.
3. Draft initial program outline:
 - a. Send initial outline to advisors for feedback.
 - b. Conduct several interviews to get program feedback and speaker ideas.
4. Draft final program outline:
 - a. Review meeting room availability (number of rooms, capacity of each).
 - b. Outline sessions times/tracks based on meeting room availability and research.
 - c. Determine keynote sessions: topics, speakers, introducers.
 - d. Assign meeting rooms to and tracking numbers to sessions.
5. Also included: all tasks listed in **Option 2: Speaker Recruitment & Management**, as well as **Option 3: Speaker Coordination**.
6. Pre-Conference Logistics:
 - a. Confer with a/v director; determine standard equipment in each meeting room (vs. equipment requiring special order by speaker, how to handle the latter); have Speaker Coordinator arrange for speaker tech setup/ rehearsals for sessions.
 - b. Work with Speaker Coordinator to arrange for speaker onsite needs: sign-in sheets, badge preparation, t-shirts, tote bags, speaker gifts, etc.
 - c. Liase with meeting facility and contractors re any catering for speakers, plus meeting room setup, Speaker Office setup, signage, security, showguide preparation, attendee feedback forms, onsite staff, room monitors, etc.
7. Onsite Logistics:
 - a. Brief onsite staff, assign responsibilities, review speaker badge pickup procedure.
 - b. Review specs/requirements with onsite facility personnel: pre-con meeting including all meeting room details, catering specs, emergency plans; get facility staff phone numbers.
 - c. Set up Speaker Office: confirm that all shipped materials have been received; review signage for errors; produce speaker tent cards; review speaker and guest badges.
 - d. Review meeting room setup: compare to setup specs, ensure screen can be seen from all seats; designate any special seating (press, handicapped, etc.).
 - e. Attend to daily onsite needs/tasks: meet/greet speakers, review last-minute details; determine procedure for last-minute speaker substitutes; confirm that all speakers are on stage at start time; take attendee counts; confirm room monitors are briefed and in place; handle any necessary last-minute program needs and/or changes; have end-of-day meeting to review problems that need correction, report any changes to next day's speaker lineup.
8. Post-Conference Logistics:
 - a. Process conference feedback forms
 - b. Prepare/send thank-you notes to speakers, attendees, onsite facility staff, others.