

## **MISHRM CONFERENCE COMMITTEE STRUCTURE & BENEFITS**

*MISHRM's mission is to support the State SHRM chapters and serve the HR professionals (networking, development opportunities, best practice sharing) and serve as a conduit from our great state to SHRM.*

### **BENEFITS FOR ALL CONFERENCE COMMITTEE MEMBERS:**

- Complimentary hotel room for duration of MISHRM Conference
- Complimentary Full Registration to MISHRM Conference
- Recognition and headshot on website and in conference program

### **CONFERENCE COMMITTEE**

#### **CONFERENCE DIRECTOR**

##### **Purpose:**

Provide strategic direction of the conference and connection to the HR statewide community while leading the conference committee.

##### **Responsible To:**

MISHRM State Director & MISHRM Meeting and Event Manager

##### **Requirements:**

- Must be a SHRM member in good standing. SHRM Certification highly desirable.
- Appointment is made by the State Director.
- Serves a one-year term beginning the first day of January and ending the last day of December. May be reappointed for two additional one-year terms for a total service of three years.

##### **Responsibilities and Expectations:**

- Support all committee members and provide leadership and guidance.
- Work with Meeting and Event Manager on planning.
- Groom and recruit future leaders for the conference committee.
- Thank sponsors and exhibitors personally during the conference.
- Be the voice of the conference as needed for interviews and public relations efforts.
- Act as host for VIP speakers and sponsors.

#### **SPEAKERS MANAGER**

##### **Purpose:**

Recruit, vet and schedule all speakers for the conference. Provide relevant speakers that will drive attendance to the conference.

##### **Responsible To:**

MISHRM State Director, Conference Director & MISHRM Meeting and Event Manager

##### **Requirements:**

- Must be a SHRM member in good standing. SHRM Certification highly desirable.

- Appointment is made by the state council director.
- Serves a one-year term beginning the first day of January and ending the last day of December. May be reappointed for two additional one-year terms for a total service of three years.

**Responsibilities and Expectations:**

- Devise “tracks” needed each year.
- Work with MISHRM Meeting and Event Manager on all keynote speaker negotiations and contracts.
- Line up all breakout speakers.
- Collect all speaker bios, headshots, presentations and information needed to obtain HRCI and SHRM credits.

**EXHIBITORS & SPONSORSHIPS MANAGER**

**Purpose:**

Recruit exhibitors and answer pre-registration questions for potential exhibitors. Recruit sponsors and answer pre-registration questions.

**Responsible To:**

MISHRM State Director, Conference Director & MISHRM Meeting and Event Manager

**Requirements:**

- Must be a SHRM member in good standing. SHRM Certification highly desirable.
- Appointment is made by the state council director.
- Serves a one-year term beginning the first day of January and ending the last day of December. May be reappointed for two additional one-year terms for a total service of three years.

**Responsibilities and Expectations:**

- Create list of new exhibitors to recruit.
- Work with MISHRM Meeting and Event Manager on registration of exhibitors and sponsors.
- Collect or coordinate items for distribution in bags from sponsors. Ensure the arrival of items at venue.
- Collect sponsor logos in EPS or AI files.
- Act as onsite concierge for all exhibitors.
- Thank each exhibitor during the conference.
- Work with MISHRM Meeting and Event Manager on booth registration at conference onsite for the following year.

**VOLUNTEER MANAGER**

**Purpose:**

Recruit, vet and schedule all volunteers for the conference. Determine volunteer needs/roles in partnership with other leaders and act as main liaison between volunteers and conference committee.

**Responsible To:**

MISHRM State Director, Conference Director & MISHRM Meeting and Event Manager

**Requirements:**

- Must be a SHRM member in good standing. SHRM Certification highly desirable.
- Appointment is made by the state council director.
- Serves a one-year term beginning the first day of January and ending the last day of December. May be reappointed for two additional one-year terms for a total service of three years.

**Responsibilities and Expectations:**

- Responsible for managing the volunteer program to include recruitment, chapter appointed volunteers, training and scheduling of conference volunteers.
- Manage comprehensive orientation process for all volunteers to include thorough communications before and during conference, best practices, clearly communicating criteria to be a volunteer.
- Communicate any volunteer updates to committee.
- Work closely with meeting and event manager to ensure volunteer positions are sufficiently filled and volunteers enjoy a positive experience throughout the conference.

- Maintain volunteer database and tracking
- Plan and execute volunteer appreciation and training activities.
- Develop post event volunteer specific survey.

### **FOUNDATION MANAGER**

**Purpose:**

Plan and coordinate all aspects of the foundation fundraising at the conference.

**Responsible To:**

MISHRM State Director, Conference Director & MISHRM Meeting and Event Manager

**Requirements:**

- Must be a SHRM member in good standing. SHRM Certification highly desirable.
- Appointment is made by the state council director.
- Serves a one-year term beginning the first day of January and ending the last day of December. May be reappointed for two additional one-year terms for a total service of three years.

**Responsibilities and Expectations:**

- Set fundraising goal with State Director.
- Set timeline for activities.
- Solicit all good needed for activity.
- Coordinate all logistics onsite.
- Provide post event report.
- Attendee committee meetings as needed.

### **STUDENT PROGRAM MANAGER**

**Purpose:**

Plan and coordinate all aspects of student experience at the state conference.

**Responsible To:**

MISHRM State Director, Conference Director & MISHRM Meeting and Event Manager

**Requirements:**

- Must be a SHRM member in good standing. SHRM Certification highly desirable.
- Appointment is made by the state council director.
- Serves a one-year term beginning the first day of January and ending the last day of December. May be reappointed for two additional one-year terms for a total service of three years.

**Responsibilities and Expectations:**

- Work with Meeting and Event Manager, schedule events and space for events.
- Coordinate speakers and details needed for operations of student events.
- Attendee committee meetings as needed.

### **MEETING AND EVENT MANAGER**

**Purpose:**

Responsible for managing and overseeing all logistics for conference including budget. Meeting and Event Manager to act as conductor of the orchestra synchronizing all aspects of the conference and keeping committee on track with planning timeline, contracts and more.

**Responsible To:**

MISHRM State Director, MISHRM Conference Director

**Responsibilities and Expectations:**

*Conference Management Services:*

- Manage day to day office activity for conference questions and support
- Answer all correspondence via email, phone and social media within 24 hours
- Maintain standard office hours and physical address for the organization
- Maintain all records and documents for the organization
- After reviewing historical timelines, provide and manage conference planning timeline for execution
- Create and execute the run-of-show for all presenters in conjunction with selected AV production company
- Management of e-blasts or other forms of attendee communications and maintain database responses
- Manage and contract all vendors for the conference
- Send RFPs out as necessary for bids for services
- Coordinate menu planning, room set-up, audiovisual needs and manage guarantee counts
- Work with client to price, select and order gifts for attendees (bags, name badges, etc.)
- Research, contract and coordinate all conference events and additional entertainment
- Meet with client when needed to review budgets, agendas, copy and other details
- Meetings as necessary and all travel to and from meetings (mileage additional expense)
- Review and revise current committee structure to follow best practices and leadership development
- Oversee all sponsorship management

*Creative Development:*

- Create and coordinate the creative elements for a consistent theme throughout conference (i.e.- develop event logo and other event design elements, presentation templates, name tags, signage etc.)
- Manage all marketing functions of the conference.

*Web App And Registration Development:*

- Work with developer to establish registration elements needed to collect attendee/sponsor data including attendee profile information, hotel reservations, event attendance, special accommodations, etc.
- Work with developer to establish automatically generated confirmation emails as attendees register
- Work with developer to establish website that will be used as a resource for all attendees that will include location information, dress code, presentations and speaker information (if desired), sponsor information, etc.
- Copy write as necessary for web based applications

*Hotel Registration Management:*

- Manage a room block for attendees, speakers, vendors and sponsors
- Events North will provide a phone number and email address for attendee/sponsor questions or registration updates
- Produce reports for client and hotel, as needed, to include; attendee name, room type, in/out dates, phone number, email, and special needs
- Act as liaison with hotel representatives for all conference and rooming needs throughout the planning process
- Monitor hotel deadlines and update client with inventory changes & cancellation/change procedures

*Financial Management:*

- Create and manage master budget for all services
- Prepare and maintain a detailed budget report
- Pay all vendor bills
- Coordinate and collect sponsor payments

*Sponsorship - Registration/ Reconciliation/Payment Services:*

- Review old and create new sponsorship document and make suggestions for fresh ideas and sponsorship levels
- Coordinate and track confirmed sponsor payments
- After they are confirmed, act as main point of contact for sponsors and provide pre-event communication (arrival, setup, etc.)
- Coordinate and track sponsorship fulfillment onsite and in advance for planning

- Create post-event survey for feedback and input of sponsors
- Work with venue and client to prepare the layout for sponsors onsite
- Develop sponsorship documents with communications for print (maps, information packets etc.)
- Provide pre-event communication including arrival, setup and key contact information

*Marketing:*

- Create, outline and manage a robust strategic marketing plan
- Schedule social media campaign for conference marketing
- Management of e-blasts or other forms of attendee communications
- Prepare and conduct one basic post-conference survey for attendees

*Volunteers:*

- Create, outline and manage volunteer needs onsite
- Communicate onsite schedule
- Provide training for volunteers
- Order volunteer uniform
- Plan volunteer thank you events
- Work with committee members to create value to all volunteers

*Speaker Management:*

- Working with committee, confirm and coordinate all logistics with all speakers (travel, meal per diem, accommodations etc.)
- Work directly with speakers to confirm their audiovisual needs and assist with other presentation requirements
- Develop speaker documents for print (maps, information packets etc.)
- Provide pre-event communication including arrival, setup and key contact information
- Manage speakers onsite (check-in and check-out process)

*Onsite Management:*

- Pre-conference meeting with venue staff and other suppliers to review final details
- Staff hospitality desk
- Manage all volunteers onsite
- Fronting each group function to assure all expectations have been met prior to attendee's arrivals
- Exhibitor Management
- Sponsorship fulfillment
- Ensure all guest rooms blocked meet client expectations
- Transportation management for speakers
- Offsite event management
- Distribution of registration packets, materials and name badges
- Management all food and beverage and audiovisual functions