



GUIDELINES FOR PROGRAM CHAIRPERSONS

Before the Conference

It is our aim to present the highest quality educational program possible. We believe that your participation as a program chair is essential to help us reach that goal and we welcome your suggestions and comments as to program content, schedule and speaker selection.

The faculty should be made up of the best possible speakers chosen on the basis of experience, knowledge, reputation, communication skills and diversity. Experts and public officials with high visibility can contribute greatly as keynote or featured speakers. The use of panels representing diverse positions on controversial issues is encouraged.

Please familiarize yourself with our *Guidelines for Speakers* and *Guidelines for Written Materials* that we have (or will have) provided to all faculty members. Make sure that all of the other speakers are aware of them and encourage them to pay particular attention to the **deadline** for getting the written materials to us.

Go over the scope of each speaker's topic with him or her to make sure there is a clear understanding as to content and subject matter and that there is as little duplication or overlapping with other speakers as possible.

During the Conference

We expect you to be present during the entire seminar (or at least that portion which you are chairing if there is a co-chair). There will be a place for you on the dais.

Detailed written biographical information about each speaker will be provided for you to allow you to introduce each faculty member.

It will be your responsibility to moderate the program. Most important is a strict adherence to the time schedule as outlines in the brochure. We will advise each speaker that you will strictly enforce all specified time limits.

If times have been set aside for questions and answers or for panel discussions it is a good idea for you to prepare a few questions in advance in the event you are faced with a shy audience.

We would like to work together with you and the faculty to make sure we focus our marketing efforts appropriately. We value your marketing ideas, and we encourage each chairperson and faculty member to take advantage of our discount opportunity. When you provide us with your marketing list, client list, firm list, organizational list or list of potential attendees, we will give the recipients a \$100 discount off the full tuition. We also appreciate guidance as to which trade organizations we should contact about the Conference.

Please do not hesitate to contact us if you have any questions or if you want us to do anything such as contacting speakers, obtaining permission from copyright holders, etc. We appreciate your participation and want to make things as easy as possible for you.