Planning for a Good Conference

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ASQ CNY Fall Conference
And Region II Meeting
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Conference Ingredients

- Date
- Venue
- Topic
- Cost
- Advertisement
- Speakers/Presenters
- Sponsors/Advertisers
- The Leadership Team
Date

- Conveniently selected
- Avoid bad weather and Holidays
  - Traditional snow periods
  - Civic or Religious events
- No clash with other conferences
  - Or important Local/National events
  - To avoid mutual competition
Venue

• Accessible to all participants
  – Including handicapped colleagues
• If Hotel, have less expensive options
  – And public transportation options
• Also easy and inexpensive parking
  – Inexpensive and close to Venue
• Provide map and instructions
  – From different directions
Topics

• Research participant interests via
  – Surveys, questionnaires, past history
• Current topics, cohesive theme
• Appropriate Level of talks
  – Not too high, nor too low, just right
• Advertise talks/speakers in advance
Cost

• Not a money-making operation
  – Price it so people can afford it
• Cover all expenses, if possible
  – Small superavit, for next time
• Students pay a lower registration
  – Future attendees, social service
• Include everything in registration:
  – Snacks, lunch, materials, parking
Advertisement

• Create a Web Page early on
  – Include all information, as available
  – Vitas, summaries of talks, directions

• Create a Conference Brochure
  – Include all information required
  – Distribute through several mailing lists

• Have a focal point person to answer
  – Any participant question
Speakers

- Screen them in advance
- Speak clearly in English
  - Provide good audio system
- Include transition & set-up time
- Require Powerpoint presentations
  - Include them in package/flash drive
- Don’t leave anything for last minute
Sponsors/Advertisers

• Necessary to keep costs down
• Also for promotion of Conference
  – They are interested in attendance
  – Attendees are interested in network
• Cost Advertisement wisely
• Appreciate and reward Sponsors
  – Give them a stake in the conference
The Leadership Team

- The MOST IMPORTANT component
- Pull the cart together
  - And in the same direction
  - Competition/in-fighting is a killer
- Reward good work via
  - Luncheon, gift or free registration
- Always recognize good work!
Summarizing

- The TWO KEY OBJECTIVES:
  - NETWORKING, NETWORKING
    - These are difficult times
    - Need to network is vital
  - ACQUIRE/UPDATE KNOWLEDGE
    - Life long learning concept
    - Provide pointers and sources
Thanks!