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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