

# Make the Most of your Next Event

As THE professional association for conservationists, SWCS offers professional conservation services to its members, chapters, and partners.

By assisting other conservation organizations in the planning and execution of events that benefit conservation professionals around the nation, the Society and its partners can expand their conservation reach, communicate messages further and bring attendees a high quality experience that will ripple impacts through the conservation community.

SWCS has been hosting high-quality educational events for conservation professionals to achieve excellence for the past 75 years. These events connect conservation professionals around the nation who work in various capacities to protect natural resources. The first meeting of the Soil Conservation Society of America held in Chicago in 1946 was featured in The New York Times.

SWCS can tap into their grassroots network of members and chapters to connect locally. These local chapters hinge around conducting and partnering to conduct events. This provides an opportunity for a local connection when identifying, planning and executing events.

See the next page for details on services offered. Contact Courtney Allen, SWCS Event and Professional Development Director, at [courtney.allen@swcs.org](mailto:courtney.allen@swcs.org) to discuss ways SWCS can provide services to plan and administer your next event!

# Event Planning Services

## Pre Event/Ongoing

- Participate in planning calls, assist in identifying content and speakers
- Coordinate logistic calls
- Facility and hotel or virtual event platform scoping and identification
- Facility and hotel or virtual event platform communications
- Provision of a template budget
- Creation of sponsorship and exhibitor materials, assist in identifying potential sponsors
- Coordination of tour logistics
- Serve as main contact and/or provide template emails for sponsors, speakers, moderators, tour leaders, and attendees, coordinate their involvement
- Assist with website content
- Create save the date
- Create registration form
- Collect and make payments
- Create agenda/program
- Create signage
- Design and develop communication material
- Promote event

## On Site/During Event

- Facility and hotel or virtual event platform communications
- On site setup and teardown
- Run registration
- Ensure logistics run smoothly

## Post Meeting

- Facility and hotel or virtual event platform communications
- Assistance with survey development, distribution, result compilation and sharing
- Compile and share post meeting items

## Bring the Fun!

Conservation professionals work hard. Your meeting is an opportunity to bring attendee enjoyment, demonstrate fun engagement models and create an unforgettable experience! SWCS will coordinate and bring a fun component of the planning groups choosing to the social event. Examples include conservation trivia, a water bar, photo booth, art exhibit, etc.



LMN Event in 2019 with planning services from SWCS