

The background features several large, stylized, overlapping swirls in shades of green, purple, and blue. Scattered throughout are numerous small, yellow, triangular shapes, some pointing upwards and others downwards, creating a festive or celebratory feel.

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:
 - Snacs, 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



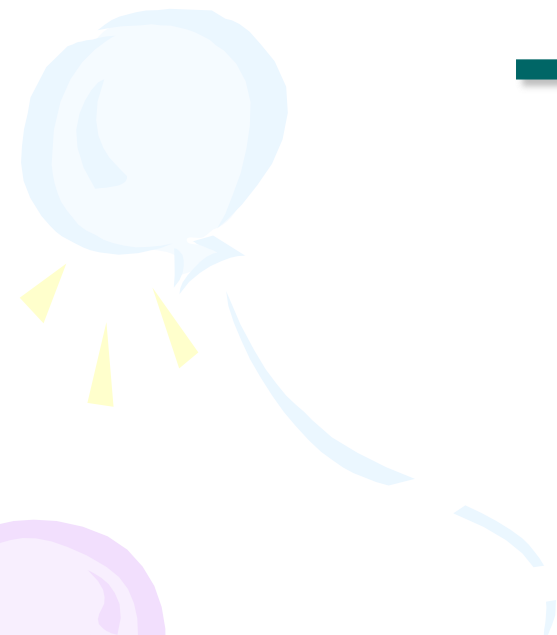
The Leadership Team

- 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!