

**TOWN OF NORMAN WELLS  
ECONOMIC DEVELOPMENT COMMITTEE  
Call in 1-866-969-8429 ID: 5040455**

Agenda

Working Group Meeting for July 27<sup>th</sup>, 2021

Council Chambers @ 6:00 pm

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- 1. Review and approval of agenda**
  
- 2. Definition: Formalization of working group**
  
- 3. Five Ws/Scoping Document**
  
- 4. Checklist**

**Suggested Tasks:**

**18 Months Ahead**

- Determine objectives of event, planning committee and task assignments
- Establish needs
  - Number of attendees
  - Space requirements
  - Key dates
- Establish a preliminary budget and solicit sponsorship
- Prepare and send Request for Proposal (RFP)
- Venue search
- Contract/deposits with chosen venues
- Determine theme
- Create a marketing plan, and choose registration platform
- Send "Save the Date" notices via email
- Begin agenda format planning
- Decide on special events (like golf outing, excursions, etc.)
- Additional contracts (like hotel accommodations, transportation, equipment rental)

**12 Months Ahead**

- Prepare session/speaker proposal submission form and distribute
- Identify and secure speakers and their travel/housing arrangements
- Begin promoting conference theme, location and registration rates

- Determine after-hour excursions (receptions, tours, special receptions, etc.) along with any additional pricing to include in registration
- Compile all information for registration site

### **9 Months Ahead**

- Deadline for proposals to be received by review committee
- Review proposals, select sessions and notify accepted and declined proposers
- Open registration and housing reservations to attendees

### **6 Months Ahead**

- Finalize program, speakers & agenda, update website
- Determine final print date
- Review audio-visual availability and needs
- Prepare “Day of Coordination” list

### **4 Months Ahead**

- Contact vendors to begin planning logistics (like A/V, menu, etc.)
- Prepare session and post-event survey

### **2 Months Ahead**

- Send reminders to speakers
- Order attendee materials (name tags, portfolios, notebooks, etc.)
- Finalize special event details (linens, flowers, etc.)

### **3 Weeks Ahead**

- Confirm guest/meeting room arrangements, menus and final counts
- Print signage and distribute printed or digital program
- Update website
- Assign session moderators

### **1 Week Ahead**

- Ship materials to hotel
- Hold pre-conference meeting and walk-through
- Send email update to participants/speakers
- Review all set-ups and A/V needs
- Develop registration table materials, prepare name badges, and gift bags for registration and speakers

## **5. Closing of the meeting**