

SREB

Stronger Together

Developing a Conference to Establish Relationships and Advocacy in support of OER

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Conference Toolkit

Learning Objectives

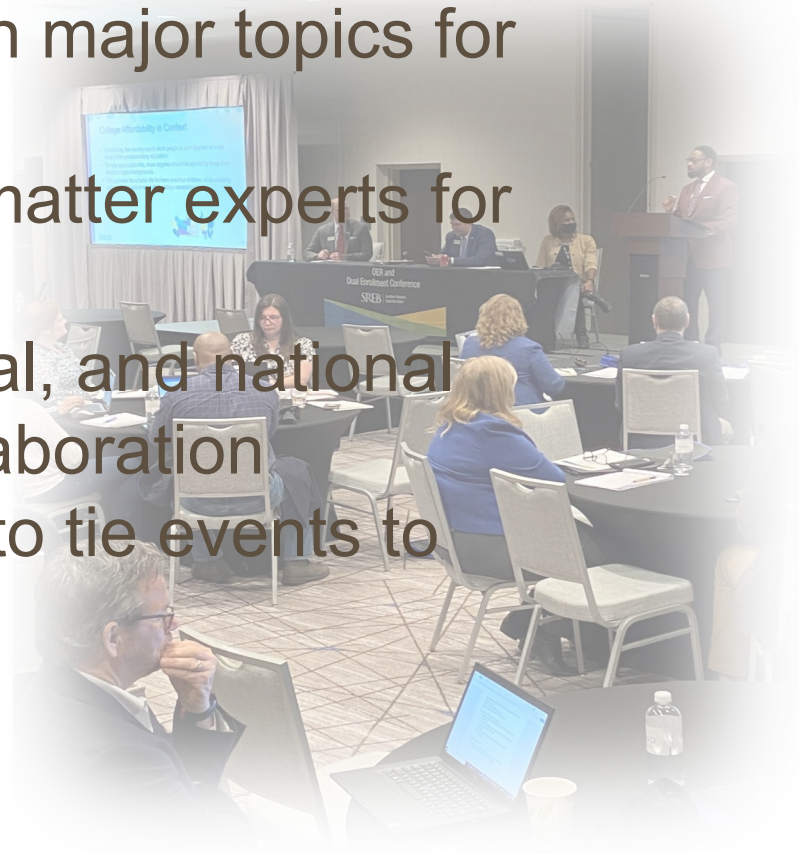
- Define conference objectives, audience, duration, resources, and theme
- Construct agenda, select topics, designate speakers/facilitators
- Establish venue, dates, catering, staff, and materials
- Publicize and evaluate



Program Model

Recommendations:

- Consult industry leaders on major topics for agenda
- Invite well-known subject matter experts for keynote address
- Connect with state, regional, and national organizations to show collaboration
- Engage senior leadership to tie events to organizational goals



Audience

Recommendations:

- Groups served by your organization and colleagues
- Replicate existing timelines that maximize audience attention
- Calculate expected number of attendees and monitor registration closely
- Schedule smaller, concurrent sessions for more in-depth conversations and Q&A



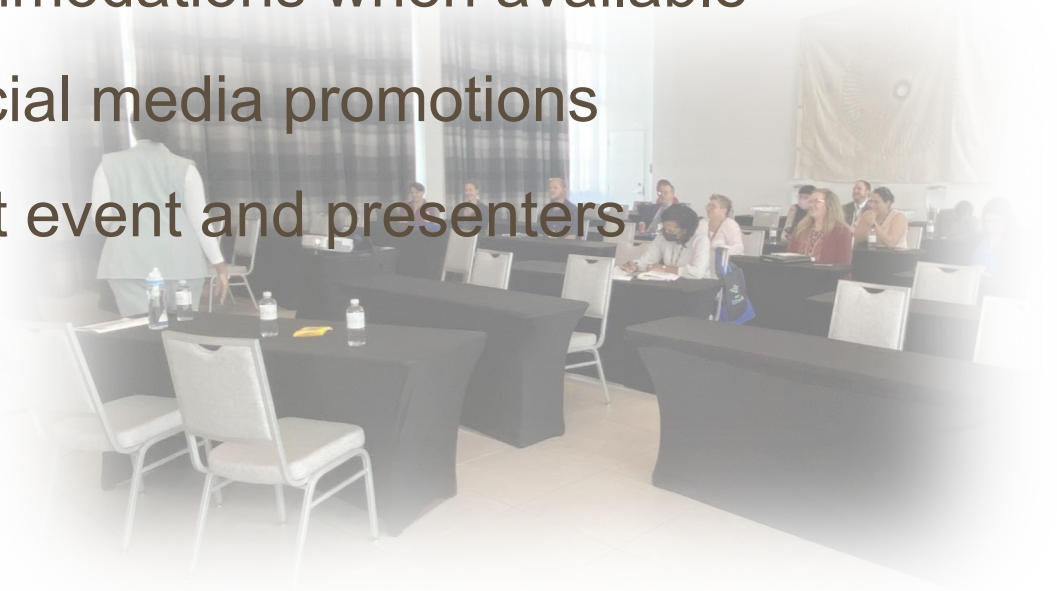
Location or venue

- Plan the timeline of conference before venue selection
- Should be adequate for number of attendees
- Easy access to transportation
- Audio/visual vendor on site
- Satisfactory meal selections



Marketing and promotion

- Create conference web presence and landing page
- Post outline of agenda when available
- Develop a registration portal early in the process
- Add hotel and accommodations when available
- Design engaging social media promotions
- News releases about event and presenters



Sponsorships

- Develop sponsorship opportunities along with venue selection
- Post sponsorships and exhibitor information as soon as web page is made available
- Send out invites to all vendors, etc.



Staffing

- Plan for adequate staff to cover registration
- Arrange for audio/visual person(s) to arrive 30 minutes to an hour before event begins
- Post a person near the presenters to assist with any needs while engaging audience
- Provide all event staff with basic information to keep guests informed of any changes, etc.
- Designate a person to interact with venue staff while event is in progress

Program Evaluation

- Develop and test evaluation process and procedures well in advance of event
- Meet with organizers to decide how evaluations will inform organizational leaders
- Use evaluations to inform future decisions

Questions?





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