

## **I. Seminar Planning**

- Develop a Seminar coordination team. Have conference calls monthly up until 2 months prior to the seminar. Then conference call every two weeks up until the last month at which time weekly conference calls should be held (if needed).
- Select a leader for the Seminar Coordination Team
- Select informal roles for each team member consisting of
  - Master of Ceremonies (day of the event intros, etc)
  - Registration desk and CEU coordinator for day of the event
  - Obtain speakers
  - Organizing and printing of any handouts (if any)
  - Group problem facilitator (if required)
- Develop/update calendar consisting primarily of milestones
- Update chair of EPD monthly via phone or e-mail.
- Once the brochure has been finalized and printed give a copy to the Registration Committee. They will handle all payments.
- Develop a target attendance figure and figure out what the minimum break-even attendance number is given the location of the seminar
- Allow a minimum of 4 months and preferably 6 months for the seminar process. Attached is sample schedule.

## **II. Seminar Topic and Organization**

- Develop a (an overall and general) Seminar Topic
- Develop the target audience (i.e., Water or wastewater)
- Refine Topic into a Mission Statement
  - For example “the mission of this seminar is to teach operators how to select chemicals, select dosages and adjust dosages”
- Develop an outline for the seminar –
  - for a one day seminar the day can be broken out into four quarters – 2 morning sessions and 2 afternoon sessions.
  - include problem solving work sessions at some point – the opening or closing PM session is recommended.
  - **Review EPD Education Policy for integration with the Outline**
- Find speakers for the session
- Develop a detailed list of the speakers including name, affiliation, address (street preferred to enable overnighting of mail) e-mail, phone, fax and cell number. Give this list to each member of the seminar coordination team
- Give speaker the overall outline along with the theme for their presentation
- Have the speaker develop their own abstract
- Refine the outline
- Finalize the Outline

### **III. Location**

- Review available seminar sites for:
  - Availability
  - Ease of access
  - Cost
  - Audio visual capabilities
  - Size and comfort level for attendees
  - Availability for refreshments and lunch to be served for attendees
- Select the site
- Obtain contract information and decide on meals, AV services, etc and the amount of the financial deposit required.
- Use the NJAWWA check request form to obtain the deposit (submit form to NJAWWA. This could take one month
- Obtain the name and phone number of a direct site coordinator with the location.
- Ask if presentations can be submitted via e-mail to the conference site and if so encourage presenters to submit their presentations to the NJAWWA seminar coordinator at least two weeks in advance.
- Obtain information relative to cancellations due to inclement weather.
- Obtain accurate directions and a map via PDF for inclusion on the brochure.

### **IV. Setting the Date**

- Obtain a list of available dates from the Seminar Location
- Obtain a list of dates from the speakers
- Review other NJAWWA activities, New Jersey Water Association, and WEF and do not schedule the event on a day that conflicts
- Check for conflicts with holidays as well as state events (i.e., League of Municipalities).
- Do not schedule the seminar for Monday. Fridays should be considered as they provide a nice way for people to end the week.
- Run the date by the chair of the EPD at least one week prior to finalizing the date with the seminar site.

### **V. CEUs**

- Determine the number of CEUs and the course number. Introductions and breaks do not count in the CEUs. (Have EPD Committee determine CEUs/TCHs.
- The Agenda must be finalized before credits can be assigned.
- Have Carol Broccoli/Mike Furrey the NJAWWA Advisory Committee representatives check this information.
- Include the number of CEUs and course number in the brochure. (Include whether it is applicable to water , wastewater or both...)

## **VI. Brochure**

- At this time *the Fee* can be set. Coordinate the fee with the Section Manager, and the EPD chair
- Once the agenda, speakers, location and date have been finalized, give this information electronically to the Section Manager who will prepare a mock-up brochure. The initial mockup will take up to one month. Review the mockup for content especially spelling mistakes. The section manager will print and mail the brochure. Mail the brochure a minimum of two months prior to the seminar.
- The number of TCHs/CEUs and approval number need to be included on the brochure.
- Make sure you have coordinated with the Registration Committee regarding return of the mail in registration forms.
- Give the final brochure to IT for posting on the NJAWWA website and National's website.
- Ask IT or the Section Manager to do an e-mail to the members inviting them to the seminar.

## **VII. Coordination with Speakers**

- Assign members of the team to coordinate with each speaker. Suggest after the speakers have been finalized that they be called monthly to see if they need any help.
- Obtain bios from each speaker.
- Send a letter to each speaker thanking them for coming, providing them with a draft of the seminar brochure, providing directions to the conference, a request for their audio visual needs and asking them to submit an electronic copy of their presentation in advance. Also request one hard copy of all handouts which they will need. If necessary, remind them that a workbook will be given to each attendee.

## **VIII. CEU Forms**

- Decide whether paper or electronic versions are desired. If electronic is desired, contact the Section Manager and IT Committee for equipment availability.
- Assign a member of the team for handling of the CEUs on the day of the event.
- Obtain paper copies of the CEU forms from the EPD Chair. For paper copies remind attendees to fill in their social security number and the course number.
- Collect the paper copies at the end of the seminar, with the attendee retaining one copy for their records. The remaining copies get forwarded to the Section Manager and the Chair of the Education Committee.

## **IX. Handouts**

- Develop a notebook/handout consisting of each speaker's presentation along with useful reference information. Include the name of appropriate Section Sponsors.
- Include the group exercise
- Include the name, address, phone number and e-mail of the speakers

#### **X. Seminar Evaluation Form**

- Develop a seminar evaluation form – use Cook College form as guide.
- Print forms for the seminar

#### **XI. One Month Before the Seminar**

- Call all of the speakers to confirm attendance
- Have all handouts in place and start assembling of workbook
- Contact Registration for an update and offer any help
- Contact each member of the EPD and encourage them to attend
- Call the event site to make sure everything is ok

#### **XII. Two Weeks Before the Seminar**

- Call all of the speakers to make sure they have submitted their presentations
- Have all handouts in place and start printing of workbook
- Contact Registration for an update and offer any help
- Contact each member of the EPD and encourage them to attend
- Call the event site to make sure everything is ok
- If necessary, start printing name tags

#### **XIII. Day Before the Seminar**

- Contact Registration for the final list
- Give the number of attendees to the event site coordinator

#### **XIV. The Day of the Event**

- The seminar team should arrive at least one hour before the seminar begins.
- Bring extras for the AV equipment including a spare laptop and spare powerpoint projector
- Assign a member(s) of the team to handle on-site registration. Each person that attends should get a name tag. Bring extra name tags and notebooks/handouts (say 5) for on-site registrations
- Consider having the same staff handle the CEUs
- Master of Ceremonies will greet the speakers and introduce each of them
- Coordinate with location event coordinator regarding AV and food.
- Bring a camera and take pictures
- Have multiple facilitators for the problem solving session
- Distribute the seminar evaluation form. Instruct each attendee that they will not receive CEUs unless they have filled out the evaluation form

#### **XV. The Day After the Event**

- Give checks for on-site registration to Registration Committee or Treasurer.
- For paper CEUs give one copy to the EPD chair and one to the Section Manager.
- Send out thank you letters to the speakers

#### **XVI. When its Over**

- Go out for a refreshment and give yourself a hand – you deserve it