

**INSTITUTE OF TRANSPORTATION
ENGINEERS
DISTRICT 1**

October 2003

**PROCEDURE
For
PLANNING and MANAGING
DISTRICT ANNUAL MEETINGS**

District 1 first developed draft guidelines on August 1, 1990. This complete update has been based on the Canadian ITE's guidelines and augmented by District 6, and the Southern District of ITE. This publication is a compilation of these examples and based on previous experience in District 1.

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This document was prepared by Mr. Terrence J. Rice and Paula F. Benway with consultation from representatives of the Executive Committee and the Metropolitan Section of NY/NJ – Mike Salatti, Lynn LaMunyon, Andrew Saracena and Michael O’Rourke.

The District 1 Executive Board passed a resolution of approval of this document at the May 7, 2003 Board Meeting. ITE District 1 Executive Committee members are:

Chairperson	Mark J. Kulewicz
Vice Chairperson	Paula F. Benway
Secretary/Treasurer	Rodney C. Emery
Past Chairperson	Kim E. Hazarvartian
International Director	Richard R. Zabinski
District Administrator	Alan T. Gonseth

INTRODUCTION

The major event of District 1 is its Annual Meeting. The meeting is held on an annual basis and has been held at various locations throughout the northeast. Over this period, a considerable body of knowledge has evolved on how to plan and conduct these meetings. Unfortunately, the collective wisdom gained from previous meetings and the specific Board policies have not been brought together in a single document. As a result, meeting organizers are at a disadvantage since they are not able to benefit from the previous experiences; this can lead to inefficiencies, and enhance the opportunities for errors and omissions. This document is intended to formalize the major issues related to Annual Meeting organization and conduct, and to discuss some of the less obvious procedures and pitfalls.

As can be seen in *Appendix A*, the meeting locations are rotated to provide an opportunity for as many members as possible to attend. District 1 has adopted an informal conference rotation process that alternates between the three Sections.

It is a complex matter for a District 1 Section or Chapter to organize and host a meeting that can involve a time frame of 1 to 2 years, a group of 10 to 20 committee members, 150 to 300 registrants and a budget approaching \$40,000. The District has been extremely fortunate over the years to have volunteers willing to undertake this important task on behalf of the District and its members. The excellent attendance, the quality technical programs, the favorable comments from attendees, and the popular social programs reflect their success.

The prime focus of the event is the *exchange of technical information* through the presentation of papers and roundtable discussions. The conference also provides an opportunity for the District Board to get together for the formal meetings of the District and for the social interaction of the delegates. For the local arrangements committee, an annual conference can provide a rewarding and cohesive force that will reinforce the value and purpose of the host ITE Section/Chapter.

The District Executive Committee, especially its Chairperson, has certain responsibilities associated with the Annual Meeting. In an effort to provide both continuity and coordination, the Chairperson is designated as the District Liaison with the Local Arrangements Committee (LAC). However, the principal responsibility of the Conference rests with the LAC. It is the intent of the District Executive Committee to grant considerable autonomy to the LAC subject to the constraints and policies discussed in this document. The Executive Committee recognizes the opportunity for innovation in the planning and presentation of District Annual meetings; however, operations that differ significantly from past practice must be brought before the Executive Committee for review and approval.

In order to encourage Annual Meetings of the highest possible quality, to maintain compliance with International ITE requirements and to promote an appropriate level of Annual Meeting consistency, the Exec. Committee has adopted the following guidelines. To accommodate the aforementioned opportunity for innovation by a LAC, the Executive Committee may consider requests for deviations from these policies on a case-by-case basis. The LAC should describe such exception in the initial offer to host the meeting, or as early as possible in the planning process.

1.0 PRELIMINARY PHASE

1.1 Decision Stage

At this stage, the initial step is the consideration of whether the local Section/Chapter would be prepared to consider hosting a conference.

1.2 Establishment of a Core Group

Once a decision has been made to prepare a proposal for submission to the District Executive Committee, a core group is established. This group will likely form the executive of the LAC. This committee should be formed a minimum of 1.5 years before the scheduled date of that committee's District meeting. Therefore, it is important that the group be composed of persons with:

- Commitment;
- Time;
- Managerial skills;
- The ability to coordinate with outside agencies; and
- The ability to obtain resources from organizations within the Section/Chapter.

A potential conference chairperson should be selected at this time. The chairperson will manage the submission of the proposal to District Executive Committee for approval.

1.3 Preparation of the Proposal

The formal proposal is the key-planning element for the entire event – a strong effort in this area will provide benefits for all during the planning and implementation stages of the conference. The proposal will require the following elements:

1.3.1 Tentative Dates

The District Annual Meeting shall be at least two months prior to the ITE Annual Meeting and preferably during the month of May. Summer conferences are generally avoided unless the location is a major summer vacation destination. The exact dates shall be determined by the LAC. The meeting shall be held on a Monday, Tuesday, Wednesday or Wednesday, Thursday, Friday combination to allow members the option of weekend travel or extended stay. Before recommending a specific date for the District Annual Meeting, the LAC should attempt to minimize conflicts with other professional meetings such as IMSA, AASHTO, NSPE, ASCE, NYSATE, and others.

1.3.2 Space Reservation

Hotel and meeting space for the tentative dates must be confirmed in writing. During initial booking of space, be sure to consider that hotels generally provide complimentary sleeping rooms or meeting space dependent upon the number of sleeping rooms rented. Approximate rooms rates should be included. Ideally, the hotel and conference space should be a combined facility.

1.3.3 Budget Preparation

A budget is required, and should include estimates of all expenses and revenues. Registration costs are prepared on an all-inclusive basis. Past conference experiences can act as a guide with respect to registration fees. In setting fees and determining

costs of the meeting, the LAC shall minimize the fees charged without operating at a deficit. With ITE meetings being established throughout the United States and the world, there is a greater need to make the meeting attractive from both a technical and financial point of view for the entire District membership, particularly the younger transportation professionals. It is useful to plan a budget based on a range of possible attendance levels.

1.3.4 Local Support

It is desirable to solicit local promotional support for the conference from local governments, conference centers and tourist associations at this time. As conference planning proceeds, there will be a need to obtain keynote speakers, staff resources, promotional materials, and contributions.

1.3.5 Timing

At the District Executive Committee meeting approximately 16 months in advance of the proposed meeting, the LAC Chairperson will present some proposed sites and preliminary budget numbers to the Committee for their concurrence for presentation to the full Board. At the District meeting one year in advance of the proposed meeting, the LAC Chairperson will present the proposal to receive input and approval from the District Board. The approval of District conferences is one year in advance of the conference at an Annual Board Meeting, but this may be extended if required (e.g. combined meeting with other District's or with the International ITE Annual meeting). While not required, alternate sites considered by the Committee and reasons for not recommending them should also be presented to the District Executive Committee.

1.3.6 Advance Money

Please note that the District provides advance money (up to \$3,500) to the Section/Chapter to assist in bridging the gap between organizational costs (e.g. hotel deposit) and income from registrations. The District expects to receive the advance money back once the books are closed on the meeting. The District Board does not expect the meeting to generate a surplus, however if there is a surplus, then the surplus goes to the District. If a deficit occurs, then the Board will make a determination how to allocate the loss. Approval of both the Preliminary Budget and receipt of a written request for the advance money by the District Executive Committee is required prior to the release of the advance money. For any advance dollars for the facility, the ITE International Executive Director should be consulted to review and approve the contract with the facility before the District will advance any dollars.

The advance is usually approved and disbursed at the May Executive Board Meeting one year prior to the conference. This should be kept in mind in making commitments with hotels.

1.3.7 Joint Conferences

There have been a number of conferences that have been hosted jointly with neighboring Districts, (e.g. District 7) or with other associations (e.g. APWA, APA, ASCE). The planning effort is greater but the rewards of an expanded conference can also be greater. Longer lead times are recommended because committees become larger and more approvals are required. Any proposed joint arrangements with another

organization should be included in the proposal so that the District Executive Committee can review the merits of the proposed arrangement. As well, any proposed joint arrangement would require approval by the District Executive Committee.

2.0 ORGANIZATION PHASE

After approval of the proposal by the District Executive Committee, the selection of a chairman and the formation of committees, the work of organizing the conference begins. Throughout this stage, refined budgets are required for each District Executive meeting. A member of the District Executive Committee (Chairperson) is appointed to liaison with the LAC. The LAC has regular meetings, usually scheduled after working hours. Minutes of the meetings should be sent to the District Chairperson in addition to the other LAC members. Previous Annual Meetings have successfully used a variety of structures for their Local Arrangements Committees, so it is not possible to specify a perfect committee organization. The best structure will depend on several factors including the number of individuals who are willing and able to participate in the planning and presentation of the meeting. The subcommittees listed below are a representative list. Each LAC may combine analogous subcommittees depending on the number of people on the LAC.

2.1 Chairperson

The chairperson's role is to coordinate the overall committee structure, prepare agendas for regular meetings, liaison with the District Executive representative and provide leadership.

A chairperson heads each committee. The Conference Chairperson is encouraged to contact past LAC chairpersons for advice and guidance. The local Section Officials should appoint the LAC Chairperson at least 18 months before the District Annual Meeting for which he/she is to be responsible. The Chairperson shall identify the general location for the annual meeting and shall report this to the District Executive Committee at their regularly scheduled meeting in January approximately 16 months prior to the meeting for which the Chairperson is responsible. Final site / venue approval by the District Board occurs at the District Annual Meeting held 1 year prior to the planned meeting.



The General Chairperson is responsible for establishing the appropriate committee structure and the selection of committee chairpersons. In making these decisions, the General Chairperson must obviously recognize the constraints of the Section size. Large and small Sections can successfully host an Annual Meeting; the key is the selection of dedicated individuals to serve as committee chairpersons. These chairpersons must understand their responsibilities and be willing and able to devote the appropriate level of effort to accomplish these tasks in a timely and thorough manner.

The General Chairperson, in conjunction with the committee chairpersons, must define the tasks that need to be accomplished, and distribute these tasks among the various committees. Since different committee structures may be employed, the responsibilities of committees and their members can vary from meeting to meeting.

2.2 Publicity Committee

The publicity committee is responsible for advertising the event in order to encourage participation at the conference, and usually has to start preparations for the



conference earlier than other committees. The committee should consider the following issues:

2.2.1 Promotional Brochures

Preparation of this material includes the logo, graphic design, letterhead, and sufficient descriptive material to portray the conference in an attractive manner to prospective delegates. Up to two separate advanced announcements of the District Annual Meeting should be considered. The first shall be a general announcement with site and dates of the meeting, general information on the technical program and other appropriate information. This is generally low-cost mailing, perhaps consisting of a postcard informing members of the date and venue, as well as some key highlights. The purpose is to generate interest, have members consider reserving the date and gives those members in municipal agencies additional lead-time to make their requests that they generally need for approvals. This notice should go out about 75 days in advance of the meeting. This however may be replaced with announcements in newsletters and websites (if the section is confident that the email addresses are fairly complete and accurate). At least 45 days prior to the meeting, the District membership shall receive a detailed announcement listing the complete technical program including speakers. The second announcement, which is the Program Registration Package, shall contain detailed program, lodging and travel information, as well as list costs. Room reservations should be made directly with the hotel and not through the LAC.

The registration package for the meeting should be sent to the District membership via first class mail. An example registration package and forms is provided in **Appendix C**. Consideration should be given to adequate advance mailing to accommodate all individuals that require travel approval at their agency, while still permitting them to qualify for a discounted early registration fee.

2.2.2 Conference Website Set-Up

Conference websites have been set up to help advertise the conference and to provide a forum for disseminating the latest information (e.g. latest update of the technical program). Although still considered an optional item, its usefulness as a publicity tool has been clearly demonstrated on numerous occasions. At a minimum, conference information can be posted in Section and Chapter web sites.

2.2.3 Mail-Outs

The Institute membership mailing list is available from ITE headquarters free of charge for ITE activities. Please contact ITE headquarters for more information. Typically, a conference mail-out is to District 1 members and sometimes to neighboring Canadian ITE sections and/or districts. Additional copies of the mail outs should be provided to each Section, Chapter and Student Chapter. Additional copies have been distributed to other Local transportation officials that may not be members.

2.2.4 Advertising in Journals

Notices are usually included in ITE newsletters and journals at no cost (e.g. ITE Journal, Interchange, TransTalk and The Chronicle). At least nine months in advance the LAC shall request that an announcement of the meeting be listed in the ITE Journal. At least

six months in advance, the Section newsletter Editors shall be requested to include information on the meeting in the respective newsletters. Section websites can also be used extensively for promotion.

2.2.5 Registration Package

This committee obtains materials for the registration package including local transportation information, tourist information, pins, or other gifts. It has been the practice to provide a token gift for all delegates attending the conference. In addition, a token gift should be provided to all speakers and moderators of each technical session and tour. The registration fee should cover costs of the gifts.

2.3 Registration Committee

This committee is responsible for securing advance information on potential registrants, developing registration forms, keeping an accurate record of registrations, issuing confirmation, issuing receipts, and staffing the registration desk as described in the following:



2.3.1 Registration Form

This form is a formal financial document used for billing and receipt purposes and will reflect differential registration costs depending upon membership status and date sent (see **Appendix D** for samples). Please ensure that:

- The entity to whom the checks are payable to is included on the registration form (e.g. 2001 District 1 Conference).

The following registration fee classes should be offered to potential registrants:

- ITE Member;
- ITE affiliate Public Agency member; and
- Non-ITE member.

Early registration is encouraged to help the estimation of the various variable budget items, help with cash flow and avoid last minute chaos due to a flurry of registrations. A late registration penalty fee should be applied to late registrations. Budgets should be prepared assuming registration is timely. Fees collected due to late registration will go to cover unexpected miscellaneous fees, which will undoubtedly occur. Confirmation and receipts are issued to all registrants. Excel spreadsheets have been developed that can help with the registration process. Contact the previous years meeting LAC to obtain a copy of the spreadsheet.

2.3.2 Registration Desk

The registration desk is the focal point during the early stages of the conference, which requires a well-prepared and well-managed group to deal with congestion. Although pre-registration helps, this location is the place where every delegate and guest receives individual attention.

2.3.3 Complimentary Registration

At each District Conference, the following dignitaries shall receive complimentary registrations:

- The ITE International President or his/her designate;
- The ITE International Vice Presidential candidates (usually 2); and
- Attending Honorary Members of ITE.

The above complimentary services are to be provided by the LAC and incorporated into the overall conference budget.

2.4 Technical Committee

This committee is responsible for the technical program component of the conference, which is the primary purpose of the conference. Those responsibilities include the following activities:



2.4.1 Organization of Technical Sessions

Technical sessions should provide a flexible system to meet a variety of technical requirements. Papers/subjects of interest to the entire conference could be included in the keynote session (first morning). Parallel sessions are preferable, therefore for each half-day, up to four (4) sessions can usually be completed via two (2) concurrent tracks. Competing events such as field tours, hospitality suites, etc., are discouraged so as to increase attendance. Each session requires a moderator to chair the sessions, introduce the speakers and keep proceedings on schedule. An example typical conference schedule is provided in *Appendix B*.

Scheduling the number of technical sessions presented vary from year to year and venue to venue. The following is recommended on a typical Wednesday to Friday program.

- 4 Wednesday afternoon sessions, with 2 running concurrently.
- 4 Thursday morning sessions, with 2 running concurrently.
- The afternoon could be dedicated to organized Technical Tours and Social Functions. Many participants will seek “free” time during meetings, thereby foregoing attendance at Thursday afternoon sessions. Don’t fight the trend. Give the members free time with planned activities. This will maximize attendance at the morning technical sessions. It will also encourage higher participation at the evening’s banquet as the members got some of their leisure time “needs” out of their system and therefore, will be more amenable to attend the banquet.
- 2 concurrent sessions Friday morning. Experience has indicated that Friday mornings generally receives poor attendance at the technical sessions since many participants either pack early or opt to play golf that usually conflicts with sessions. Thus, scheduling 4 sessions with 2 running concurrent will generally exhibit low attendance. It may even be advantageous to schedule one Friday morning that session that includes a very interesting topic possibly involving a roundtable discussion. It works well as all attendees who remain on Friday morning attend the one session, thus ensuring a good crowd.

Each LAC has to consider the pros and cons of how many sessions should be provided, especially on Friday. Friday is a difficult day as some travelers will be heading back early due to flight schedules. However, it is just as important that each

speaker at a Friday session gets a reasonable turn out. The soon to be required continuing education credits may assist to retain members at the full conference in the near future.

The Technical Committee chairperson should contact the District Technical Committee Chairperson for suggestions on potential technical topics. The technical program should be **completed** at least three months prior to the meeting. Participants on the technical program shall be committed at that time. Alternative speakers should also be considered in case of last minute no shows. The technical program shall consist of a series of panel discussions, workshops, or other technical presentations. There shall not be more than two full days of technical program including technical tours.

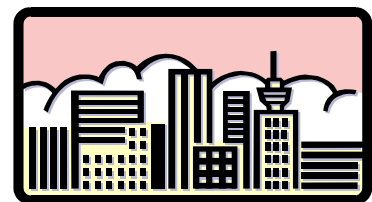
Technical session moderators should be identified once the sessions are formalized. District and Section officers provide one pool of potential moderators. Some LAC members will be quite busy during the meeting; they should probably not be used as moderators. It is suggested that as a way to get added help on this important committee, that moderators be solicited for each technical topic early on, about 6 – 8 months before the meeting. These moderators would then take “ownership” of the session and take a greater interest in the success of the session they are personally moderating. This leads to a better technical program and more support for the committee. Finally, it is important that the technical sessions not conflict with the District Annual General Meeting.

2.4.2 Technical Seminar or Short Course

Technical Seminars can be held (usually on a self-sustaining basis) in conjunction with the conference. This should be considered for inclusion immediately before or immediately after the conference to provide delegates with an additional opportunity for professional development while at the conference. The LAC may include an optional, one-day Professional Traffic Operations Engineer (PTOE) refresher course as part of the annual conference in lieu of a different technical seminar.

2.5 Facilities Committee

This committee is responsible for coordinating the space requirements for meetings, exhibits, and sleeping accommodation, as well as any food functions. This committee should also arrange any audio/visual requirements for the Technical sessions. Review of and signing the hotel the contract is a major responsibility of this committee. Please note that ITE headquarters must review the draft hotel contract. Please contact ITE Headquarters at (202) 289-0222 for more information.



2.5.1 Space Requirements

A committee of space is required prior to making a proposal to host a conference and, depending on the city, facilities may vary considerably. Since this is considered by the convention industry as a small conference, the entire meeting can (and ideally, should) be housed in one hotel. The basic requirements are as follows:

- Sleeping rooms for about 100 to 150 delegates.

- Function room for opening presentation with all delegates present.
- Meeting rooms for concurrent technical sessions (2-3).
- Committee rooms for groups of 15, 30, and 75.
- An area for a welcoming reception (on or off-site).
- Lunch facilities.
- A location for a prime social function with some unique characteristics of the area. This function need not be constrained to the convention hotel but usually involves travel to another location within the area.
- Supplier facilities sufficient to house 1-20 vendor booths -- 8'x10' or 10'x10'.

However, the LAC needs to balance the venue and specific hotel's available facilities verses cost for space. In many cases, less meeting space can be arranged or space can be used during non-technical session times, thus reducing the amount of committee space or rooms.

One should be aware that hotels usually supply complimentary facilities in relation to the number of sleeping rooms. The ratio is about one sleeping room per 30 reservations or this complimentary arrangement can be applied to meeting room space.

2.5.2 Complimentary Rooms

Complimentary rooms are to be dispensed at the discretion of the LAC. Consideration should be given to dignitaries that will be attending the conference such as ITE International President, Vice President Candidates or District Officers.

2.5.3 Food Function

Events that include a food component have a variable cost that can have a significant impact on the budget. Each event requires a separate estimate of attendance to properly predict the number of meals or the amount of food required. Although the cost of food is included in each registration, historically 100% attendance is not normally experienced at each food function. If meals are booked but not served, the conference still must pay for them. Hotels usually allow for at least 5% over and therefore as a maximum, book meals at the 95% level anticipated for that conference day. For major functions such as the Welcome Reception, Banquet and Annual Luncheon can better ascertain attendance by having registrants check off the functions they will attend on the Registration Forms.

When there are to be formal meal functions, the LAC shall also determine the need for seating arrangements at the formal meal functions including the head table. Do not forget to count guest speakers or ITE dignitaries that will be attending.

2.5.4 Annual Meeting and Awards Dinner

An annual business meeting of the District shall be held after the Annual Board of Directors meeting. It is suggested this meeting be held in conjunction with a luncheon during the second day. The business to be conducted at the annual meeting shall include: a report on District activities during the preceding year by the District Chairman; a reading of the minutes from the previous annual meeting of the

membership; presentations by International leaders; and campaign speeches by candidates for International Vice Presidents.

The Annual Awards Dinner shall be held during the evening of the second day. During this banquet the Distinguished Service Award and other District Awards shall be presented. A keynote speaker or entertainment shall follow the Dinner. No other District business shall be conducted during the Dinner. Technical presentations shall be avoided.

2.5.5 Exhibit Area

Consultants and vendors should be encouraged to participate in the Annual Meeting in a manner that will be mutually beneficial to these organizations and to the attendees. This activity has proved popular in previous conferences. The consultants and vendors using the exhibit area shall be responsible for all costs associated with the exhibit space, including all insurance and security costs, if any. Space is supplied to exhibitors at cost for the booth. The exhibitor cost will depend if a registration/meal costs are included or not. Exhibitor registrations may be priced at a lower level if they exclude food functions. In many instances the fees assigned to exhibitor space is used to help sponsor meeting functions. Generally, the subcommittee chair maybe an "Industry" representative in some Sections.

Of course the prime purpose of exhibiting is to increase awareness of the firms' products or services; therefore, incentive techniques are usually considered to facilitate this. The location is important – close to registration or technical session area is important. The inclusion of coffee breaks and morning continental breakfasts in the exhibit area has been used successfully. Another technique was the use of the stamped passport system whereby registrants received a stamp on a passport by attending a booth. Prizes were awarded to those who submitted completed passports via a draw.

2.5.6 Audio/Visual Equipment

Information on A/V requirements must be gathered from the Technical Committee, and arrangements made to accommodate the sessions being organized. It is critical to the conference success that this be well planned so that the technical sessions can run smoothly. Organizers shall provide the following equipment for each meeting room:

- Overhead projector/stand (as needed basis only);
- Screen;
- Microphone; and
- LCD projection equipment (for computer notebook presentation).

It is important to work closely with the A/V supplier for last minute changes, and to minimize any breakdowns. A daily itinerary, outlining each event, the room set-up, and the A/V requirements is useful. When there are to be formal meal functions with keynote speakers, this committee shall insure that proper operable equipment is available.

The rental costs for AV equipment is high. Be aware of the cost per piece of equipment when ordering. However, do not rely on presenters bringing their own equipment, this may impose unnecessary liability on the equipment owner. Many consultants offer the use of equipment that can dramatically keep costs at a minimum.

2.5.7 Conference Insurance

Each District conference is required to have it's own liability insurance policy. District 1 has successfully obtained insurance to cover the Annual Meeting and it's activities. A copy of the policy may be obtained through the District Executive for use throughout the conference, if necessary.

2.6 Tours and Social Events Committee



2.6.1 Technical Tours

This committee has the responsibility of organizing the event and the transportation for the event. Tours should have local character, appeal to broad range of tastes and be timed to avoid technical sessions. Costs of the tour are usually combined within the registration costs. Ticketing is normally required to help determine the transportation requirements. The social events have some similarities to the tours and could be included under the same committee.

2.6.2 Companion Program

A companion program is optional and can consist of a variety of events to portray the local community to the guests. The events should not consume the entire day but have some "free" time. Tourist tours, art galleries, theme parks and fashion shows have historically formed parts of the itinerary, but the "audience" for these events should be carefully considered to ensure an appropriate fit. Any food functions would require coordination to avoid interference with social events. This event caters to a small group and may be budgeted for a small loss.

2.6.3 Social Events

The three primary social events are the Welcoming Reception, the Awards Dinner and the Traffic Bowl. The Welcoming Reception generally occurs on the first evening with wine/beer, appetizers. It can be held either on or off-site, as it often is held at interesting venues. However, since often attendees arrive late Wednesday afternoon or even early evening, holding this event off-site may inhibit some attendance as not all guests have arrived. The Awards Dinner is usually the most impressive function in terms of both food and location. This event may result in sales of extra tickets to guests of delegates and local non-registrants. Events must be able to proceed regardless of weather conditions. The Traffic Bowl is usually scheduled prior to the Awards Dinner and serves as a cocktail hour. Special arrangements for the Traffic Bowl event is required such as table set-up, team development, and equipment.

2.6.4 Sporting Events

These events might include a golf tournament or other event for participants. They can be scheduled for just after or before the conference so as not to conflict with any

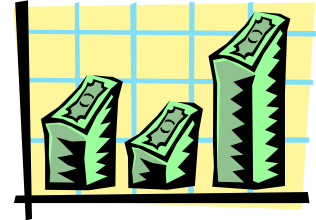
meetings, technical programs or formal social events. With any outdoor event, there is the potential of cancellation. Be careful if the event requires pre-purchase advance tickets. This event should be a "pay as you go" and should not be included in the basic registration fee. It may be included as an optional event.

2.7 Finance Committee

This committee is responsible for operating the financial component of the conference based on a balanced budget.

2.7.1 Budget

The budget is updated as required on an on-going basis. The registration fees shall be set at least four months in advance of the meeting based on the financial budget developed by the LAC. The registration fee shall be set to cover the entire projected cost of the District Meeting.



Refunds may be required, however care must be taken not to incur losses by prematurely providing refunds. If the draft financial position is strong, refunds may be processed after the conference is over. A copy of final financial statements for a previous District conference is included in **Appendix E**.

For purposes of opening a checking account, the District has a Federal Tax ID number, which can be obtained from the Secretary-Treasurer. Most sections have a State Sales Tax Exemption Certificate. Most of the expenditures, especially food will be subject to sales tax unless a certificate is presented. Your checkbook account should reference ITE, your section plus note District Meeting. If possible, avoid your financial institution keeping your checks. Have them sent back to you with your statement. It is time consuming and costly to get a copy at a later date.

The Finance Committee Chairperson experiences the problem that he/she has reasonably complete control over expenditures but relatively little control over income. Close coordination between the Finance and Registration committees is necessary to help resolve this dilemma. Maintenance of a decent record of registration and income experience in the two months prior to a meeting, along with the accompanying expenses will be of considerable value to subsequent LACs.

2.7.2 Financial Agreement

A financial agreement is to be drawn up between the LAC, the host Section/Chapter and any other organization associated with the Conference (e.g. Other districts, etc.) which outlines how any unforeseen surplus revenue or loss is to be dealt with. District Conference liaison will assist the LAC in the development of this contract.

2.7.3 Method of Registration Payment

The following payment options must be made available for delegates at all District conferences:

- Check
- Money order
- Cash

Check with the conference financial institution of other payment options such as credit card. However, it should be noted that typically arranging for credit card payments might require additional bank fees and equipment.

3.0 IMPLEMENTATION PHASE

This phase follows the organizational phase, however, some committees may be working in both phases simultaneously depending upon the timing of committee activities. A complete and effective organizational phase including a time schedule will result in a relatively efficient implementation phase.

3.1 LAC Chairperson

The Chairperson's role before, during and after is to coordinate. Be in constant contact with the LAC; to greet delegates, speakers, vendors and guests. To make the registration, technical and social activities run effortlessly. In order for this to happen, organization and preparation ahead of time is essential. Yes, there are always things that are overlooked or may not work as smoothly as envisioned. However, it is the Chairperson's role to resolve them quickly.



Most importantly, it is the Chairperson's role to bring attention to the efforts of the LAC, to bring praise to all that devoted the last 16-24 months to the planning and organization of the conference. It is the Chairperson's role to individually say "THANK YOU" to everyone on the LAC.

In addition, the Chairperson is responsible for:

- Prepare opening statement,
- House keeping notices – last minute program changes, general announcements on tours, social events, reminders to visit the vendors, announce the sponsors, etc.
- Attend and report on attendance & fiscal status of the conference at the District Board Meeting,
- Key Note luncheon – Prepare itinerary for various speakers, do introduction of head table (officers & speakers),
- Awards Banquet – Prepare itinerary for various speakers, introduction of head table, introduce Award Chairperson,
- Closing Ceremony – acknowledge all that assisted, contributed, attended and announcement of next years meeting. The conference banners are then passed on to the Next Years LAC Chairperson.
- Prepare Final Meeting Report

3.2 Publicity Committee

3.2.1 Pre-Conference

This activity will require adherence to a prearranged time schedule. It helps to be sure that publication deadlines for Newsletters are known – some can be long. For the promotional booth at the conference the year proceeding, plan to arrive early for set-up and orientation of booth volunteers.



Some specific issues that need to be dealt with immediately prior to the conference include:

- Final changes to pre-registration brochure
- Pre-registration brochure to printers
- Draft of Conference Program to be available for review
- Conference Program to Printers
- Daily schedule boards, sign up boards for tours, sponsors board and contact sheets for technical exchange to printers
- Printing of luncheon and dinner tickets
- Obtain ITE promotional materials (i.e. publications, membership forms) from Headquarters for display at ITE Booth.

3.2.2 During-Conference

This committee shall see that the following is available at the conference:

- Final program - The printed program shall list the entire technical portion of the meeting and the assigned rooms for each session.
- Acknowledgements of all exhibitors and sponsors should also be published in the final program.
- Poster acknowledgements of all exhibitors and sponsors should be prominently displayed.
- Set up ITE Booth near vendors or near registration table. ITE Booth should have ITE promotional materials, local Section/Chapter announcements, and materials for next years District meeting.

3.3 Registration Committee

3.3.1 Pre-Conference

This committee should take the following steps:

- Confirmation of acceptance of registration should be sent out to the delegate as the completed registration form and payment is received. This can be done via written or e-mail confirmation.
- Tabulation of registrants' attendance, tour and food choices should be made. A simple spreadsheet should be created for this purpose.
- Copies of checks should be made and saved with original registration form.
- Forward all checks to the Finance Committee regularly.
- Copy all registration forms paid by **credit card** and forward to Finance Committee. These registration forms should not be faxed for privacy reasons.
- Registration forms should be kept on file for easy reference.
- Name tags – with logo, name and company. Ribbons or different color name tags for Officers, speakers and vendors is optional.
- Draft of pre-registration brochure to be available for review



3.3.2 During Conference

There shall be a registration area established at the hotel facility immediately prior to the beginning and during the entire technical program. This registration area shall also serve as a message and general information center.

The registration desk requires a well-organized businesslike operation. The registration chairperson should be at this area during the first two full days of the conference. A refund are not provided at registration time, but after the conference has ended, and then only if a favorable financial position has been determined.

The following items should be prepared in advance (by responsible subcommittees) and available at the registration desk:

Registration package – all delegates receive one

- Name tags,
- Delegate gift,
- Receipts,
- Tour sign up, cancellation announcements, tickets
- Meal tickets
- Final program
- CD compendium (optional)

Moderator package – all moderators receive

- Name plaques for head table,
- Speaker gifts
- Session confirmation, room assignment and time

Vendor package – all vendors receive

- Name tags,
- Meal tickets,
- Booth assignment map and instructions

Supplies

- Pens, highlighters, stapler, tape, push pins, paper, etc.
- Extra – blank name tags, meal tickets, tour tickets, final program
- Registration Master List (hardcover and/or computer). Depending on how many people will be at the registration table, multiple lists may be made (i.e., A-L, M-Z) for each of registration.
- Late registrants or walk-ins will deserve special attention. Consideration should be made to have one person handle all walk-ins.
- Cash box with Cash
- Cash receipts
- Bulletin Board – general announcements

Misc.

- ITE Welcome Banner(s) – should be posted prominently.
- Other visitor center information may be made available near registration table.

3.4 Technical Committee

3.4.1 Pre-Conference

The Technical committee will be responsible for:

- Preparing notice boards outside technical session rooms, general signing and posters. Some hotels will prefer to handle the notice boards.



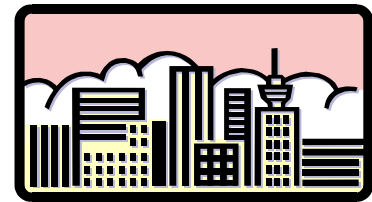
- Prepare back up speakers in case of last minute no shows.
- Coordinate Keynote speaker(s) travel arrangements (pick up/drop off, etc.)

3.4.2 During Conference

This committee will be responsible for:

- Providing last minute assistance to moderators and speakers,
- Organize room monitors,
- Placing signs
- Record of attendance will be useful for after-conference reporting (optional)
- Session confirmation, room assignment and time
- Determine/confirm audio visual needs for speakers

3.5 Facilities Committee / Industry Representative



3.5.1 Pre-Conference

This activity requires ongoing coordination with hotel and/or convention center staff, and the A/V supplier.

The District Executive will also require coordination of rooms for the formal meetings of the District. Interface with the hotel staff should be minimized; assign one LAC representative as the key contact.

Conference liability insurance and security should be planned and budgeted for in the overall Conference budget.

Some of the specific requirements include:

- Determine/confirm audio visual needs for speakers
- Cut-off date for room reservations at Hotel
- Meet with audio/visual supplier and draft-out ITE's needs
- Preliminary menu selections
- Arrangements for audio/visual equipment
- Menu selections to Hotels (14 days prior)
- Guaranteed numbers for each function to Hotel (as required by hotel)
- Obtain information on vendor shipping of display equipment (holding room, charge, etc.)
- Special parking assignments, or validation if in parking garage
- Coat check arrangements
- Exhibit/vendor booth space and equipment

3.5.2 During Conference

The chairperson will have to decide on food function numbers and therefore, close coordination with a conference registration and hotel registration is required.

There will be events where less than a full complement of delegates who attend functions and caterers will usually accept minor changes to the number of sittings, up to 24 hours prior to the event. The facility Chairperson has the most accountability over the financial success or failure of the conference. There will be last minute needs that have financial impacts that must be approved by the Chairperson. Obtaining regular fiscal status updates is crucial to the successful

decision making ability of the chairperson. Always provide hotels with lower guaranteed numbers of meals than registration indicates. No shows to meeting events are common. Don't put ourselves in a position to pay for a meal when we may not have to. The hotel almost always can handle a small higher than expected number of dinners but they will always make you pay for the guaranteed minimum.

3.6 Tours and Social Events Committee



3.6.1 Pre-conference

Other than monitoring advance registration, little is required beyond the organization stage. Contracts or agreements will be required for the events, and it will be necessary to monitor advance registration to gauge demand. If adequate demand for the tour is not shown in the early registrations, consideration should be given to canceling the tour; especially if transportation services are provided. Do check the contract agreements for cancellation clauses, time frames and fees.

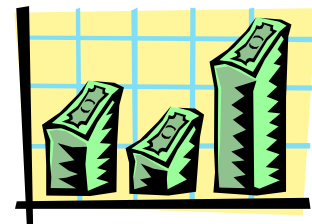
3.6.2 During Conference

Close coordination is required with the registration desk, and this is best achieved by having a committee member at the registration desk. Provide the registration desk with the following information:

- Technical program,
- Social event program,
- Area restaurants and nightlife information
- Tech tour sign-up board
- Tech tour / spouse program departure information (time/place) announcements
- Cancellation announcements

The staging of events requires committee personnel in attendance to place signs, check bus arrivals, and to ensure the bus driver is aware of the program.

3.7 Finance Committee



3.7.1 Pre-Conference

The Finance subcommittee monitors the cash flow for all activities. This committee will be responsible for:

- Tabulating all income and expenses.
- Coordinating with the Registration & Facilities Committees intensely the last week before the conference.
- Producing updated budget reports for the overall LAC knowledge.

3.7.2 During Conference

The Finance subcommittee will:

- Monitor cash flow,
- Bring Cash box, Cash and receipts
- Collect money at the registration desk,

- Notify LAC Chairperson & Facilities Chairperson of surplus or deficits,
- No refunds provided during the conference.

4.0 WRAP UP PHASE

This stage is important to the District by providing a source for refinement of our conference operation and completing financial matters.

4.1 Report And Financial Close –Out

All expenses should be dealt with soon after conference completion so that transmittal of a report in the same format can be sent to the District Executive Committee. A sample Final Report is provided in **Appendix F**. By September 15 following the annual meeting, the Chairperson shall provide a complete written report to the District Executive Committee. This report shall include a list of attendees, a copy of the program, award recipients and a complete financial accounting for the annual meeting. Any surplus revenues are to be dispensed in accordance with the signed agreement, or shortfalls are to be reported to the District for appropriate action.

Final Thoughts

Sections and their members who have a sense of adventure, as well as the time and dedication to devote to such a project are encouraged to consider hosting an Annual Meeting. Previous General Chairpersons concur in recommending the endeavor to other District members, so they won't have to do it again themselves. They are all richer for the experience, and now have their own stories to share at various professional and social gatherings.

It requires a real commitment to host an Annual Meeting, but at the same time it can be a very rewarding experience. Attendees will remember and acknowledge a good effort, while they may eventually forget a poor job. The primary differences between the two are the level of planning and organization, the attention to details and perhaps most important, the willingness of individuals to make a sincere and conscientious effort. All of these traits are expected of professionals, especially those in the transportation-engineering field, who work in service to the public.

APPENDIX (sep. file)

- A** **Locations of Previous District Annual Meetings/Conferences**
- B** **Typical Conference Schedule**
- C** **Sample Registration Package & Forms**
- D** **Making Effective Technical Presentations**
- E** **Sample Budget**
- F** **Sample Final Report**