



WBEA

Program Planner's

Guide

2009- 2010

Thank you for committing to serve as Program Planner for the WBEA Education Committee. Here is information to help the event you coordinate take place as smoothly as possible.

Co-Chairs: Germaine Porche,
Eagle's View Consulting

Ann Zdansky
The Common Source, LP

Marketing Liaison: Leezet Llorance,
Llorance IT Consulting

WBEA Staff Rep: Melissa Price/Susan Repka
Corporate Sponsor: Donna Arnett,
Chevron



Program Planner Checklist

# of Months/Weeks Prior to Event	Activity
3 - 6 months	<p>On contacting WBEA staff, prospective speakers will receive a Speaker's Kit. This document provides an introduction to WBEA, a description of our audience, a meeting timeline, map to Chevron offices in Bellaire, a sample program evaluation, and expectations that they will treat the event as an educational session and not a sales pitch. They will have auditioned for the Education Committee and been provided feedback, so they should be familiar with the program process.</p>
8 weeks+	<p>Call to introduce yourself as the program planner and send a confirmation letter or email letter to the speaker. cc: the co-chairs and the marketing liaison. (See a sample letter in this booklet.) Ask if she has questions about the process. Ensure that she completes the Speaker's Support Checklist and sends it back to you within two weeks. Ask if she plans to bring participant materials with her or if she would prefer to send them to us to coordinate printing, if appropriate. Ask for her biographical information, if it has not already been provided. Review the meeting timeline, which for Educational Encounters is as follows:</p> <p style="margin-left: 40px;">10:30 AM – Speaker set-up 11:00 AM – Participant registration & networking 11:20 AM – Begin meeting (Quick announcements / Introduction of speaker) 11:30 AM – Speaker (Presentation should include interaction with audience) 12:45 PM – WBEA thank you, Thank you gift, and door prizes 1:00 PM – Meeting concludes</p> <p>Remind her that this information is also included in the Speaker's kit, together with the map, etc.</p>
6-8 weeks	<p>Prepare a biographical sketch of the presenter to be used for publicity materials and a modified version to be used for the speaker introduction. When you receive the Speaker's Support Checklist, email it to our corporate sponsor and keep the original with your file on the event.</p>
4-8 weeks	<p>Work with the marketing liaison and speaker to develop marketing materials for publicizing on the WBEA website, print materials, attention-getting title and blurb for the educational event. E-mail the final version to the marketing liaison along with any additional information that would be of use in preparing publicity materials.</p>
1-2 weeks	<p>For Workshop luncheons, send an e-mail regarding the room setup & equipment and food needs to our corporate sponsor.</p> <p>For the Attendee Count, check with our WBEA staff representative. On Page 5 is a format of an e-mail you can use to request services. The date and any service needs must be updated to fit each meeting. Check with the speaker for room setup and A/V needs.</p>

Program Planner Checklist (continued)

1 week	Arrange for door prizes and speaker's gift with our WBEA staff representative.
1 week	Ensure updated and printed participant evaluation forms are available and ask our WBEA staff representative to bring them to the event. (See separate attachment.)
1 week	Ensure speaker knows the time of the meeting and has the directions to Chevron. (Note: It's included in the Speaker's Kit) (See Page 6 for a sample.)
Wednesday before	Check with our WBEA staff representative for an updated attendee count and send a final e-mail confirmation to our corporate sponsor and co-chairs.
Day of EE	Introduce speaker or arrange for someone else to introduce speaker
Immediately following presentation	Present the speaker with a gift on behalf of WBEA.
Day after EE	Send a personal thank you note to the speaker. (See page 7 for a sample.)
Post event (1-2 weeks)	Our WBEA staff representative will compile evaluation results and report to Committee at next meeting. Compile "Learning Tips" based on the presentation and report to the Committee at next meeting for approval for the newsletter. Write summary for newsletter and email to marketing liaison.



Sample Speaker Confirmation Letter

Print on your company letterhead - with WBEA logo on bottom of page. Make appropriate revisions throughout for topic, location, and schedule.

[Date]

Mr. Joe Heller
4916 Main Street, Suite 120
Houston, Texas 77002

Dear Joe,

We are delighted that you will join us on **Friday, March 18, 2005**, for our educational workshop. We know that our members will benefit from your **entrepreneurial experience and insight into The Science of Personal Differentiation™**. The Education Committee believes that your presentation topic will be an excellent lead to our upcoming Expo in May.

We greatly appreciate the generous donation of your time and talent. The educational workshop luncheon will be held at the Chevron, 4800 Fournace Place, Bellaire, TX 77401. The doors will open at 11 AM when we are scheduled to start with networking and lunch followed by your workshop. We plan to conclude with door prizes around 1 PM. As the program planner for your presentation, I will arrive at Chevron by 10:30 AM to ensure the room is set up appropriately and you have everything you need.

It has been a pleasure to have you involved with the Women's Business Enterprise Alliance and **we appreciate Garrison referring you!** On behalf of the WBEA Education Committee, thank you for your generous support. Please do not hesitate to call me if you have any questions. Look forward to talking with you again soon.

Warm regards,

Your Name

CC: co-chairs and WBEA staff rep



Service Request Format

Dear Donna,

Below are the room setup, A/V requirements, and food and beverage needs for the Women's Business Enterprise Alliance Educational Encounter on Friday, (insert date).

Attendee Count

Anticipated number of registrants: _____. I will confirm an up-to-date count with you on the Thursday prior to the meeting.

Room Setup

- One six-foot, registration table that is set up outside the meeting room
- One (give size) table at front of meeting room for presenter
- Tables arranged so that 6 - 10 people can sit and work together in small groups (Or other instructions as requested by speaker)
- Small table for LCD projector (Or other instructions as requested by speaker.)
- Skirted tables for the luncheon food items
- Three or four large trashcans for paper plates, soft drink cans, etc.

A/V Equipment (Delete those the speaker does not want.)

- Wireless lavalier for presenter
- LCD projector, extension cord, and power strip
- Screen
- Overhead projector
- Markers for "clean board"
- Flip chart

Food Service

- A selection of sandwiches
- A selection of chips
- A selection of drinks
- An assortment of cookies

Please confirm that you received this e-mail. If you need any additional information, please do not hesitate to contact me at _____.

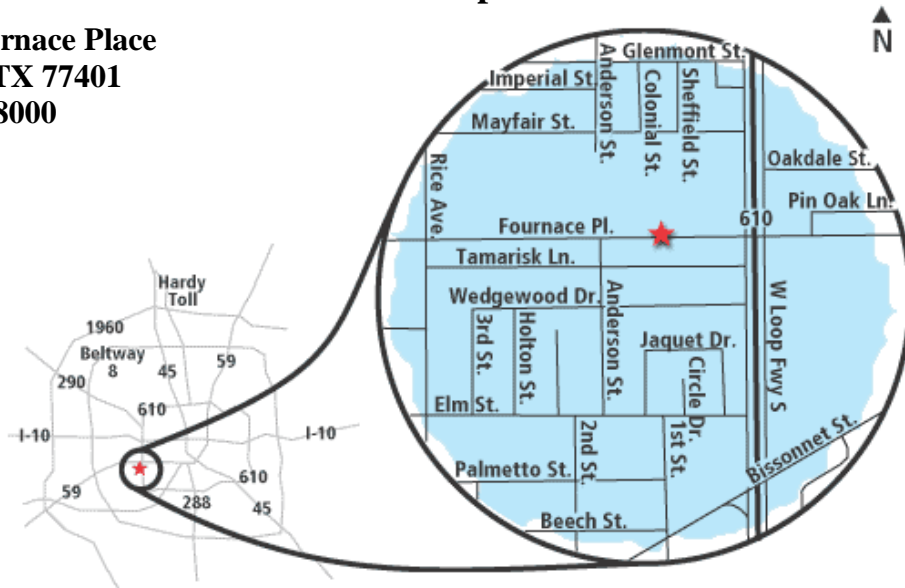
Thank you for all of your help!

Warm regards,
(Your name
and contact info)

Directions to Location and Timeline for Speakers

Map To Chevron Bellaire Office Complex

**4800 Fournace Place
Bellaire TX 77401
713-432-8000**



There is ample free surface visitor parking. We will let you know which room we will be using as we approach the meeting date.

Meeting Timeline

The meeting timeline is as follows:

- 10:30 a.m. – Set up speaker's presentation, visual aids, materials, name tag
- 11:00 a.m. – Register participants & networking
- 11:20 a.m. – Open meeting (Make any brief announcements /Welcome speaker)
- 11:30 a.m. – Speaker delivers presentation (Presentation should include interaction with audience)
- 12:45 p.m. – Thank speakers, participants, referring individuals and planners and distribute door prizes
- 1:00 p.m. – Meeting Concludes

After arriving, attendees will network and eat lunch. Around 11:20, we will make a few announcements and then introduce you around 11:30. You have from 11:30-12:45 to present. We will then hold a drawing for door prizes, make any announcements we did not make earlier, and conclude the meeting.

A WBEA Education Committee member will meet you there around 10:30 to ensure the room and audiovisual equipment are ready. If you need anything, please let us know.

Sample Personal Thank You Note to Speaker

Dear _____,

It was such a pleasure to hear you speak last Friday. (Make reference to something in the presentation that was particularly meaningful to you or that you will be able to apply right away, etc.)

Thank you for taking the time to share your insight with the WBEA membership.

Warm regards,
(Your name)