

CONFERENCE – HOW TO PLAN A CONFERENCE

APPROVED BY FALL CONFERENCE, REVISION "1", DATE 10/28/06

THIS D31 CONFERENCE MANUAL IS PREPARED BY THE PAST DISTRICT COMMANDERS OF DISTRICT 31. IT IS INTENDED AS A GUIDE ONLY, AND TO HELP YOUR SQUADRON PREPARE FOR A CONFERENCE.

IT IS THE PROPERTY OF D31 AND SHOULD BE RETAINED IN THE D31 POLICY AND PROCEDURE MANUAL THERE ARE NO ADDITIONAL COPIES AVAILABLE.

IT IS RECOMMENDED THAT EACH SQUADRON COMMANDER MAKE A COPY OF THIS PROCEDURE FOR HIS/HER UPCOMING CONFERENCE. IF A COPY IS LOST THEN CONTACT THE DISTRICT SECRETARY FOR A REPLACEMENT.

CHM. P/D/C JULIAN ROLANDELI, AP
AD HOC COMMITTEE ON A CONFERENCE
22 OCTOBER 2002

FORWARD: Julian and his committee did a good job in covering the points I had in mind. Signed: P/D/C A.N. (Al) Chalupnik, SN May 2004

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SECTION "A" COMMITTEES:

I. ISSUE INVITATIONS AT CONFERENCE ONE YEAR BEFORE YOUR CONFERENCE IS TO BE HELD.

- A. IF POSSIBLE, HAVE PROBABLE DATES (AND HOTEL) PRESENTED WITH YOUR CONFERENCE INVITATION.

THE SECOND WEEKEND OF EACH MONTH IS THE DATE OF THE USPS OPERATING COMMITTEE MEETING. DO NOT PICK THIS WEEKEND AS NO ONE IN THESE MEETINGS ARE AVAILABLE AS A REPRESENTATIVE TO YOUR CONFERENCE.

II UPON RETURNING HOME, WITHIN A COUPLE OF WEEKS

A CONFERENCE CHAIRMAN - APPOINT ONE IMMEDIATELY

B. HOTEL NEGOTIATION – INVESTIGATE HOTELS AND BLOCK OUT APPROXIMATELY THE NUMBER OF ROOMS REQUIRED FOR YOUR LAST CONFERENCE., ADJUSTED UP OR DOWN BY THE RELATIVE ATTENDANCE AT THE LAST 2 OR 3 CONFERENCES.

1. BE SURE THE HOTEL HAS AN ADEQUATE "BIG" ROOM TO ACCOMMODATE THE MAIN CONFERENCE MEETING. BLOCK OUT THIS ROOM. IN MOST CASES THE MAIN MEETING ROOM WILL BE USED ALL DAY SATURDAY. YOU MAY NEED DINNER FACILITIES FOR UP TO 100 –175 PEOPLE ON SATURDAY NIGHT.
2. HOSPITALITY ROOM – BE SURE TO BLOCK OUT ONE FOR THE HOST SQUADRON.
3. SUNDAY MORNING YOU WILL NEED A SMALL MEETING ROOM FOR CHURCH SERVICE.

C. APPOINT CONFERENCE COMMITTEES, INCLUDING, BUT NOT LIMITED TO:
(DUTIES SPECIFIED IN LATER SECTION.)

- a. REGISTRATION AND RESERVATIONS
- b. BUDGET OR FINANCE
- c. FRIDAY NIGHT AFFAIR
- d. TREASURER
- e. PLANNING AND GENERAL ARRANGEMENTS
- f. LADIES ACTIVITIES
- g. SATURDAY NIGHT AFFAIR
- h. ADMINISTGRATIVE PROGRAM (USUALLY THE CONFERENCE CHAIRMAN)
- i. PRINTING (PROGRAMS AND TICKETS)

NOTE: AS SOON AS PRACTICAL AFTER APPOINTMENT OF COMMITTEES, AND AT LEAST 10 MONTHS AHEAD OF THE CONFERENCE, A MEETING OF ALL COMMITTEE CHAIRMAN SHOULD BE HELD TO PLAN THE GENERAL FORMAT OF THE CONFERENCE. AT THIS MEETING DISCUSS WHICH COMMITTEE WILL DO WHAT, AND SET UP A TIME TABLE, (AS A PRELIMINARY GOAL YOU SHOULD BE ABLE TO ANNOUNCE THE HOTEL AND CONFERENCE THEME AT THE CONFERENCE PRECEEDING YOUR CONFERENCE.)

III, DUTIES OF COMMITTEES: (EACH CHAIRMAN MAY FIND IT DESIRABLE TO HAVE APPOINTMENTS ON HIS CALENDAR TO TAKE CARE OF SPECIFIC ITEMS.)

A. REGISTRATION AND RESERVATIONS

1. IN COOPERATION WITH THE CONFERENCE CHAIRMAN AND THE DISTRICT COMMANDER

PREPARE THE CONFERENCE ANNOUNCEMENT. THIS SHOULD BE INCLUDED IN THE

DAYMARK AT LEAST 5 WEEKS BEFORE THE CONFERENCE. IN ADDITION TO GENERAL

INFORMATION THE OFFICIAL "CALL FOR THE MEETING" PREPARED AND SENT TO YOU BY THE DISTRICT SECRETARY SHOULD BE ENCLOSED.

a. YOUR ANNOUCEMENT SHOULD INCLUDE A RESERVATION FORM FOR THE CONFERENCE AND HOTEL WITH INSTRUCTIONS AS WHERE TO MAIL EACH. A BRIEF DESCRIPTION OF ANY SPECIAL EVENTS ALONG WITH "DRESS" SPECIFICATIONS AND SUGGESTIONS. (THE SELECTION OF THE UNIFORM TO BE WORN WILL BE FROM THE DISTRICT COMMANDER. HOTEL ROOM RATES -- ADVICE TO SQUADRON COMMANDERS ON OBTAINING HOSPITALITY ROOMS - AMOUNT OF REGISTRATION FEE -- EARLY REGISTRATION DISCOUNT OR LATE REGISTRATION PENALTY (IF APPLICABLE)

2. INVITATION PACKET MAILED ABOUT A MONTH BEFORE THE CONFERENCE, TO EACH DISTRICT OFFICER AND A BUNDLE OF ABOUT 12 PACKETS TO EACH SQUADRON COMMANDER FOR DISTRIBUTION TO MEMBERS PLANNING TO ATTEND. THIS PACKET SHOULD CONTAIN:

HOTEL RESERVATION FORM – GET ABOUT 150 FORMS FROM HOTEL - MARK THEM
USPS – CLIP ONE WITH EACH PACKET

CONFERENCE REGISTRATION FORM – MAKE YOUR OWN – LIST PRICE OF LADIES
ACTIVITY AND THE BANQUET.

SKETCH MAP OF WHERE HOTEL IS - MAJOR ROADS COMING INTO CITY FROM
DIRECTION OF OTHER SQUADRONS AND
SHOWING LOCATION OF RECOMMENDED
"DINNER ON THE TOWN" RESTAURANTS

CHECK WITH CHAMBER OF COMMERCE FOR ANY BROCHURES PROMOTING
YOUR CITY AND SURROUNDINGS.

LETTER OF INVITATION - DESCRIBE YOUR PLANNED ACTIVITIES AND THE
VIRTUES OF ATTENDING THIS MEETING.

3. RECEIVE CONFERENCE REGISTRATIONS AND DEPOSIT PREREGISTRATION RECEIPTS IN BANK, SENDING THE CONFERENCE TREASURER A DEPOSIT SLIP WITH NAMES OF REGISTRANTS COVERED IN EACH DEPOSIT ON BACK OF SLIP. EITHER MAKE A COPY OF DEPOSIT FOR YOUR REGISTRATION RECORDS OR A SHEET FOR EACH SQUADRON.
4. IF POSSIBLE, TRY TO GROUP REGISTRATIONS BY SQUADRONS AND BE PREPARED TO GIVE THIS LIST TO HOTEL FOR ROOM ASSIGNMENTS A WEEK BEFORE THE CONFERENCE.
5. WORK OUT PRE-REGISTRATION DETAILS WITH HOTEL, GROUPING SQUADRONS TOGETHER AS MUCH AS POSSIBLE.
6. AT CONFERENCE TIME, SET UP REGISTRATION DESK. THIS WILL BE THE PLACE WHERE EVERY MEMBER CHECKS IN. HAVE AN ENVELOPE CONTAINING THE TICKETS HE HAS PAID FOR, CONFERENCE AGENDA, AND PROGRAM OF ACTIVITIES. ALSO HAVE NAME TAGS AND A BROAD WRITING PEN AVAILABLE FOR PEOPLE WITHOUT THEIR OWN NAME TAG. HAVE EXTRA PAGES OF EVERYTHING SENT IN THE PACKET MAILED OUT FOR THOSE WHO FORGOT TO BRING IT. ALSO, BE PREPARED TO REGISTER AND SELL TICKETS TO ANYBODY ARRIVING WITHOUT A PRIOR RESERVATION. APPOINT PEOPLE TO BE ON DUTY DURING REGISTRATION HOURS.

HOURS.	MINIMUM TIMES;	FRIDAY	1300 TO 1730
		SATURDAY	0800 TO 1200
7. ASSEMBLE REGISTRATION PACKETS TO BE GIVEN AS MEMBERS ARRIVE AT CONFERENCE. SEE THT REGISTRATION PACKETS ARE DELIVERED BY THE PROPER PERSON TO THE NATIONAL VISITOR AND DISTRICT COMMANDER.

B. BUDGET COMMITTEE:

GATHER INFORMATION FROM VARIOUS CHAIRMEN TO PREPARE BUDGET.

1. IN PREPARING THE BUDGET, DON'T FORGET CERTAIN ITEMS ARE FIXED EXPENSES MUSIC IF AFFORDABLE, GIFTS AND FLOWERS FOR THE NATIONAL OFFICER AND HIS WIFE, THEIR ROOMS AND MEALS, ARE VARIABLES IN FIGURING EXPENSES

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C. FRIDAY NIGHT AFFAIR;

1. COSTUME – CASUAL – WHERE IT WILL BE HELD – ENTERTAINMENT – COSTUME JUDGES – COST – TRANSPORTATION REQUIRED (IF ANY) – MUSIC -- DECORATIONS – TICKET TAKERS – FOOD -- BAR OR BYOB -- DRINK TICKETS -- OBTAINING SAME -- WHO SELLS THEM AND WHERE AND COST. THESE ARE SUGGESTIONS AND ALL ITEMS MAY NOT APPLY, OR THERE BY BE OTHER CONSIDERATIONS NOT LISTED HERE. THE HOTEL OR CATERING SERVICE FURNISHING THE FOOD MUST BE MONITORED. DON'T LET THEM NEGLECT FOOD AVAILABILITY.

D. TREASURER:

1. OPEN CONFERENCE BANK ACCOUNT AND KEEP SAME. (OPTIONAL)
2. RECEIVE AND PAY ALL CONFERENCE BILL.
 - (a) HAVE COMMITTEE CHAIRMAN OK THE BILLS.

E. PLANNING AND GENERAL ARRANGEMENTS

THIS COMMITTEE MUST WORK CLOSELY WITH OTHER COMMITTEE CHAIRMAN TO AVOID CONFLICTING ARRANGEMENTS.

1. AT THE CONCLUSION OF THE CONFERENCE PRECEDING YOURS, PICK UP COLORS AND STANDS, SQUADRON PENNANTS, DISTRICT 31 BANNER, AS WELL AS ANY OTHER APPLICABLE CONFERENCE SUPPLIES. AT THE CONCLUSION OF YOUR CONFERENCE ARRANGE FOR AN AIDE TO PICK UP THESE ITEMS.
2. GIFTS OR PRESENTATIONS TO BE MADE TO VISITING OFFICER AND HIS WIFE????
3. ARRANGE AIDE FOR VISITING OFFICER (OR OTHER PERSON) TO MEET THE VISITING OFFICER.
4. PRE-REGISTER VISITING OFFICER, OBTAIN HIS ROOM KEY (ETC.). SEE SECTION ON "CHIEF COMMANDERS REPRESENTATIVE"
5. PLAN CONFERENCE THEME.
6. SEATING ARRANGEMENTS FOR THE HEAD TABLE (LOOKING FROM THE AUDIENCE)

CHAPLAIN -- D/SEC – D/ADM – C/C REP (PODIUM) D/C – D/EXEC – D/E/O – D/TREAS – HOST/CDR

THIS ARRANGEMENT APPLIES TO SATURDAY NIGHT AFFAIR. LADIES SHOULD BE SEATED ALTERNATELY IF POSSIBLE, IT IS NICE TO HAVE A MAN ON EACH END. A SEPARATE TABLE SHOULD BE SET FOR THE PAST DISTRICT COMMANDERS. THESE SEATING ARRANGEMENTS ARE RECOMMENDATIONS ONLY AND SHOULD BE CLEARED WITH THE DISTRICT COMMANDER.

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F. LADIES ACTIVITIES

1. LUNCHEON
 - a. MENU AND PRICE (MONITOR FOOD)
 - b. PROGRAM
 - c. DOOR PRIZES OR GIFTS, IF ANY
 - d. FLOWERS OR OTHER DECORATION (COORDINATE WITH GENERAL ARRANGEMENTS)
 - e. HEAD TABLE AND SEATING
 - f. MASTER OF CEREMONIES
 - g. PROTOCOL –INTRODUCE NATIONAL REPRESENTATIVE’S WIFE AND DISTRICT BRIDGE WIVES IN CORRECT ORDER.
2. TOUR OR OTHER SIGHTSEEING
 - a. IS TRANSPORTATION NEEDED AND COORDINATE WITH THE GENERAL ARRANGEMENTS, AND COST, IF ANY, WITH THE BUDGET COMMITTEE.
3. VISITING USPS OFFICER’S WIFE (PROVIDE AN AIDE FOR HER)
 - a. AND STICK WITH HER!!!!!!!!!!

G. SATURDAY NIGHT AFFAIR:

1. WHERE
2. MENU (MONITOR THE FOOD WHEN BEING SERVED- DON’T LET THE FOOD RUN OUT.) PRICE TO THE BUDGET COMMITTEE
3. ENTERTAINMENT -RECONFIRM AT LEAST TWO WEEKS BEFORE TO BE SURE OF ARRANGEMENTS (IF APPLICABLE)
4. PROGRAM (IF ANY) CHECK WEEK BEFORE
5. TABLE DECORATIONS AND PLACE CARDS FOR HEAD TABLE
6. SEATING ARRANGEMENTS FROM PREVIOUS PAGE

H. HOTEL NEGOTIATIONS / ADM. PROGRAM

NOTE: IT IS ADVISABLE TO HAVE NOT MORE THAN TWO PEOPLE AUTHORIZED TO CONDUCT BUSINESS WITH THE HOTEL. IT IS DESIRABLE THAT THE CONFERENCE CHAIRMAN IS ONE OF THESE PEOPLE.

DEPENDING ON ECONOMICS AT THE GENERAL TIME, IN THE LARGER CITIES, NEGOTIATING WITH SEVERAL HOTELS. IDEALLY, HAVE THE ENTIRE CONFERENCE UNDER ONE ROOF. IF THIS IS NOT POSSIBLE, NATURALLY, MEETING ROOMS AND CATERING SERVICES MUST BE FOUND. INSIST ON HOTELS HOLDING A BLOCK OF ROOMS UNTIL AT LEAST TWO WEEKS BEFORE THE CONFERENCE. AFTER ROOM RESERVATION DEAD LINE, WILL FURTHER RESERVATIONS BE AT SPECIAL CONFERENCE RATE??????

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SECTION "B" - CHIEF COMMANDERS REPRESENTATIVE:

1. AS SOON AS THE CHIEF'S REPRESENTATIVE ATTENDING THE CONFERENCE IS KNOWN, A LETTER OF INVITATION AND WELCOME SHOULD BE WRITTEN BY THE DISTRICT COMMANDER. THIS LETTER SHOULD BE COPIED TO THE CONFERENCE CHAIRMAN, WHO IN TURN SHOULD WRITE THE NATIONAL OFFICER WELL AHEAD OF THE CONFERENCE GIVING HIM OR HER SPECIFIC INFORMATION AS FOLLOWS:

CONFERENCE HOTEL - ADDRESS AND PHONE NUMBER

UNIFORM FOR BUSINESS MEETINGS AND FOR THE SATURDAY NIGHT AFFAIR.

LADIES DRESS (DAY TIME AND EVENING TIME)

PROGRAM (GENERAL)

USUALLY A GOOD IDEA TO ASSIGN AN AIDE (NAME SHOULD BE MENTIONED AT THIS TIME)

2. ASK FOR HIS TRAVEL ARRANGEMENTS

ARRIVAL DATE

AIRLINE

FLIGHT NUMBER

ARRIVAL TIME

DEPARTURE DATE

AIRLINE

FLIGHT NUMBER

DEPARTURE TIME

ASK ALSO IF HIS WIFE WILL ACCOMPANY HIM AND HER NAME. REQUEST HIM TO BRING HIS OFFICER'S FLAG.

THIS LETTER IS THE RESPONSIBILITY OF THE CONFERENCE CHAIRMAN. IF THE DISTRICT COMMANDER OVERLOOKS WRITING THE FIRST LETTER, THE CONFERENCE CHAIRMAN SHOULD STILL WRITE THIS LETTER AND COPY IT TO THE DISTRICT COMMANDER.

IT WOULD BE HELPFUL TO ENCLOSE A D31 ROSTER WHEN THE REQUESTED INFORMATION IS RECEIVED, ACKNOWLEDGING IT AND TELL HIM WHO WILL MEET HIM. IF A CONFERENCE PROGRAM IS AVAILABLE AT THIS TIME IT SHOULD BE FORWARDED TO THE NATIONAL OFFICER. OTHERWISE FORWARD ONE AS SOON AS AVAILABLE.

THE PERSON ASSIGNED TO MEET THE NATIONAL OFFICER (PREFERRABLY LOCAL SQUADRON MEMBER WHO KNOWS HIM AND/OR THE DISTRICT COMANDER) SHOULD WEAR A BLAZER OR LAPEL PIN.

BEFORE MEETING THE NATIONAL OFFICER, A DESIGNATED PERSON SHOULD SEE THAT HE IS REGISTERED IN THE HOTEL AND HAVE HIS ROOM KEY AND PACKET BEFORE HE ARRIVES AT THE HOTEL. HAVING A BOTTLE OF WINE OR SOME FRUIT IN HIS ROOM ADDS A NICE TOUCH, IF POSSIBLE. HE SHOULD BE PROVIDED WITH A LIST OF THE NEW BRIDGE HE WILL BE INSTALLING (IF A C-0-W). AFTER HE ARRIVES HE, OR HIS WIFE, SHOULD NEVER BE LEFT TO FEND FOR THEMSELVES. SEE THAT SOMEONE ACCOMPANIES THEM TO THE VARIOUS MEETINGS AND EVENTS. THE DISTRICT COMMANDER'S WIFE, OR THE CONFERENCE CHAIRMAN'S WIFE, OR A KNOWN FRIEND ARE THE LOGICAL PERSONS TO BE WITH THE WIFE.

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SECTION "C" - **SAMPLE BUDGET** DATE OF CONFERENCE _____

D31 SPRING/FALL CONFERENCE - HOSTED BY _____ SQUADRON

<u>INCOME</u>		<u>ESTIMATE</u>	<u>ACTUAL</u>
PRE-REGISTRATIONS PAID	(NUMBER _____ @ \$ _____)	_____	_____
REGISTRATION PAID AT CONF.	(NUMBER _____ @ \$ _____)	_____	_____
REGISTRATION REFUNDS	(NUMBER _____ @ \$ _____)	_____	_____
TOTAL INCOME		_____	_____

<u>EXPENSE</u>			
<u>FRIDAY NIGHT:</u>	FOOD	_____	_____
	ENTERTAINMENT	_____	_____
	DECORATIONS	_____	_____
	BAR EXPENSE LESS INCOM	_____	_____
<u>SATURDAY NIGHT</u>	FOOD	_____	_____
_____	_____	_____	_____
	ENTERTAINMENT	_____	_____
	DECORATIONS	_____	_____
	BAR EXPENSE LESS INCOME	_____	_____
<u>LADIES LUNCHEON</u>	FOOD	_____	_____
_____	_____	_____	_____
	FLOWERS/DECORATIONS	_____	_____
	ENTERTAINMENT	_____	_____
	TRANSPORTATION	_____	_____
	MISCELL - GIFTS	_____	_____

SECTION "D" - TIPS/IDEAS FOR BETTER DISTRICT CONFERENCES

1. HOLD SEVERAL HIGH INTEREST WORK SHOPS OR SEMINARS FOR THE GENERAL MEMBERS.
2. DISTRICT COMMANDERS AND SQUADRONS COMMANDERS SHOULD ADVERTISE AND PUSH THE CONFERENCE ACTIVITIES TO ALL MEMBERS.
3. PREDICTED LOG CONTEST ON WAY TO OR FROM THE CONFERENCE.
4. IMPROVE SQUADRON MEMBERS' KNOWLEDGE OF THE DISTRICT ORGANIZATION AND PURPOSE AND FUNCTIONING
5. CONFERENCE ADENDA MUST CONTAIN MATERIAL WHICH IS BOTH INSTUCTIVE AND MEMBERS MUST NOT LEAVE ASKING THEMSELVES WHY THEY CAME OR WHY THEY WASTED TIME.
6. PROVIDE FOR INDIVIDUAL PARTICIPATION.
7. HAVE A GOOD SPOUSES' PROGRAM AT THE CONFERENCE. WIVES HAVE SAID THEY ARE NOT INTERESTED IN FLOWER ARRANGING, COSMETOLOGY, HAIR ARRANGING, ETC. PROGRAMS TO ENCOURAGE USPS FAMILY MEMBERSHIP AND CLASSES. YOU MIGHT GIVE A SYNOPSIS OF THE SKIPPER SAVER PROGRAM.
8. IN SQUADRONS, DON'T HAVE ONE-MAN COMMITTEES. INVOLVE MORE MEMBERS IN THE SQUADRON ACTIVITIES AND THEY WILL HAVE MORE INTEREST IN BOTH SQUADRON AND DISTRICT ACTIVITIES.
9. DISTRICT COMMITTEE CHAIRMEN MUST BE ACTIVE AND IN COMMUNICATION WITH THEIR COUNTERPARTS, THE SQUADRON COMMITTEE CHAIRMEN. TELL THEM IN WRITING WHAT THEY ARE ACCEPTING AND WHAT IS EXPECED OF THEM.
10. D/C SHOULD WRITE A PERSONAL LETTER TO EACH INDIVIDUAL RECEIVING AN AWARD TO INVITE HIM/HER TO THE CONFERENCE. ASK FOR A REPLY AND ENCLOSE A PRE-ADDRESSED RETURN ENVELOPE
11. GET NEW MEMBERS TOGETHER WITH THEIR FRIENDS IN THE SQUADRON AND INVOLVE THEM AS A GROUP IN SQUADRON ACTIVITIES - EDUCATIONAL AND SOCIAL.
12. IF SQUADRONS CAN FEEL THAT DISTRICT CONFERENCES ARE IN FACT A FORUM OF IDEA INTERCHANGE , THE SQUADRON LEADERSHIP CAN BETTER PROMOTE PARTICIPATION OF THEIR MEMBERS. THE BEGINNING FOR ENTHUSIASM OF ANY DISTRICT CONFERENCE MUST START AT THE SQUADRON LEVEL.
13. LOCATION OF THE DISTRICT CONFERENCE IS OF PATICULAR IMPORTANCE. PICK A PLACE YOU WOULD LIKE TO BE FOR A WEEK END.
14. A DISTRICT CONFERENCE SHOULD BE CONSIDERED AS A FAMILY WEEKEND FUNCTION. THE DISTRICT CONFERENCE SITE MUST AFFORD A FAMILY OUTING OPPORTUNITY.

15. FOR THE CONFERENCE USPS MEMBER, A GOOD CONTINUOUS SCHEDULE OF ACTIVITIES IS OF PRIME IMPORTANCE.
16. HAVE FEATURED SPEAKER AT MEMBER LUNCHEON.
17. GUESTS AT THE CONFERENCE MEETINGS ARE IMPORTANT ALTHOUGH THEIR REMARKS SHOULD BE KEPT TO A TOLERABLE LENGTH.
18. A HOSPITALITY FUNCTION SHOULD ALWAYS BE INCLUDED IN DISTRICT CONFERENCE SCHEDULE. ENCOURAGE SQUADRONS TO HAVE HOSPITALITY ROOMS.
19. PARTICIPATION IS A CONSCIOUS DECISION - YES OR NO. A "YES" DECISION REQUIRES POSITIVE ACTION. "FORGETTING" OR DOING NOTHING REFLECTS A CONSCIOUS "NO" DECISION. GIVEN A CHOICE, MOST PEOPLE WILL CHOOSE ENJOYABLE AND/OR SELF-IMPROVEMENT ACTIVITIES RATHER THAN IRRITATING OR BORING ONES. MOST PEOPLE DO NOT PERSONALLY ENJOY ADMINISTRATIVE DETAIL.
20. GETTING MEMBERS TO ATTEND AND PARTICIPATE IN A CONFERENCE IS A SALES JOB. WE NEED TO MARKET OUR "PRODUCT". THIS MEANS APPEALING TO PEOPLES' WANTS AND NEEDS - OFFERING THEM A DESIRABLE EXPERIENCE - FUN, FELLOWSHIP, INFORMATION, EDUCATION, SECURITY, REFRESHMENT, A FEELING OF TIME AND MONEY WELL SPENT. IN EACH OF THESE AREAS, WE NEED TO MEET AND BEAT THE "COMPETITION" - COMPETITION FOR PEOPLES' INTERESTS, TIME AND MONEY.
21. THE CONFERENCE "EVENT" THAT WE ARE SELLING IS AVAILABLE IN SEVERAL MODELS:
BASIC - SATURDAY ONLY - BUSINESS MEETINGS USUALLY INCLUDE LUNCH. FIRST TIMERS AND 'LOCALS' OFTEN OPT FOR THIS ECONOMY MODEL.
CUSTOM - SATURDAY EVENING DINNER ADD TO THE BASIC MODEL. THIS ADDITIONAL FEATURE OFFERS A LIMITED SHARE IN SOME OF THE CEREMONIAL FESTIVITIES AND FELLOWSHIP.
DELUXE - FULL WEEKEND PACKAGE WITH ALL OR MOST OF THE OPTIONS CAN PROVIDE A FULL ARRAY OF ENJOYMENT. PARTICIPANTS AT THIS LEVEL ARE "INVOLVED".
INVOLVEMENT MEANS RETENTION.
22. THE PRESIDING OFFICER SHOULD ACKNOWLEDGE THE CONTRIBUTIONS OF COMMITTEE CHAIRMEN, ETC.; BUT SHOULD LIMIT REPORTS TO THOSE WHO HAVE SOMETHING OF BROAD SIGNIFICANCE TO REPORT.

IF MEMBERS HAVE A LONG DRIVE TO THE CONFERENCE, TRY A DRY-LAND NAVIGATIONAL CRUISE/RALLY. ONE WAY HOME, PLAN A HALF-WAY STOP AT SOME PUBLIC ATTRACTION . (PERHAPS A TOUR OF SOME LANDMARK, COAST GUARD FACILITY, ETC.)

(END OF SECTION "D")

(END OF "HOW TO PLAN A CONFERENCE" PROPOSED # 521-3)

