

CONDUCTING SUCCESSFUL MEETINGS

Chapter Leader Guide #1

Soil & Water Conservation Society



About SWCS

SWCS is a private, nonprofit scientific and educational organization devoted to the conservation of land, water, and related resources worldwide. Its mission is to advance these present to meet the needs of present and future generations by creating a variety of forums to identify, analyze, and formulate workable recommendations on land and water management policy and issues.

The Society was founded in the early 1940s and was incorporated in the District of Columbia in 1949. A year later, the US Internal Revenue Service approved the Society as a tax-exempt, nonprofit scientific and educational organization. Headquarters for SWCS since 1962 has been at Ankeny, Iowa. The building and four acre site are debt-free, paid for by member contributions.

The distinctive characteristic of the organization is its multidisciplinary, multi-institutional membership. Some members conduct applied or basic research; some teach in the land and water-related sciences; some work with landowners and operators in applying conservation practices or systems on the land. Many others may not be employed or studying directly in a natural resources field, but have a profound interest in the stewardship of natural resources.

ABOUT CHAPTER GUIDES

Each Chapter Leader Guide provides guidance on specific topics identified over the years as important to the development of strong and effective chapters. The development of new guides is ongoing in response to the needs of chapters. If you have any suggestions for strengthening current guides or for new ones, please contact SWCS, 945 S.W.. Ankeny Road, Ankeny IA 50021 or on the World Wide Web at swcs.org.

Soil and Water Conservation Society

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Meetings are the one event in which the entire membership and nonmembers can participate. It is very important that meetings be well designed, planned, and executed. It is important that they further the conservation goals of the chapter as well as provide stimulation, knowledge, and enjoyment for members, potential members, and nonmembers.

The information in this guide can help you make a good meeting a great one – one that adds useful information and adds active members and support to your chapter or any organizational society.

Many of the techniques and suggestions also would apply to a regional or international meeting that you may host or assist.

The KEYS to a successful meeting are:

- ◆ Planning ahead
- ◆ Covering all the details
- ◆ Getting all agreements or promises in writing
- ◆ Choosing a timely theme or issue toward which your meeting and members can contribute
- ◆ Communicating well and in a timely way with members, guests, and the media
- ◆ Analyze the meeting afterward so your group can have an even better meeting in the future

This guide also includes references that can help you plan a smooth running meeting.

CONDUCTING SUCCESSFUL MEETINGS

Chapter Leader Guide #1
Soil & Water Conservation Society



PLANNING A MEETING

In their first thoughts about the upcoming program year, group leaders should consider the need for planning early for major meetings. Some of the decisions that must be made months ahead of the meeting are: meeting place, meeting frequency, the type of meeting, and the style of the program, and topics to be presented.

How often to hold meetings and whether to hold them in daytime or evening will be governed not only by the groups' preferences, but also by practical considerations of time and distances involved. Few members will travel more than 75 miles for an evening meeting. If a member must travel more than 100 miles to a meeting, the decision to attend will probably be based on his or her ability to take a full day or stay overnight. Where distances are short, frequent meetings can be held in the evening or at noon hour. Where a student chapter is nearby, joint meetings can be held at a time convenient to the school year. Where distances are great, or when the group elects to meet infrequently for other reasons, more time should be allotted for each meeting. Advance planning is important for all these meetings.

Dividing the Work: Once a general chairman is selected to plan the meeting, this person can begin delegating responsibilities to other members. It is extremely difficult for one person to run a successful meeting; troubleshooting one set of details may cause other needed actions to stop. So arrange for help from the start with assigned responsibilities. The following checklist of roles may help:

Chairman	Tours	Media Relations	Entertainment
Programming	Special Events	Registration	Hospitality Host
Local Arrangements	Audio Visual	Travel	Supplies
Funding / Sponsors	Moderator	Food & Beverage	Post-evaluation

TIMETABLE

An important factor in planning for a meeting is to prepare a timetable or schedule to follow. The number of decisions and details will vary depending on whether the meeting is for a few hours or one or more days. Reference A - Master Timetable can help plan starting one year prior to the meeting through one week following the meeting.

MARKETING THE MEETING

Marketing the meeting has several purposes

1. To notify who is eligible to attend
2. To promote interest in the meeting or topic
3. To increase attendance
4. To increase the public's knowledge of the organization and its mission
5. To increase membership

Marketing is a function of distributing information to the target audience about who, what, when, where, why and how to register.

CONDUCTING SUCCESSFUL MEETINGS

Chapter Leader Guide #1
Soil & Water Conservation Society



CHOOSING A MEETING SITE

SITE SELECTION

Selecting a meeting site will usually involve an inspection trip to potential hotels or convention centers to obtain basic information. You may also get some valuable help from the local Chamber of Commerce or Convention and Visitor's Bureau. Reference B - Meeting Site Selection Checklist is a convenient checklist for site selection.

When visiting a meeting site, having the following information will speed the evaluation process:

- ◆ Meeting dates
- ◆ Estimated attendance
- ◆ Number of sleeping rooms required
- ◆ Meal functions
- ◆ Meeting room requirement
- ◆ Equipment needed
- ◆ Poster or exhibit space
- ◆ Internet access

This information will enable your contact at the hotel to tell you whether the facility can handle your meeting. The following items should be discussed with the meeting facility contact person:

Sleeping Room Rates: If you are planning to use a sizable number of sleeping rooms, negotiate for a "convention room rate," which is considerably less than the rack rate.

Complimentary Rooms: Several hotels will offer complimentary rooms for a certain number of sleeping rooms used. One complimentary room for 50 rooms is common. These rooms may serve as private meeting facilities or hospitality rooms

Meeting Room Rental: If many sleeping rooms are used, the hotel normally will not charge a rental fee for meeting rooms. But be sure to ask!

Cost of Meals: Ask for a list of suggested menus for dinner, luncheon, and breakfast functions you may be planning. If the prices are beyond your budget, menu changes usually can be negotiated with the Catering Department. The prices of meals quoted may not include gratuity or tax. Remember to ask! Also, be sure to discuss break refreshments. Some hotels will furnish only water for free. Coffee, other drinks and snacks usually cost extra. Most hotels will not let you bring in snacks and drinks from outside.

Additional Costs: Ask about costs that may be a surprise if not discussed and agreed on prior to the meeting. These might include:

- ◆ Microphones
- ◆ Meeting room setups
- ◆ Projection screens
- ◆ Hanging of banners or signs
- ◆ Electrical hookups for projectors, exhibits
- ◆ Internet access charges
- ◆ Parking
- ◆ Making copies or other last minute business
- ◆ Registration tables in foyers or lobbies
- ◆ Poster boards for displaying posters



Accommodations for people with disabilities

The Americans with Disabilities Act (ADA) has requirements for providing access for people with disabilities. The registration form should identify any special needs of attendees. Consider door widths and facility access for wheelchairs. Also elevators should be available for multi-floor facilities. Information about regulations is available from the ADA web site: <http://www.ada.gov>

CONDUCTING SUCCESSFUL MEETINGS

Chapter Leader Guide #1

Soil & Water Conservation Society



Audio-visual: If you plan to provide your own AV equipment, ask if a member will be allowed to operate the equipment and control the lights in the meeting room. Labor contracts may prohibit this.

Most Important: Once you select a site, obtain a **written** confirmation from the host facility on all the items agreed upon. Never “**assume**” that certain things will occur. This protects both the host and YOU.

WORKING WITH THE SELECTED HOTEL OR SITE

COMMUNICATION with the hotel prior to and during the meeting is extremely important. You will need to provide the meeting facility with detailed meeting room set-ups, choice of menus for scheduled meal functions and breaks, etc in advance. Details are one of the keys to a successful meeting and they must be handled before the meeting.



It is advisable to have **one person** (the meeting planner) be the liaison with the meeting facility. All requests, needs, changes, etc, should be handled by that one person and the hotel should know who that person is. Once a meeting facility starts to receive instructions from several persons, you have lost control of the meeting. It also can lead to miscommunication, mistakes and possibly added charges to correct the mistakes.

At least one or two months prior to the meeting, the hotel will need the meeting room set-up details. Reference C - Meeting Room Set-up and Reference D - Meeting Room Checklist may help.

You should schedule a meeting with the hotel staff the day before or the morning of the meeting to review the meeting arrangements in general and handle any last-minute details or changes that need attention. This enables you to become familiar with the hotel staff and indicates to them that you want to assure a smooth and successful meeting.

MEAL GUARANTEES:

One of the most difficult areas to master in meeting planning is determining an exact number that will attend a banquet, luncheon, or other scheduled meal function. The hotel will want to know the guaranteed number anywhere from 24 hours to 48 hours before the meal function. The figure that you guarantee is the number of meals that will be charged, plus any overage within a range (normally 5% to 10%) agreed upon in advance with the Catering Department. Be sure to ask what the penalty charge is for exceeding the overage range. Let them know that you plan to get them the most accurate figure possible, but you don't want to be surprised if the number goes over the expected amount (plus the overage). Don't feel obligated to have a meal function at the hotel. Many times it is more cost effective to arrange a banquet at a good restaurant. Remember that if the restaurant is not within walking distance you may need to arrange for transportation.

There are three clues as to what number to guarantee:

- 1) Advance meeting registration
- 2) Past experience on percentage of registrants attending the function
- 3) A crystal ball

SETTING UP FOR REGISTRATION

The meeting planner may have three more responsibilities:

- 1) determining the registration fee
- 2) assembling information for mailing to members and others
- 3) organizing the registration desk

CONDUCTING SUCCESSFUL MEETINGS

Chapter Leader Guide #1
Soil & Water Conservation Society



REGISTRATION FEE

The registration fee is normally an amount to cover basic costs of the meeting plus a profit, if desired. Scheduled meal functions, tours and proceedings also may be included in the fee but normally are listed separately. This gives registrants an opportunity to select the functions they can attend and gives the meeting planner a more accurate count for planning and guarantees. Costs included in a registration fee might include: name badges, printing of the meeting program, charges for AV equipment, room rental, set-up etc., coffee breaks, meeting promotion, speaker costs, and abstract and/or proceeding printing.

ASSEMBLING INFORMATION ABOUT THE MEETING

Another important factor in having a successful meeting is providing information to members and others about the meeting and promoting advance registration. A large advance registration gives a meeting planner a tremendous advantage in organizing for each scheduled event. This information should reach members well in advance of the meeting so there is adequate time to respond. You should plan on having this information in the hands of potential participants at least two to three months in advance, longer for larger meetings. Periodic reminders help too, perhaps with a different format or mix of information. Items that should be included are:

- Dates of the meeting
- Location
- Housing costs and reservation information
- Meeting registration form with costs
- Program details (speakers, topics, etc)
- Directions and a map of the meeting facility areas
- Description of tours, spouse and youth activities, etc.
- Deadlines for meeting and hotel registrations



REGISTRATION DESK

Organizing the registration desk during the meeting is a key factor. This is the first phase of the meeting that members and others will encounter. If registration is handled smoothly and efficiently, the participant will start off with a positive feeling.

Ideally, the name badges, tickets, programs, etc. will be prepared and packages for pre-registrants before the meeting. If available, have a laptop and portable printer at the registration desk so the nametags of those registering at the meeting are legible and professional.

The number of persons needed to run the registration desk will vary depending upon the number of registrants and the number of scheduled events on the registration form. But don't short-change this area! You also might get some help at registration as well as advance promotion from the Chamber of Commerce or Convention and Visitor's Bureau. Some Chamber of Commerce's and Convention and Visitor's Bureaus will do mail outs and supply printed name badges in addition to information materials and maps of their city.

DESIGNING THE PROGRAM

The program is the heart of successful meeting. Good programs will build attendance, which in turn encourage better programs, leading to an increasing spiral of successful meetings – and growth in active membership!

A program for meetings should allow for society business, technical subjects, and informal exchange of ideas among members and guests and social enjoyment. All of those may not be possible at a single meeting but all should be given proper emphasis during the year.

CONDUCTING SUCCESSFUL MEETINGS

Chapter Leader Guide #1
Soil & Water Conservation Society



SOCIETY BUSINESS

As part of meetings this should not be overdone. Certainly, if an organization is to operate, the business of the group must be carried out. Yet, the Executive Council can handle most routine business before hand and then report to the membership only overall accomplishments or problems that affect the entire membership. One item of business that should not be overlooked is awards to members or nonmembers for contributions to resource conservation or service to the Society.

TECHNICAL THEME

Many groups choose a theme for their meeting or for a series of meetings. Broad subject matter relating to soil and water conservation has high appeal. Controversial subject matter keeps interest high and when handled objectively, can be an asset to meetings. Variety is the spice of life, therefore, don't let the program become routine. Themes can address current or arising natural resource concerns identified on a state, region, national or international level.

SCHEDULE OF EVENTS

Try to maintain a reasonably flexible schedule at the meeting. Allow ample time for members and potential members to meet one another, get aquatinted and discuss subjects of mutual interest. For many members, these personal contacts are most important, as is the fellowship with members' families. Some groups hold a successful banquet/social meeting with a technical speaker. Others have combined field tours with outdoor social activities. Tours of conservation practices are most common. All tours should have some highlight: a model farm, an agricultural experiment station, an agricultural equipment plant, a food processing plant, a large or unusual structure, or an example of an area-wide conservation effort.

WORKING WITH SPEAKERS

The most obvious part of most meetings is the speaker(s). If subjects of broad significance are chosen, speakers are needed who have broad background and experience. However, members who have detailed technical knowledge on a specific subject should not be overlooked. Members and others should be encouraged to present interesting phases of their work to the group and sometimes to submit papers for publication in meeting proceedings or web pages. Reports of practical accomplishments on the land can hold great interest and give desirable publicity to good techniques. Invited speakers may require reimbursement for travel costs and honoraria. Don't forget to plan for these costs if they are necessary. Reference E Working with Speakers gives helpful hints on assuring successful and satisfied speakers and calmer Program Committee Chairs.



MEETING FORMAT

Meetings can involve a variety of formats. Options include meetings with a single program or meetings with a combination of plenary and concurrent sessions. You should select a meeting that accomplishes your meeting objectives. You may want to vary the approach in order to widen the base of interested people, produce more ideas or understanding, or simply provide a change of pace.

Broad topics can be divided into subtopics and assigned to a number of people to form one or more panels. This technique not only covers the topics but also serves to increase membership interest and participation. This is particularly useful if the speakers on the panel have a chance to respond to each other's presentations as well as to field questions from the audience.

If there are a number of topics or panels to be covered, you may want to use a format of concurrent or "track" sessions. Its disadvantage is that not everyone can participate in every session. Yet many topics can be covered and those attending can pick and choose what interests them.

CONDUCTING SUCCESSFUL MEETINGS

Chapter Leader Guide #1

Soil & Water Conservation Society



A GOOD MODERATOR IS VITAL

In many styles or formats of meetings, the role of the moderator, discussion facilitator, or master of ceremonies is extremely important. Few people are experts at this role. The suggestions in Reference F Moderating Meetings may help to assure a comfortable experience and facilitate sharing of ideas.

To increase participation and discussion in your meeting you may want to use part of it for a “working session” where the audience aids the moderator or “facilitator” in producing a brief list or summary of concerns, ideas, goals, etc. In some cases, discussion is aided by breaking into smaller groups.

There are many other styles or formats used for meetings. Probably no single kind will work best every time. Don't be afraid to experiment.

EVALUATING THE EFFECTIVENESS OF YOUR MEETING

After the meeting, review the meeting and program critically. There will undoubtedly be some problem areas that you would like to avoid the next time. Attendance may be unusually low or high. There may also be some things that worked extremely well that the next meeting planner would appreciate knowing. Prepare a written summary that can be used by the person or persons that will be planning the next meeting. Among the factors that you or a participant filling out an evaluation form might look at are:

- 1) The meeting location. Examine parking, handicapped access, convenience, cost, meeting room size, etc.
- 2) Was the time of year right? The time of day? Day of the week? Number of meetings? Remember that what worked well historically may be wrong a year from now. Make sure that your meetings are held truly at the convenience of your members and potential members.
- 3) Was the advance publicity correct and adequate? You need to let people know about the program and why it is worth their time.
- 4) Was the topic or format effective? Ask the members periodically what types of meeting and subject matter they might prefer.
- 5) Was there wide participation by members and others? If not, could it be that people perceive that the chapter is run by a small inner circle?

CONDUCTING SUCCESSFUL CHAPTER MEETINGS

Chapter Leader Guide
Soil & Water Conservation Society



Reference A MASTER TIMETABLE

ONE YEAR ACTIVITIES

- Set date
- Estimate time for program
- Select location
- Set objectives
- Develop theme
- Develop committees needed for planning & conducting meeting

NINE MONTH ACTIVITIES

- Negotiate facilities & services with Hotel
- Develop list of printing needs
- Set up schedule for "Promotion"
- Create list of pre-meeting assignments
- Consider program for spouses (if invited)
- List subjects to be covered at meeting
- Select speakers to participate & call for papers
- Create list of physical requirements
- Create checklist for each meeting segment
- Seek outside funding & support as needed

SIX MONTH ACTIVITIES

- Start advertising the meeting
- Invite local dignitaries, board members, VIPs
- Negotiate with speakers
- Reach understanding on types of speeches & length
- Identify audio-visual equipment for speakers
- Order buses or other special transportation, special events
- Confirm menus, coffee break times, and receptions
- Invite participants
- Brief your committees on responsibilities & progress

ONE MONTH OUT ACTIVITIES

- Reproduce materials for distribution
- Make or order final visuals
- Arrange for photographer
- Set timetable for ground transportation
- Order necessary signs
- Alert news media
- Arrange for recording or coverage of sessions
- Arrange for reproduction of papers / forms @ site
- Reminder notice to participants

TWO WEEKS OUT ACTIVITIES

- Assemble materials for meeting
- Submit final VIP list to hotel with instructions for special handling
- Confirm meeting details with suppliers / exhibitors
- Contact individuals on program to confirm details
- Submit detailed list of materials & supplies required of hotel

- Establish deadlines for completion of all hotel and supplier services
- Confirm all agreements in writing – speakers, suppliers, etc
- Confirm all assignments in writing

ONE WEEK OUT ACTIVITIES

- Prepare name badges
- Reconfirm date & time for speakers
- Invite speakers to major functions
- Prepare press releases

TWO DAYS OUT ACTIVITIES

- Review plans with hotel department heads
- Check on delivery of rented audio-visual equipment
- Place all materials and equipment in secure storage
- Remind news media of meeting

ONE DAY PRIOR

- Reconfirm plans for registration desk
- Check weather for possible effect on arrivals
- Check operation of all AV equipment
- Check handout materials
- Arrange to meet speakers & guests
- Meet with hotel manager to coordinate plans
- Brief committees on responsibilities
- Reconfirm meal guarantees
- Reconfirm coffee breaks & menus
- Reconfirm hospitality room arrangements

MEETING DAY

- Check room set-up, light switches, ventilation controls, AV controls
- Check audio-video equipment, sound system
- Check registration desk & supplies
- Check signage for meeting
- Check press room supplies
- Meet all speakers
- Greet photographer and review needed publicity shots

DURING MEETING

- Note audience response to content, format, location
- Keep attendance at meal functions
- Check all bills and record on budget sheet

POST MEETING within 3 days after meeting

- Hold critique of meeting, location, topics, etc.
- Check all charges
- Return all borrowed – rented equipment
- Thank you notes to all participants, committees, etc.
- Record all Do's & Don'ts for next planning committee

CONDUCTING SUCCESSFUL CHAPTER MEETINGS

Chapter Leader Guide
Soil & Water Conservation Society



Reference B MEETING SITE SELECTION CHECKLIST

Name of Facility _____

Address: _____

City _____ State _____ Zip _____

Website: _____

Name of Sales Manager _____

Phone _____

Name of Banquet Manager _____ Phone _____

Other contacts _____ Phone _____

_____ Phone _____

(obtain business cards if available and give them your business card)

Reference of past groups using facility

_____ Ability to accommodate anticipated group size, group functions, parking, exhibit space

_____ Ability to accommodate sound – audio visual – Internet connections

_____ Fully accessible to handicapped (including restroom facilities)

_____ Reasonably accessible to travelers outside the city

_____ Reasonably accessible to travelers inside city

_____ All known construction (outside & inside) to occur @ meeting time

_____ Meeting room capacity

_____ Available for time period desired

_____ Sleeping rooms & facility cost rates within budget

_____ Relations with unions

_____ Banquet facilities – services available

_____ Refreshments for breaks

_____ Other -

_____ Other -

CONDUCTING SUCCESSFUL CHAPTER MEETINGS

Chapter Leader Guide
Soil & Water Conservation Society



Reference C MEETING ROOM SET-UP (copy provided to meeting site coordinator)

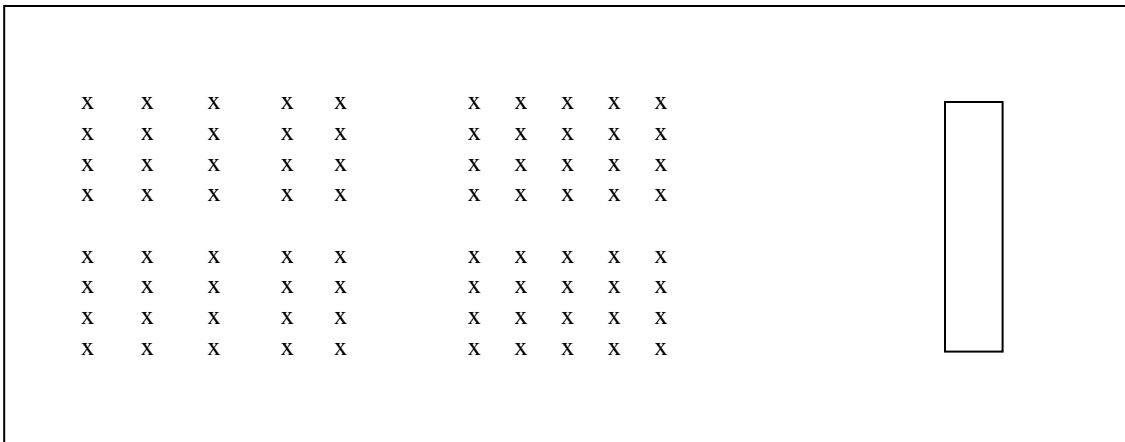
FUNCTION # _____

Meeting Dates _____ Beginning Time _____

MEETING ROOM NAME _____

INSTRUCTIONS TO SET-UP CREW
(podium, # chairs, tables, head table)

Example: **Room Floor Plan.** Select a style that best meets the meetings objectives. See styles on next page.





Reference C
MEETING ROOM SET-UP OPTIONS
(continued)

THEATRE *(large meetings; no tables; chairs in a row facing front)*

The arrangement of choice if you are featuring several speakers, a performance, or elaborate audio-visuals. The arrangement, however, may be crowded and the chance of getting participation from attendees is less. Those sitting in the back of the room may have difficulty hearing questions asked by those in the front. **DO NOT CROWD** attendees when setting up chairs. Plan six inches between chairs and two to three feet between rows. If you plan to use audio-visuals, make sure ceiling is high enough.

CLASSROOM *(large meetings; rows of tables with chairs behind facing front)*

A good arrangement if there will be several speakers or extensive note taking. **NOTE:** people at the back of the room may have difficulty hearing questions from those in the front of the room. A lot of room is needed due to the number of tables and the space between attendees. Provide three feet between participants and three feet between rows.

CONFERENCE STYLE *(best for meetings of less than 30 people; Four or more tables are arranged in a square or rectangle; participants can sit on three sides of the setup and focus on the speaker on the fourth or sit on all sides)*

It is important that all participants can see each other and that everyone have ample space.

BANQUET *(round tables seating 6 to 10 people)*

This arrangement encourages interaction among participants; very good setup for training sessions or meals

U – SHAPE *(functional for meetings with less than 30 people; four or more tables arranged in a U-shape; everyone sits outside of the U with leader seated at midpoint)*

Optimal arrangement for training sessions and speaker presentations. Configuration provides openness and participation. All seats have a good view.

CONDUCTING SUCCESSFUL CHAPTER MEETINGS

Chapter Leader Guide
Soil & Water Conservation Society



Reference D MEETING ROOM CHECKLIST

Use this listing of items needed in the meeting room before the meeting is scheduled to begin. Allow enough time to correct any mistakes or omissions.

Item	Supplied by	
	Hotel	You
Pencils	_____	_____
Notepads	_____	_____
Drinking water (audience)	_____	_____
Drinking water (speakers)	_____	_____
Glasses (audience)	_____	_____
Glasses (speaker)	_____	_____
Lectern (with working light)	_____	_____
Gavel	_____	_____
Laser pointer	_____	_____
Chart pad	_____	_____
Easel	_____	_____
Podium riser	_____	_____
Mike and speakers	_____	_____
Slide Projector	_____	_____
Laptop projector	_____	_____
Overhead projector	_____	_____
Printed program	_____	_____
Badges or name cards	_____	_____
Lobby bulletin board	_____	_____
Room identification signs	_____	_____
Directional signs	_____	_____
Lighting equipment	_____	_____
Decorations	_____	_____
Photographer	_____	_____
Flowers or plants	_____	_____
Banners or Flags	_____	_____
News media arrangements	_____	_____
Tape recorder	_____	_____

CONDUCTING SUCCESSFUL CHAPTER MEETINGS

Chapter Leader Guide
Soil & Water Conservation Society



Reference E WORKING WITH SPEAKERS

- Have you decided upon meeting topics?
- What type speakers will you consider – informative, humorous, and inspirational?
- Will you need speakers, seminar leaders, or both?
- Do you want a free speaker or a fee speaker?
- Will you frame your invitation early to include:
 - Reason for the invitation
 - Subject of the speech and type
 - Purpose of the meeting and theme
 - Program or meeting agenda
 - Audience size
 - Composition of audience – age, educational level, sex
 - Topic and time allotted to individual speakers. Question and answer or discussion period to follow
 - Site of the meeting
 - Discussion of honorarium and expenses you will cover
- Will you be able to meet with speakers personally?
- Are tapes or copies of speeches or presentations available?
- If accepted, will you follow up immediately, confirming date, place, time?
- Request copy of speech be sent to you two weeks before your meeting.
- Determine special equipment, if any, required by speakers?
- Obtain biography and photograph
- Discover whether spouse will accompany speaker
- Schedule rehearsals for coaching, if necessary
- Informed of any last-minute changes which affect presentations
- Audio-visuals, if any, set up and checked out.
- Are you or the speaker supplying computer for power point presentations?
- Is speaker's backdrop checked for distractions – mirrors, lights, etc.?
- Is stage to be cleared of any other speaker?
- Are dishes and clatter to be stilled during dinner speech?
- Will you take measures to fill rows down front?
- Is there a timepiece of some sort visible to the speaker?
- Are water and a glass easily available?
- Will all slides, computers, charts, and visual be set up before your meeting?
- Will you furnish a stage assistant if necessary?
- Will someone handle lights on cue?
- If there is a "Speakers Table" does everyone know where to sit?
- Do you have correct names, titles, biographical material for introductions?
- Have you cleared your introductions with the speakers involved?
- Will you stick to the introductions agreed upon, no more, no less?
- Is each introduction 30 seconds or less?
- Have speakers been introduced to other participants?
- Will someone check for speaker's needs before the meeting?

CONDUCTING SUCCESSFUL CHAPTER MEETINGS

Chapter Leader Guide
Soil & Water Conservation Society



Reference E WORKING WITH SPEAKERS (continued)

- Have speakers been invited to pre-meeting activities?
- If find out your speaker is known for poor presentations, have you considered these alternatives?
 - Interview by “reporter”
 - Panel discussion headed by your speaker
 - Question and answer sessions
 - Videotaped speech instead of live
- Will you clear publicity releases with speakers?
- Get permission in advance to tape outside speakers
- Determine special audio-visual needs or props
- Does speaker know names and professional details on other speakers?
- Will speaker get badge and meeting kit on arrival?
- Will spouse be entertained, transported, fed while speaker is working?
- Rehearsal time allotted and confirmed?
- Have local dignitaries been invited?
- Have you provided each of them with tickets for all scheduled events?
- Has local transportation been provided, if necessary?
- Have you considered an informal “Welcoming Committee” to await guest?
- Will you remind the speaker tactfully of time limits?
- Arrangements to get questions answered after the speech, if they lag.
- Consider planting questions in the audience in advance?
- Will you keep the meeting and discussion within agreed time limits?
- Appoint someone to lead the applause and thanks when the speech is finished
- Someone needed to escort the speaker from the room or the airport
- Write him/her a letter of appreciation
- Will you send copies of any newspaper clippings to the speaker?
- If there are comments from members, will you pass them on?
- Is a formal evaluation of the speech planned?
- Have you noted any special problems encountered for the next meeting?
- Is there an “emergency” speaker or program ready if needed?
- Does he/she understand everyone else’s role at the particular session?



REFERENCE F MODERATING MEETINGS/WORKSHOPS

GOOD MODERATORS will....

1. Be totally familiar with the program and the material to be covered
2. Follow the program
3. Arrive @ the meeting room well in advance of starting time to ensure set-up is complete
4. Make sure the lighting is adequate
5. Check all audio-visual equipment for proper function
6. Check room temperature
7. Check water and glasses at speakers table
8. Meet with speakers before hand to give and receive special instructions
9. Have and review speaker biography
10. START MEETING ON TIME
11. Welcome the audience, introduce self, state title of presentation or workshop, note location of restrooms, and ask that CELL PHONES be turned off or to silent ring mode. Be sure to speak loudly and clearly.
12. KEEP ALL SPEAKERS TO ALLOTTED TIME
13. Advise speaker to speak louder if necessary or adjust AV equipment
14. Adjust lighting accordingly
15. Encourage audience participation, if appropriate. Repeat question if other audience members did not or could not hear the original question
16. Keep panel discussions on topic
17. End the meeting on time
18. Make sure all notes, equipment, and personal belongings leave the room in your care or the owners.