Pacific Northwest Chapter of the Medical Library Association, Inc.

ANNUAL CONFERENCE
PLANNING MANUAL

This manual has been written to help you organize, plan and manage a successful annual meeting for our chapter. To keep this manual as helpful as possible, revision should be made, when necessary, following each annual meeting. Revisions to this manual should be given to the Chair, Conference Planning Committee.

Revised June 2010

Contents

SUMMARY OF IMPORTANT NOTES BEFORE YOU START

- PNC/MLA members in upcoming meeting locales need to begin advance planning a minimum of 3 years prior to hosting the meeting.
- The local hosting group should select an annual meeting committee with a chair. The PNC/MLA chair-elect will serve as an ad-hoc member of the annual meeting committee during the year in which they are chair. The Annual Meeting Committee Chair reports to the PNC/MLA Executive Board.
- When you book the hotel, make tentative reservations for at least 4 days (two days for continuing education and two days for the program). Also plan to book a space and time for the PNC/MLA Board to meet. This is often the day before the first day of CE. Coordinate this with the current PNC/MLA chair.
- Do not schedule the meeting during the Canadian Thanksgiving or on Rosh Hashanah.
- Exhibits should be scheduled for one day only and given maximum exposure. Potential exhibitors should be contacted as soon as the dates and location of the meeting are determined, for their budgeting purposes.
- Major speakers should be approached one to 1 1/2 years before the meeting date.
- The meeting is usually held in September or October.
- Use the Annual Meeting Timeline to keep you on track.

I. Annual Meeting Committee

The objective of the Annual Meeting Committee is to provide the PNC/MLA membership with an annual meeting that includes continuing education courses, business and committee meetings, keynote speakers, a variety of exhibitors; and opportunities for social interaction.

The Annual Meeting Committee will select a chair and create as many subcommittees as necessary, with subcommittee chairs serving as Annual Meeting Committee Members. For the 2009 meeting, the following subcommittees and responsibilities were designated:

- Meeting Co-Chairs
- Continuing Education
  (Continuing Education is coordinated by the PNC/MLA Education Committee, with a local liaison)
- Registration
- Exhibits
- Site/Catering Liaison
- Web Site
- Publicity
- Local Arrangements
- Papers and Posters
- Treasurer

The Conference Planning Committee is tasked with reviewing hotel contracts and assisting with logistical and planning questions.

A. Composition

Choose capable people, most of whom live in the same general locale (exceptions are noted). Having at least 5 active members and possibly as many as 8 for larger meetings is recommended. Meetings held outside the major cities may have fewer people involved but they should consider networking and including colleagues from other states or provinces.

B. Responsibilities

- Identifies goals, objectives, policies, procedures, and deadlines of committee
- Secures a facility in which to host the annual meeting
- Selects committee members, establishes sub-committees and assigns sub-committee chair as needed.
- Coordinates sub-committee work. Informs Executive Board of meeting progress and seeks approval of program plans. Evaluates annual meeting.
- Arranges for exhibitors.
- Designates meeting treasurer to manage meeting budget.
- Invites MLA Board representative (ideally, the President) as early in the process as possible to avoid conflict with other MLA chapter meetings.
- Develops program for meeting.
- Develops website for the meeting.
- Prepares budget and fee schedule for approval by Executive Board 6-9 months prior to Annual Meeting.
- Coordinates scholarships for members (including student members) to assist them in attending meeting. Scholarship amounts determined in consultation with PNC/MLA Treasurer. (**Exception: Professional Development Committee coordinates during years when CE is provided in lieu of an annual meeting.**)
- Prepares registration and information materials. Decides what will be printed and distributed to registrants.
- Publicizes the meeting.
- Coordinates social and peripheral events surrounding meeting and oversees all activities of the meeting.
- Prepares meeting packets.
- Sends the revised Annual Conference Planning Manual to the Conference Planning Committee chair.
- Prepares written report (including financial statement from meeting treasurer)and submits to Executive Board by November 15th.

Normally, the Chair resides or works in city where the meeting will be held to minimize the cost of communicating with hotel and local suppliers. In addition to the items listed above, the Chair should send thank you notes or gifts to speakers, and acknowledge special services from suppliers.

Other possible meeting content ideas *may* include poster session, state meetings, RML functions, contributed papers and round tables. Other tasks that may be delegated include audiovisual coordination, registration desk scheduling, sign preparation, and creating a restaurant guide.

Professional meeting planners charge hourly rates. Professional decorators, those who handle exhibits, charge a service fee for each booth. Some professional entertainment planners work on a commission basis from the hotel and usually do not charge additional fees. In general, PNC/MLA meeting planners have **not** used outside professionals when planning the annual meeting.

C. Meetings

It is recommended that during the initial planning period, monthly 1-hour meetings be held. This is necessary to get all the various duties assigned and to keep on task. Monthly meetings or even contact by phone or email will be enough until shortly before the meeting, when activity peaks again and more frequent meetings will be necessary. Meetings can be a combination of conference calls and in-person gatherings. Committee members should plan on participating in as many meetings as possible.

D. Records and Reporting

A list of common budget items is in the Budget section of this manual, and a final report template is in the appendix. Regular verbal and email reports are expected by the Executive Board during the planning phase. All financial documents and bank statements must be sent to the PNC treasurer so our complete books can be audited every three years.

E. Calendar

Timetables vary depending on the size of the group, season and facility used. This timetable has been prepared for meetings being held in the larger cities within our region. For smaller communities, you can usually shorten the timeline. It's very important to prepare your own meeting calendar to mark deadlines. It's a great way to prevent details from slipping through the cracks.

24-36 Months Ahead Target Date Completion Date

- Select a hotel or conference center
- Review plans with PNC/MLA Executive Board
- See the facility (site inspection)
- Book meeting, banquet, and sleeping room space
- Prepare preliminary budget
- Negotiate with and obtain contract from facility
- Send copy of contract to Conference Planning Committee Chair for review
- Obtain signed copy of contract from facility and send to PNC/MLA Executive Board liaison for signature.
- Send meeting location and dates to Publications Chair
- Contact potential exhibitors to inform them of location and dates
- Begin program development

12-18 Months Ahead Target Date Completion Date

- Invite MLA Board member (ideally the President) to the meeting
- Determine theme of meeting (themes are not required but often unify the meeting content)
- Notify MLA headquarters of meeting location and dates.
- Begin search for speakers
- Review plans with PNC/MLA Executive Board
- Update Publications Chair so PNC/MLA web site can be kept current
- Create meeting web site

9-12 Months Ahead Target Date Completion Date

- Get signed contracts from speakers, including AV/computer equipment needs
- Review program with facility
- Plan business and social agenda
- Post details on meeting website
- Announce meeting at PNC meeting one year in advance
- Review plans with PNC/MLA Executive Board

6-9 Months Ahead Target Date Completion Date

- Review A/V needs; obtain equipment or advise facility. Renting these items can be expensive, so budget accordingly.
- Review program with principals
- Select menus
- Revise specifications with facility as necessary
- Refine budget
- Establish conference fees/ CE course charges
- Update website with additional content

3-6 Months Ahead	Target Date	Completion Date
• Confirm special events • Create and test online registration • Update meeting website including links to registration • Announce the opening of registration		

4 Weeks Ahead	Target Date	Completion Date
• Review facility banquet event order - select final food and beverage requirements • Review program with all speakers and presenters • Finalize agenda • Prepare a welcome message to be included in the program • Print final program		

2 Weeks Ahead	Target Date	Completion Date
• Prepare meeting packets • Prepare signs • Print roster of attendees & exhibitors • Print name badges (delay printing rosters and name badges as long as possible since registrations continue up to and including the day of the conference)		

Day Prior to Meeting	Target Date	Completion Date
• Walk through the program at meeting site • Review all setups, including registration area • Review rooming list with front desk • Have pre-conference meeting with all appropriate personnel. If the Conference begins on a weekend, make sure you talk with **both weekend** and **weekday** staff)		

F. PNC Banner

The PNC Banner is a large [approx. 8' x 4'] nylon map of the PNC region with grommets. It should be mounted on the wall behind the podium—or in a prominent location—during the conference (at least during the Business Meeting). After the conference, next year's Annual Meeting Committee should take it back with them. This eliminates a mailing charge.

II. Hotel

A. Factors to Consider when Choosing the Hotel.

- Location: Meetings can be held in downtown locations, smaller cities, or resorts.
- Guest rooms.
- What is the capacity of hotel to handle conference attendees, guests, speakers, and exhibitors?
- What is the number of booked guest rooms needed to waive meeting room charges?
- Conference rooms
- Size and number of meeting rooms.
- Availability of Internet access (and whether wired or wireless) in guest rooms, meeting rooms, and common areas.
- Size of exhibit space and whether it is near the primary meeting space. Overnight security for vendor equipment? Technical capabilities (including availability of IT staff during entire meeting)
- Meals.

- Restaurant facilities within close proximity to hotel or within the conference hotel.
- Are any or all conference meal functions required to waive meeting room charges?
- Communicate to members if meal functions are a requirement to keep overall costs down.
- Billing procedures
- Does the hotel require a deposit in advance of the conference?
- What costs will be waived if meal functions are included?

B. Hotel Contract

Negotiation assistance is available from the Conference Planning Committee.

A preliminary program is needed to project meeting room needs.

Room Blocks in 2009 (Note: this was a Seattle meeting with many local attendees. For other locations, room block sizes may need to be larger.)

Date	10/16/09	10/17/09	10/18/09	10/19/09	10/20/09	10/21/09
Day	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday
Arrive	20	20				
Stay		20	40	40		
Depart					20	20

Most people check out on the final day of the program. Consider extending the meeting rate for the three days prior to and following the meeting. The Conference Planning Committee chair must review the contract. The contract must be signed by an Executive Board member.

The following items should be reviewed, and when applicable, included in the final contract.

- Verify guest room block dates
- Verify number of guest rooms reserved.
- Consider attendance in proportion to location for past several meetings when determining this number
- Verify if any guest room nights or suites will be complimentary.
- Verify guest room rates.
- Verify reservation deadlines, any deposit requirements, and cancellation dates.
- Verify meeting room rates, including set-up, draping for tables, IT capabilities and support.
- If the exhibits open first thing in the morning, verify that exhibitors will have access to that space for set-up the night before.
- Verify availability of Internet access in guest and meeting rooms, and charges.
- Will security be needed for exhibitor area? Can it be provided?
- Electrical and Internet requirements of vendors and speakers – charges?
- Verify catering charges, including no-host bars.
- Determine catering requirements and restrictions of the hotel. Hotels require using their catering services.
- Obtain menus with catering prices for food events: breaks, welcome reception, breakfasts, lunches, and the banquet. Other charges will need to be figured to develop conference budget.

C. Meet with Hotel Representatives

Meet with hotel representatives 1 month preceding the meeting date. Walk through the entire meeting step by step with catering department and other appropriate hotel representatives, discuss the following in detail: Even if the annual meeting planning members are offsite, this walk-through **must** be done.

- Location of the registration desk
- Location of restrooms
- Location of hotel restaurants and their availability to attendees

- Meeting rooms
- Food events: coffee breaks, welcome reception, banquet, etc.
- Electrical and internet requirements of vendors and speakers
- Audiovisual / it equipment requirements and availability of support staff
- Lighting requirements
- Parking facilities
- Names/numbers/schedules for technical assistance and catering personnel for every day of the conference
- Copier access and cost, if charges
- Billing or payment arrangements
- Contact information for catering questions
- Contact information for facilities questions

III. Annual Meeting Program

A. Develop a Theme

Optional. Typically this is done through brainstorming and generating ideas. Factors to consider include: speaker interests, strengths, and specializations; relevance/interest/program theme; and different library constituencies: hospitals, academic, society, biotech, and public. Try to make the meeting interesting to all members. We also have members in the U.S. and Canada so country-specific topics should be kept to a minimum.

B. Content

Options include concurrent sessions, poster sessions, roundtables, contributed papers vs. invited papers, research and/or student papers, panels vs. individual speakers. Both library-specific and clinical topics should be included. Consider presenter fees and travel reimbursement if applicable.

C. Exhibitors

Exhibits are one day only. This has been the indicated preference by the exhibitors themselves for a meeting of this size. Vendor booth fees are a significant financial support. Every attempt should be made to build in time between vendors and meeting attendees.

- Make sure exhibit space is in a convenient location to the meeting spaces.
- Make sure there is adequate set up time, security, and accessible storage for vendor pre-conference shipments. Ideally, vendors should have access to exhibit space the night before the day of exhibits.
- Make sure the facility technical support person(s) is available to vendors during the set up time.
- Leave enough time for interaction, either in one or two large blocks (at least 1 hour) or have long coffee breaks (30 min each)
- A lunch should be planned with the exhibitors on the day of the exhibits.
- Include a list of vendors in the meeting packet.

D. Speaker Suggestions

- Keynote, usually one hour. 45 min for talk, with time for questions / answers / discussion
- Clinical
- Research, especially student research
- Other invited
- Banquet Speaker/Entertainment

E. Chapter Business Meeting

- Allow 2 hours.
- Early on last day (never at end of the last day!)
- Prizes to encourage attendance have been given.
- Printed versions of motions to be considered / voted on should be included in the meeting packet whenever possible.

F. Contributed / Invited Papers

- One hour for 3 or 4 papers

G. Round Tables

Optional.

- Allow 45 minutes per session, can run same session twice.
- Ask membership for topics
- Include a facilitator and note taker at each table.
- Share findings with membership via the meeting website.

H. Banquet

Optional. The banquet is usually on the evening of the first program day. This is an optional event. If a banquet is held, it should be a fun, casual event. Food must include vegetarian options.

I. Welcome Reception

Usually held the evening before the first day of programming. If a buffet or substantial hors d' oeuvres are provided, indicate in publicity so that members can plan accordingly. Food must include vegetarian options. A no-host bar is usually how alcohol is made available. Some years, vendors have picked up the cost for drinks.

J. Continuing Education (CE)

Usually held the first two days before the meeting begins. Offer both full-day and half-day courses. CE is coordinated by the Professional Development Committee of PNC/MLA. A member of the Professional Development Committee should be a member of the Annual Meeting Committee.

K. Lunch

Leave at least 1.5 to 2 hours for lunch Adjust this time if necessary, especially on exhibit day. Make sure the tables aren't too crowded (8 is the maximum for most round tables).

L. Other Considerations

Expect to get requests from any or all of the following. Contact them early in the planning process to determine their needs.

- State Groups
- MLA update
- RML update
- PNC Officers
- PNC committees
- Exhibitors requesting training/presentation time. Will it fit the theme? Is there an open time?

During the conference designate one person as Site/Catering Liaison. They will:

- Advise catering of any changes in meal counts throughout the day.
- Collect meal tickets if hotel staff does not collect for their purposes.

IV. Continuing Education

This is a responsibility of the Professional Development Committee. The Professional Development Committee is expected to have one of its members sit on the Annual Meeting Committee during the year the meeting is being hosted in their location. This person is often asked to handle local arrangements and coordinate logistics during the days CE is held. The following is included in the manual for the Professional Development Committee liaison - as an overview of the steps usually taken to select and offer courses at the annual meeting.

A. Selecting the CE Courses (January - March)

- Obtain list of MLA CE courses and a list of instructors approved to teach them.
- Survey local resources for other courses that might be offered (including SLA and other professional groups)
- Select several courses to be included in annual PNC/MLA Continuing Education Needs Assessment survey. Include a complete description of each course on the final list.
- Poll the membership.
- Tabulate and publicize results of poll.
- Select courses.
- Check with Executive Board to ensure that any overall goals of chapter regarding continuing education will be met.

B. Confirming Selections (April)

- Contact instructors to insure availability and agreement on presentation date(s).
- Ask about honoraria, facilities, materials and equipment requirements, cancellation policy and other services needed.
- Inform instructors that courses that do not meet minimum enrollment may be cancelled.
- Confirm all arrangements and dates in writing.

C. Budget (April, May)

- Develop a C.E. budget for each course. Include travel costs, honorarium(s), equipment charges, room rental, breaks, lunch (if one is to be included) and purchase of any course materials. Some of these will have to be estimated.
- Determine charge for each course, and establish a minimum number of participants for which the course will be held (generally 12-15).
- The size of classes is often determined by the room size available in the hotel, by whether it is a hands-on lab experience, and by the instructor's wishes.
- Provide information about class charges, and any size limits, to Annual Meeting Committee for budgeting, publicity, web site, and registration information.

D. Contracts (June)

Prepare a written contract for each instructor, including all details of agreement and a date prior to which any cancellation (by either party) must be made. Sample letters and agreements are included in the appendix.

E. Advertising (June-August/September)

Submit information to Communications Department at MLA Headquarters eight to ten weeks in advance. This will assure timely announcement in the MLA News.

F. Application for MLA Credit (for Non-MLA Courses) (June/July)

While AHIP members may prefer that courses have MLA credit, not all courses will have this distinction. Courses should not be excluded simply because MLA credit is not "part of the package." The Professional Development Committee will assist instructors who wish to obtain MLA credit for their course.

G. Working with the Instructors (August - September)

- Confirm equipment and seating needs.
- Confirm class size and any other arrangements to be made.
- Arrange for photocopying if needed. Costs are covered by the course fee or are borne by the instructor.
- Send contracts for instructors to sign and return.
- Either provide hotel reservation cards and program information in time for them to self-register or book a hotel room for them before the hotel's deadline.
- For courses that do not meet minimum registration requirements, arrange for cancellation: communicate with instructors and with any registrants (and with registration and web site chairs).
- Send any advance information required by instructor to class participants.
- Provide instructors with class roster if requested.

H. Hotel Arrangements (One Month Before the Meeting)

- Communicate class sizes, seating arrangements and equipment needs to Site/Catering Liaison.
- Arrange for breaks. Bear in mind that food events are part of the hotel contract.
- Arrange for signage.

I. Day of Class

- Have one member of committee or volunteer attend each course as a "monitor", prepared to handle problems, do emergency photocopying, pass around attendance roster, etc.
- Pass out evaluation forms at end of course. Give each participant a letter or certificate of completion when he/she hands in the completed evaluation. (see examples)

J. Follow-Up

- Tabulate evaluations.
- Collect instructor expenses.
- With Annual Meeting chair or meeting treasurer, reimburse instructors for expenses, including any honorarium charged.
- The final instructor mailing should include their expense/reimbursement check; copies of their class evaluations, and a thank you letter.
- Provide MLA with copies of evaluations and attendance rosters.
- Send thank you letters to committee members.
- Submit final report to Annual Meeting chair

K. General Considerations

- Allow for people to indicate their alternate CE choices.
- Make sure that instructors know whom to contact locally.
- If possible, arrange to meet instructors at airport.
- Designate someone to fill out letters or certificates of attendance.
- Have course registration, blank course evaluation forms and blank certificates of completion prepared in advance of CE days.

V. Exhibits

A. Select the Meeting Hotel

- Select the meeting hotel with the exhibits in mind. Many smaller hotels may not have two rooms large enough for the main meeting room and the exhibit room.
- Space for 10+ exhibitors. Normally each exhibit space is either 8x8 or 8x10.
- Exhibit space must be easily accessible with high visibility.
- Exhibit space must be secure if exhibits are left overnight or hire security. Exhibits are held on the first full day of the meeting. Most exhibitors prefer to set-up and tear-down their booths on the same day. Some vendors want to set up the night before. Hiring security is normally not an option due to cost.

B. Select a Decorator

If the hotel does not handle exhibits needs, consider a decorator. If a decorator is required, the hotel will suggest one that they work with regularly.

C. Establish Fees

Exhibitor fees and CE fees are the revenue for the meeting. Creating a positive experience for the exhibitors is critical so they will continue to support PNC meetings. Invite them to attend program sessions.
Does the hotel charge for exhibit space, tables and/or draping, power, phone line(s) or Internet connectivity? Will IT staff be available, and if so, is there a separate charge for their services?

In 2009, fees were $500 and included:

- 1 draped 6 foot table with chairs
- Approximately 8 ' x 8 ' booth space
- Electricity
- Internet Access
- Continental breakfast, break and lunch
- Company name and description in the registration packet
- Exhibitor listing on the PNC/MLA web site
- Lunch, since a “lunch with the exhibitors” was scheduled
- Exhibitor Bingo to qualify for Door Prizes
- Participation in the door prize drawing at the end of the day

D. Contact Exhibitors

- Make up list of possible exhibitors and contact them as soon as meeting location and dates are known.
- Contact previous PNC/MLA/MLA exhibitors.
- Even earlier contact can be helpful to make sure budgeting at the national office will permit their attendance at your meeting.
- Add local firms and favorite vendors.
- Find lists of other exhibitors at previous library meetings in your city.
- Add possibilities obtained from the MLA exhibits.
- A broad spectrum should be represented.

E. Write Initial Letter and Send Preliminary Registration

- Provide information about the meeting date, location, hotel, and expected attendance from what areas for exhibitors as part of the meeting web site.
- Include costs.

- Ask for company name, representative name, name to put on sign for booth, special needs (electricity, phone line). Try to make contact with the local representatives as often information sent to the home office does not get to them.
- Provide the specific address/addressee to be used for shipping any exhibit materials (clarify this with the hotel).
- Ask for sponsorship of specific meeting events, give list of events with specific costs.
- Note if a decorator will be used.
- Require Exhibitors to register via RegOnline and, no matter who completes the registration form on RegOnline, the name of the representative(s) that are coming to the meeting should be used

F. Solicit Exhibitor Sponsorships Actively

- If the Annual Meeting Committee elects to include annual meeting bags, they should be sponsored by an exhibitor.
- One or more exhibitors usually cover the exhibitor lunch.
- Coffee breaks or wine/drinks for banquet or Welcome Reception are sometimes covered by exhibitors.
- Exhibitors can offer door prizes.
- Ask exhibitors what they would like to offer. (You might be surprised.)
- MLA traditionally offers a free membership for the upcoming year, but that is given to the PNC/MLA Membership Secretary to encourage membership renewals and not used at the conference.
- Remember to acknowledge all sponsorships on the website, in the program, and in signage at the meeting. Send letter of thanks after the conference.

G. Update the Vendor Spreadsheet Continuously

- Include current representative names and both email and street addresses.
- Include notes about reasons they won't exhibit.
- Share information with the Registration Chair.

H. Send a Formal Invitation

- Exhibitor registration should be separate from meeting registration, and made available as early as possible.
- Exhibitors may also wish to register for the meeting or social events. Include hotel room reservation information.
- Contact unresponsive vendors.
- Update spreadsheet when changes occur.

I. Exhibit Floor Plan

- Negotiate the floor plan with the hotel. The local fire marshal may have to approve the floor plan. If a decorator is being used they will take care of this. Assign booth space to registered, paid vendors.
- Put those who need power near the walls so extension cords will not drag across floor.
- Leave ample room between exhibits.
- Do not put competitors next to one another.
- Give the "Choicest" locations with maximum visibility to the biggest donors.

J. Exhibitor Reminder

Two weeks before the meeting, make phone calls to exhibitors who have not yet registered to verify their intent and to any for whom you have questions.

K. During the Meeting

- Have a meeting packet for each exhibitor at the Registration / Hospitality Desk. It will include a copy of the program, name badge, ribbon, any meal tickets, exhibit floor plan, and exhibitor evaluation.
- Have someone in exhibits area early to help exhibitors set up, make sure they have name tags and have checked in, etc. Have tables labeled with exhibitors names and have floor plans handy for those who have forgotten them. Keep an exhibitor notebook listing all exhibitors and their registrations at the Registration Desk.
- During the meeting, remind the group several times to visit the exhibits.
- Make sure appropriate donor signs are up for sponsored breaks and events.
- If the exhibits need to stay up overnight, be sure security precautions are taken.
- If exhibitors donate door prizes establish a drawing sheet where the attendees have to visit each exhibitor and have the rep. initial the sheet. This will motivate attendees to get around to all exhibitors.
- Inform exhibitors of next year's meeting dates.

L. Thank-You Letters

Write thank you letters to all the exhibitors within two weeks of the meeting.

M. Notes:

- It is important to start this process early since so many meetings are held in the fall and since many companies may budget 1 to 5 years ahead.
- There is enough work involved in working with the exhibitors that one or two people should be assigned this task.
- Personality traits: must be willing to ask for money!.
- Arrange food events to encourage interaction with vendors.
- Analyze the exhibitor evaluations and share results with future annual meeting planners.

VI. Publicity

A. General Considerations

- Announce your meeting at the prior year's meeting. Provide flyers, bookmarks, etc. listing the date, location, and theme. Include these items in the Meeting Packet.
- Begin publicity as soon as dates and site are set. Send this information to the Publications Chair so it can be put on the PNC/MLA website.
- Do more publicity after tentative program has been drawn up.
- Do major publicity in May/June, right before registration is announced.
- Include program, complete with CE course titles and instructors in the registration announcement and May/June publicity.
- Use HLIB-NW other current social networking channels, and RegOnline (or whatever registration system is in place) to send messages to meeting registrants and keep members informed of changes and additions as they occur.
- Keep editorial deadlines in mind and send information to be published in newsletters, etc, at least one month ahead of time.
- Work with meeting webmaster to present consistent information.

B. Logo/Graphic

Work with a graphic designer, if necessary, to design a Logo and color scheme. The logo must be scalable so that it can be used in a variety of ways. If necessary, design a small or simplified version of logo for use on name badges and bags. Provide logo files to Publications Chair and meeting webmaster for website, Exhibitor Chair for conference bags, and to Registration Chair for use on registration packet.

C. Printing

These items must be printed: registration packet materials, program booklets, signs, and name badges. Choose paper etc. to match color scheme, logo, and price considerations. Registration Chair will provide the content to be printed and list of names for badges.

D. Signs

- Welcome attendees with large, easy-to-read signs in bold, high-contrast lettering. Use uniform typestyles and color schemes to create visual images that become familiar. Use the meeting logo and colors. This "identity" for signage offers visual cues.
- Use clearly worded signs. Short statements (3-5 words) are easier to read than small type and extensive copy.
- Use positive language. "Please Use the Front Door" is much friendlier than "Do Not Enter."
- If the meeting will be on more than one floor, consider a building directory or map at the main entrance. The program also needs a building directory or map.
- Be sure signs are adequately lit.
- Studies (source unknown) have found that a single sign saying, "Go down the stairs and turn left" is actually clearer than a series of arrows attempting the same instruction.
- Helvetica-based typeface is common. So are: sans serif, Times New Roman or Stencil Bold.
- Check with your hotel. They may be able to produce signs or can recommend sources. Ask for a sample of quality in advance. Supply conference logo to printer. Have signs delivered early enough so that you have time to double check spellings and ensure that all signs have been delivered.
- Signs will be needed for:
    1. Registration desk
    2. CE Courses
    3. Break and activity sponsors
    4. Exhibitors (may be part of decorator contract)
    5. Roundtables/poster sessions
    6. Other miscellaneous group meetings

- You may want easels for the signs. Check with hotel to determine if they supply easels (free or fee) or if they allow taping signs to the walls, etc. Be sure to bring painter's tape (blue) for removable mounting. Check to see if meeting rooms have sign holders outside the rooms and what size sign they hold.
- Consider having signboards with schedule of what will take place each day in each room--these may need to be changed daily - probably in the morning before the conference starts.
- If exhibitor tables are assigned, tabletop signs may be needed to let them know where to set up.

E. Suggestions for Publicity Channels and Activities

Consult the 2009 meeting wiki (http://pncmla-2009.pbworks.com/Publicity) for information about publicity for that meeting. In 2009 a meeting blog was created and linked from the meeting web site. Twitter was also used for publicity and communication about the meeting, with a conference hashtag defined and included in publicity and signage. Meeting participants also used the conference hashtag for tweeting during the meeting. Consider current appropriate emerging technology channels, and work with the Web editor to plan for social media coverage of the event.

Channels used in 2009 included:

MLA News/Focus

MLA Student email group
mla-student@ns1.mlahq.org

HLIB-NW
hlib-nw@u.washington.edu

SLA Pacific Northwest Chapter (WA,ID,MT,AK)
List Owner daniel.b.trefethen@boeing.com
List address: SLA-CPNW@lists.sla.org

SLA UW Student Chapter:
http://students.washington.edu/slauw/
sla-uw@u.washington.edu

SLA Oregon Chapter web site & email:
http://units.sla.org/chapter/cor/
SLA-COR@lists.sla.org

SLA Western Canada chapter web site:
http://units.sla.org/chapter/cwcn/

SLA Biomedical & Life Sciences Division
sla-dbio@lists.sla.org
http://units.sla.org/division/dbio/

PNLA list
http://www.pnla.org/pnla-l/index.htm
PNLA-L@yahoogroups.com

AkLA-L
http://www.akla.org/list/index.html
aklalist@akla.org

LIBIDAHO
http://www.idaholibraries.org/libidaho
libidaho@ala.org

LIBS-OR
http://listsmart.osl.state.or.us/mailman/listinfo/libs-or/
libs-or@listsmart.osl.state.or.us

WIIF
http://www.secstate.wa.gov/library/libraries/lists.aspx
wiif@list.statelib.wa.gov

WIRED-MT
http://msl.state.mt.us/for_Librarians/WiredMT/default.asp
WIRED-MT-L@OCLC.ORG

OHSLA
http://www.ohsu.edu/library/ohsla/
ohsla@ohsu.edu

MLGSCA
http://www.mlgsca.mlanet.org/discussion.htm

NCNMLG
http://www.ncnmlg.org/pubs/pubs_listserv.htm
Quarterly newsletter

MCMLA
http://www.mcmla.org/member/maillist.html

HPC-MLA
http://hpcmla.mlanet.org/index.html

VII. Meeting Web Editor

A. Overview

One person should be assigned to create and update a meeting web site. Past meeting web sites have been hosted at the University of Washington server because that has been where the PNC web site has been hosted, meeting web sites can be retained at no charge to the chapter, and the chapter's Publicity chair is available to provide assistance to the meeting web editor. As technology evolves, the web editor and Annual Meeting committee should consider how social networking/web 2.0 tools will be employed for even wider dissemination of information about the meeting, and whether the University of Washington, as a web site host, could accommodate such options.

B. Basic Web Editor Tasks:

1. Work with the Annual Meeting committee to determine the optimum place for hosting the web site. If the University of Washington is selected, obtain necessary passwords and directions for access to the University of Washington server from the PNC web editor.
2. Work closely with the Publicity chair to plan for use of social media to cover the event.
3. Create a "place holder" web page as soon as dates have been set.
4. Obtain input from Annual Meeting planning committee regarding web site usability and layout.
5. Budget time during the two weeks before the meeting for "spontaneous" emergency last minute changes to the web site.

C. Sections

Sections of the web site typically include:

- Home Page (including graphic/logo, date, and location)
- Preliminary Program (including CE, speaker bios, special events, business meetings)
- Registration Information
- Hotel information (remember to include parking costs!)
- Logistics (including transportation information and driving directions)
- Vendor Information (including contacts, contracts and fees)

Information for the above sections will be supplied to the Web Editor by the appropriate Annual Meeting committee chair.

VIII. Budget

A. Budget Planning

PNC/MLA provides each annual meeting with $1000.00 seed money. The meeting treasurer will work with the PNC/MLA treasurer to obtain needed funds.

The meeting budget is an estimate of anticipated income and expense for your meeting and provides financial control and accountability. It's important to document how and why you arrived at all figures, so keep track of calculations used to arrive at each budgeted item. Allow contingencies for the unexpected. Reviewing last year's budget will give you a good basis for preparing this year's. And analyzing the difference between budgeted and actual costs will get you closer to actual expenses the next time.

Below are some expense and revenue items. Remember to add room tax, sales tax, service charges, and gratuities where appropriate as this can add up to a sizable amount.

- Set conference fees and meal charges. Provide member and non-member rates. In the past, members of neighboring chapters have received member rates. Make the all-inclusive conference fee (excluding Continuing Education) $5-$10 less than if everything was charged separately. This gives a slight break to those supporting all of the meeting meal functions. Many hotels require a certain percentage of attendance for meal functions to avoid meeting space charges. Meal numbers are important!
- Determine the late fee to be charged to those who miss the early registration deadline.
- Include Welcome Event in all fee options. Typically, registration also includes breakfast, lunch, and breaks. These meal events are excellent opportunities for vendor sponsorships.
- The biggest food-related decision is regarding the banquet. Some issues to consider are:
    1. Should a banquet be held?
    2. Should the banquet be included in the registration fee? Banquets are very useful for meeting any hotel food minimum.
    3. Should a registration fee without the banquet be offered? Banquets are expensive and if they are charged separately, attendance may be low. On the other hand, some organizations do not reimburse for meals.

4. Should entertainment or a speaker be included with the event?
5. Should the dinner be plated or not?
6. How should alcohol be handled?

B. Typical Budget Categories

Income

- Registration fees
- CE fees
- Vendor fees
- Sponsorships
- Banquet

Expenses

- Speakers and instructors
- Fees
- Transportation
- Hotel
- Per diem
- AV/IT
- Projectors and screens
- Internet access (wired/wireless)
- Computers
- Microphones
- Electricity
- Setup and troubleshooting
- Food and beverages
- Welcome reception
- Breakfasts (during CE classes and on meeting days)
- Breaks (during CE classes and on meeting days)
- Lunches (during CE classes and on meeting days)
- Banquet
- Printing and duplicating
- CE materials
- Speaker handouts
- Signage (directional, room labels, vendor recognition)
- Program
- Name badges
- Tickets
- Postage
- Meeting rooms [NOTE: meeting room use charges are usually waived if hotel food minimum is met.]
- Setup
- Poster stands
- Table drapes
- Taxes, service charges, gratuities
- RegOnline fees

C. Payment of Speakers

According to a message from Ray Naegele, MLA director of Financial and Administrative Services on 12/4/09, "Chapters can write one check but need to keep the expense reimbursement amount and honorarium separate for accounting purposes. If your accounting system can't do that, then write two checks, which is more work, but easier at year-end to prepare 1099s because only the honorarium (amounts over $600 in a calendar year) are reported on the 1099.

1099's are used to report compensation to the IRS. They should not include reimbursement for out-of-pocket expenses. See http://www.irs.gov/faqs/faq/0,,id=199636,00.html

For reimbursement, the IRS requires that there be an "accounting" of the actual out-of-pocket expenses, as opposed to a lump sum payment that is called a "reimbursement" but may actually be an honorarium and would be reported on the 1099.

To fulfill the IRS requirement, ask the speaker to provide an itemized expense report with receipts and do not include the reimbursement amount on the 1099."

According to Judith Hayes, PNC/MLA Treasurer 2010-2012,

> "As far as I can tell from Ray's reply, we are doing it exactly the way that he says to do it. I write 2 checks, one for honorarium and one for actual expenses, unless someone is incorporated and actually asks for a single check because they are going to be writing off the expenses. I send a 1099 only if the honorarium (without expenses) is over $600. In some cases, such as the hotel room, I try to pay it directly with the PNC credit card."

IX. Registration

A. Registration Function

1. As of this printing, PNC/MLA is using the RegOnline system for meeting registration.
2. Work with CE and Annual Meeting Chairs to get class and program details plus prices, fees, menu choices, etc.
3. Design online registration form.
4. Work closely with PNC/MLA membership secretary to assure that current membership information is up-to-date in RegOnline.
5. Create list of attendees and name badge file and send to person responsible for printing. Include attendee affiliation on name badges.
6. Create email message to go with confirmation.
7. Establish registration desk hours and solicit help for staffing.

B. RegOnline -- Issues and Recommendations from 2009:

- There needs to be a separate registrant type for every possible type of registration. For example, the 2009 conference used 12 different registrant types:
    1. PNC Member, All-Inclusive
    2. Non-PNC Member, All-Inclusive
    3. PNC Member, Student
    4. Non-PNC Member, Student
    5. Exhibitor
    6. PNC Member, Non-Conference-CE Only
    7. Non-PNC Member, Non-Conference-CE Only
    8. Conference Registration, All-Inclusive & PNC Membership
    9. Conference Registration, All-Inclusive & Emeritus/Retired PNC Membership

10. MLGSCA, NCNMLG, Hawaii/Pacific, & Midcontinental Members, All-Inclusive
11. MLGSCA, NCNMLG, Hawaii/Pacific, & Midcontinental Members, Non-Conference-CE Only
12. VIP (used for guests, speakers, *etc.* that did not pay a registration fee)

- In order for RegOnline to know who pays the member conference rate versus the nonmember conference rate, it has to be linked to the PNC membership data on RegOnline. If this is not setup correctly, registrants will be charged the incorrect fee. Adding the membership fee to the conference registration is also possible in RegOnline, but it does create problems because the membership secretary does not get the new registration information. It was necessary to keep a separate account of those names and membership fees and report that information directly to the Membership Secretary.
- Require Exhibitors to register via RegOnline. For the 2009 conference some Exhibitors registered via RegOnline while others registered with the Exhibits Committee. It was extremely confusing and hard to sort out what fees had been paid and what sponsorships had been made. When Exhibitors register, no matter who completes the registration form on RegOnline, the name of the representative(s) that are coming to the meeting should be used. For the 2009 conference some of the Exhibitors had administrative assistant's/office personnel's names in their RegOnline form, not the actual representative's name. Also, if the Exhibitors all use RegOnline it will be much easier to print the correct name badges, labels, etc.
- With RegOnline it was very easy to send an email to all registrants at once, or if necessary, emails could be sent to a specific group (*e.g.* Exhibitors), or to individuals, as required.
- RegOnline facilitated the creation of name badges and labels, and the conference logo and other images could easily be uploaded to the system.

C. Registration Form:

1. Keep format simple and provide a link for the conference web editor.
2. Payment options include credit card and check.
3. Include the option for payment of current year PNC membership dues.
4. For check payments, provide this information:
   - Make check payable to PNC/MLA (all fees are payable in $US).
   - Mail check to: (name and address of registration chair).
5. Offer to accommodate special needs related to attending the conference.
6. Set conference fees and meal charges. Provide member and non-member rates. In the past, members of neighboring chapters have received member rates. Make the all-inclusive conference fee (excluding Continuing Education) $5-$10 less than if everything was charged separately. Include information about late fees and cancellation.
7. Make clear which events are included in the various conference fee options.
8. When the conference is open to other chapters, include a check box for them to indicate their current membership status. Offer them our member rates. Arrange with other chapter membership secretaries to verify their membership status.
9. Test the registration form thoroughly before it is activated. It's really important to try out complex registrations to make sure that all logical relationships are working correctly before the form is active.

D. Registration Process

1. Forms and payment
   - The RegOnline system tracks credit card payments and records class, event, meal choices, and special accommodations.
   - Include one copy of confirmation form in each individual's meeting packet.
   - Sometimes payment arrives after registration takes place. This normally occurs when the fees are paid by the institution. If registration fees have not arrived two weeks prior to the meeting date, call the registrant to resolve the delay.
2. Coordinate with other committee members.
   - Continuing Education: Need to know class size limitations and if there will be a waiting list. Send an updated/final class roster of each class as needed.

- Facility Arrangements: Supply the total number of conference registrants, meal/function registrants, CE registrants, and any other relevant numbers.
- Coordinate with the PNC/MLA treasurer regarding how to process check payments.
- Coordinate exhibit registration with exhibits chair.

E. Badges and Event Tickets

The Registration Chair or designate is responsible for the text on tickets and badges.

Badges:

- Include Name, Institution and City/State or Province on the badges.
- Use the Registration files to generate the list.
- Print as close to start of conference as possible. If these can be done in-house, you have the flexibility to add late registrations right up to the meeting time.
- Check spellings carefully!
- Print some blanks to be used for last minute changes.
- Plan for exhibitor badges.

Event Tickets:

- Print any time after event registration is firm.
- Use a different color for each and try not to make the individual tickets too small.

F. Meeting Packets

Stuffing packets takes 3-4 hours for a group of at least 4 people. Label each individual's manila envelope with their name and institution (use name badge file) to create labels. The meeting packet contains:

- Small envelope with event tickets (you may want name labels for these)
- Name badge holder
- Name badge
- Copy of confirmation form
- Final program
- Invitation to next year's annual meeting (Get this from next year's Annual Meeting Committee Chair.)

Provide a Meeting Packet for each exhibitor, whether or not they "register". Reserve a few copies of the meeting program to provide to hotel catering and facilities staff.

G. Cancellations

The policy for meeting cancellations in 2009 was that a $20 fee was charged for all cancellations, and only written cancellations received by one week before the conference were honored.

H. Registration Desk / Hospitality Coordinator

1. The registration desk also serves as the hospitality desk. Locals often help staff the desk.
2. The registration chair is in charge of the registration/hospitality desk. He/she should prepare a schedule of registration times and enlist helpers to staff the desk. Limit time to no more than two hours at a time, if possible. A few days before the conference, confirm the scheduled dates and times with all designated helpers.
3. There should be a simple, written set of instructions at the desk for helpers to follow and a designated contact person in case of a problem. This is very important, because conference participants, vendors, and hotel staff will all treat the Registration Desk as an information desk.
4. If conference bags are distributed, have them at the Registration Desk long before it opens. Arrange a place to store them when the Desk is not open and a means to transport them to and from the Registration Desk.
5. Some items that should be available at the Registration/Hospitality Desk include:
    - Computer with Internet connection for RegOnline access and onsite registration.
    - The notebook with copies of confirmation forms (optional).

- Meeting packets.
- Blank name badges.
- Tickets for events.
- Pens, pencils, paper, stapler, staples, scissors, blue carpenter's tape.
- Marker pens for name tags.
- Unlabeled folders/packets.
- Local maps, tour books & brochures (to be provided by the Local Arrangements committee).

X. Local Arrangements

The Local Arrangements Committee is responsible for communicating with meeting attendees about the city and area in which the meeting is taking place. As part of the Annual Meeting Committee, they work to facilitate ease of navigation to and from the meeting facility, as well as alert meeting attendees to area points of interest and events. Below is a list of possible activities for the Local Arrangements Committee:

- Provide content for the meeting web site that includes local information including, but not limited to:
    1. Name, address and phone number of conference facility – link to their web site if available
    2. Information about transportation options to and from conference facility and within the host city
    3. Links to local information such as web page for the Convention and Visitors Bureau, Points of Interest, Area Restaurants, and Local Weather
    4. In 2009, the Local Arrangements Committee created an event page on Yelp so people would have more detailed information about dining and entertainment options near the conference venue - http://www.yelp.com/events/seattle-where-do-we-grow-from-here-pnc-mla-annual-meeting
- Once the meeting is announced, start communicating regularly about items and events of interest to meeting attendees. Coordinate with the publicity chair to avoid duplicate messages. In 2009, the Local Arrangements Committee set up a blog and posted new items to it regularly. Starting 6 weeks prior to the event, posted weekly about things to do in Seattle. http://pncmla09.blogspot.com/
- Obtain maps of the host city and/or tour books and brochures to have at the Welcome/Registration Desk. These can often be obtained from the city's Visitor's Bureau or Chamber of Commerce
- A guide of area restaurants, coffee shops, mini marts, etc. Sometimes the meeting facility can provide these – ask!
- In cities where the meetings have been held frequently, prepare a packet for new members/first-time attendees
- Optional: Arrange for a local tour for attendees at a time that is not in conflict with the program. In 2009, there was a Sunday afternoon tour of the University of Washington campus surrounding the Alaska-Yukon-Pacific Exposition
- Coordinate with the Registration Chair to help staff the Registration/Hospitality desk at the meeting. Recruit volunteers to help with this. Don't ask for people to work more than 2 hours at a time.

XI. Technology

IT and AV technologies are fundamental to most parts of the meeting. Hotel staff should handle most of the details. The Exhibitor Chair should have negotiated any technology support needs for the exhibitors. The CE Chair should have negotiated any technology support needs for the instructors. The Annual Meeting Chair should have negotiated any technology support needs for the speakers.

To save equipment rental fees PNC/MLA Annual Meeting planners can arrange to use local equipment or bring their own. There must be a person assigned every day to see that technology issues are resolved. That person must be comfortable with the technology involved and prepared to work with hotel staff.

Plan to provide security for any local equipment being used.

XII. Joint Chapter Meetings

Joint meetings with other Chapters do occur, and decisions to hold these begins at the Board level. Once all involved chapters have agreed to a joint meeting, planning begins. Given the varied nature of these types of meetings, this manual will not attempt to cover that planning process. It's a great deal like this only more so! Due to scheduling issues among chapters, if a joint meeting is held PNC may choose to host a CE-only meeting or forego holding an annual meeting in the fall.

To date, four joint meetings have been held: in Jackson Hole, WY in 1986, in Seattle in 1990, in Sacramento, CA in 2003, and in Seattle in 2006.

XIII. Past Annual Meetings

For future meeting planners, here is a list of previous PNC/MLA Annual Conferences. It is always possible to re-visit a Conference theme. Add to this list annually.

2009 Seattle, WA
Theme: Where Do We Grow from Here?

2008 Seattle, WA (no annual meeting; CE sessions only)

2007 Billings, MT
Theme: Boot Up under the Big Sky: Libraries, Computers, and the West.

2006 Seattle, WA PNC/MLA-*-NCNMLG-*-MLGSCA-*-HAWAIIAN CHAPTER Joint Meeting
Theme: Missions to Mountains

2005 Portland, OR
Theme: Medical Libraries: Core of Discovery

2004 Seattle, WA
Theme: 50 Years in the Pacific Northwest: There's No Place Like Home
Keynote: Samuel M. Miller, LMN Architects
The Seattle Central Library: Pushing the Envelope

2004 Sacramento, CA PNC/MLA * NCNMLG * MLGSCA Joint Meeting
Theme: 2004 Gold Rush: The Information Frontier
Keynote: Michael Wilkes, M.D., Associate Dean of Medical Education, University of California, Davis
Changing Medical Education

2002 Vancouver, BC
Theme: Bringing it all Together
Keynote: Eve-Marie Lacroix, Chief of Public Services Division, NLM
Managing Health Information: We're in it Together

2001 Gleneden Beach, OR
Theme: 2001 Hal Un-plugged: A PNC/MLA Odyssey
Keynote: Roy Tennant, eScholarship Web & Services Design Manager, California Digital Library
HAL Reprogrammed: Gaining Control Over Information Technology

2000 Girdwood, AK
Theme: Come to the Last Frontier: Explore, Discover, Take Home New Wealth
Keynote: Linda Stone, Vice President for Corporate and Industry Initiatives, Microsoft
From Apple Librarian to Microsoft VP: An Interview with Linda Stone

1999 Seattle, WA
Theme: Access In the Millenium
Keynote: Edward H. Shortliffe, M.D., Ph.D., Professor of Medicine and Computer Science, Associate Dean for Information Resources and Technology, Director, Medical and Information Sciences Training Program, Stanford University
Future of wide-area networking for the health-care community: the NGI

1998 Boise, ID
Theme: Partnering for Better Health
Keynote: Dr. Albert Bandura, David Starr Jordan Professor of Social Science in Psychology, Stanford University
Health Promotion the Sociocognitive Way

1997 Portland, OR
Theme: Surviving and Thriving in the Age of Technology
Keynote: Michael Gorman, Dean of Library Services, Cal-State, Fresno

1996 Whitefish, MT
Theme: Taming the Information Wilderness
Keynote: Bob Berkman, FIND-SVP, Washington, DC
Rethinking the Corporate Health Science Information Center

1995 Bellevue, WA
Theme: On Tract to the Future
Keynote: Clifford Lynch, Ph.D., Director of Library Automation, University of California, Office of the President, Information Systems & Administrative Services Division
Discussed the implications of electronic information, the need for collaboration with Information Systems and their impact on the future of libraries.

1994 Portland, OR
Theme: Bridging the Gap: Forming Community Alliances
Keynote: Mark Scott, President, Mid-Columbia Medical Center, The Dalles, OR

1993 Coeur d'Alene, ID
Theme: The Vision: Looking Outward, Looking Inward
Keynote: Rachel K. Anderson, Director, Arizona Health Sciences Library and Chair, NLM Board of Regents
Health Information Challenges for the Library: Threat or Opportunity (Looking Outward)

1992 Vancouver BC
Theme: Pacific Spirit: Information without Boundaries
Keynote: Mike Ridley, Associate Librarian, Systems, University of Waterloo Library
Global Nets: Librarians in the Virtual Community

1991 Boise, ID
Theme: Soaring to New Heights: Health Information in the 90s
Keynote: Herbert White, Professor and former Dean and Director of the Research Center, School of Library and Information Science, Indiana University, Bloomington
Cost-Effectiveness of Libraries

1990 Seattle, WA   (joint meeting with Mid-Continental Region)
Theme: Health Sciences Libraries: Coming of Age in the 21st Century
Keynote: Russell C. Coile, Jr., President, Health Forecasting Group, Alameda, CA
Innovation and Change

1989 Salishan, OR
Theme: Future Fitness: Librarians for the Next Century

1988 Bozeman, MT
Theme:

1987 Spokane, WA
Theme: High Tech/High Touch: Information Frontiers in Health Care

1986 Jackson Hole, WY (Idaho's rotation)
Theme: On the Leading Edge

XIV. Evaluations

A. Conference Evaluations

Meeting evaluations are critical. The facility and major components of the meeting are evaluated. Exhibitors should receive their own evaluation form.

B. Evaluation Format

As of this printing, PNC/MLA uses SurveyMonkey for online evaluations and RegOnline to send the survey link to registrants. It is easy to copy a previous PNC/MLA meeting evaluation in SurveyMonkey and then adapt it.

C. CE Evaluations

Individual course CE evaluations are handled separately by the PNC Professional Development Committee. They analyze them for PNC and then send the originals (for those with MLA credit) directly to MLA. They also send copies to the instructors. Meeting evaluations can also include some questions regarding CE.

D. Exhibitor Evaluations

Exhibitor evaluations should be separate from meeting evaluations and should be administered by the exhibits chair.

XV. Final Steps

Annual Meeting Chair responsibilities:

- Make sure next year’s Annual Meeting Committee chair has the PNC Banner to use for the next meeting. This eliminates a mailing charge.
- Create meeting evaluation and send to membership.
- Tabulate and analyze the evaluations.
- Collect/approve any outstanding bills and forward them to the meeting treasurer for payment.
- Check with subcommittee chairs that all fees owed have been collected and forwarded to meeting treasurer.
- Send thank you notes to speakers and committee chairs.
- Submit Final Report to PNC Chair, PNC Archivist, and PNC Publications Chair.
- Submit both print and electronic versions of the Final Report to PNC Conference Planning Committee Chair.
- Revise Conference Planning Manual and send revision to the Conference Planning Committee Chair.

XVI. Appendices

A. Annual Meeting Report Template

Please complete all sections of the report. Synopsis and Narrative sections should be 4-5 pages total. Please label each page of the report with the meeting year and location.

Please submit 3 copies of the complete report to: 1) PNC Chair; 2) PNC Archivist; 3) PNC Conference Planning Committee Chair. An electronic version of the report needs to be given to the PNC Conference Planning Committee Chair (either send electronically or give disk).

YEAR PNCMLA Meeting Report

LOCATION
DATE

EXECUTIVE SUMMARY
When and where meeting was held, planning committee roster, hotel selection, monthly teleconferences using Freeconference.com, new this year Stat Talks, bags, posters at reception, include info re budget planning.

COMMITTEE REPORTS

EVALUATION
Evaluation results are archived in the PNC/MLA SurveyMonkey account so it may be sufficient to provide the survey title and a link to the results.

B. Checklist of Requirements

Room Furnishings and Equipment (please note how many required)
Flip Chart __________________
Erasable board/pens___________
Microphone__________________
LCD Display unit______________
Screen______________________
Pointer______________________
Extension cords_______________
Other_______________________

Room Arrangement
Theatre style ________
    Standing lectern_____
    Desktop lectern_____
    Tables____________
    If Panel, how many panelists?____

Roundtable Style____________
    Tables____________

Assistance
Photocopying_______________
    How many copies?_______
    Color?_________________
    How distributed?
        During presentation_____
        Placed on seats________

Picked up on entrance___
In registration packets___

C. Sample CE Agreements and Letters

- Instructor who receives an honorarium, course not MLA certified

    1. Query regarding class

Instructor information:
[non-pnc-member name, email address, phone]
[mailing address]

1. Would you be available to teach [class title] at the PNC/MLA Annual Meeting on the weekend of October 9-10, 2010 in Portland, Oregon?
Yes, I am available to teach a class called “Beyond PowerPoint: Presentation Design Principles for Engaging and Educating an Audience”

2. Is your class approved for MLA Continuing Education Credits? If no, we will be happy to assist you with applying for MLA CE Credits. Could you please provide us with a course description and list of educational goals and objectives, along with a course outline including time allocations?

Not yet approved for CE credits.

Course description:

Goals and objectives:

Course outline/ agenda:

Need for This Course:

3. What is the duration of your class? 2 hours / 4 hours / 6 hours / 8 hours / flexible?

4. How many students can attend your class?

5. What is your customary honorarium?

6. What facilities are required? Do you need a hands-on computer classroom? Do students need Internet access? What other materials or equipment would you need?

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2. Confirmation Letter

Chris Shaffer
Chair, Professional Development Committee
Pacific Northwest Chapter / Medical Library Association
c/o OHSU Library
3181 Sam Jackson Park Rd. – LIB
Portland, OR 97239-3098

June 24, 2010

[non-pnc-member name].
[address]

Dear [name]:

Thank you for agreeing to teach *[class]* at the Annual Meeting of the Pacific Northwest Chapter / Medical Library Association (PNC/MLA).

Attached is a Continuing Education Agreement. Please review the terms enumerated and if you have any questions or want to make any changes contact me. If the terms are acceptable, sign and return the attached agreement, keeping a copy for your reference.

Your liaison for the class will be name], who can be reached at [email address and phone number].

Sincerely,

Chris Shaffer

3. Agreement

Continuing Education Agreement
2010 Annual Meeting

Sponsoring Organization: Pacific Northwest Chapter / Medical Library Association (PNC/MLA)
Liaison:
Instructor:
Course:
Location:
Date and Time:

You agree to teach the above listed course at the PNC/MLA Annual Meeting. You further agree to:

- Notify your liaison of the maximum number of participants for the class, if applicable, by July 30;
- Obtain Medical Library Association Continuing Education approval for 4 contact hours for the course by September 3, 2010;
- Submit to your liaison course materials to be reproduced by October 1, 2010;
- Bring or ship your own course materials if not submitted for reproduction;
- Notify your liaison of any required changes or alterations to this agreement in a timely manner.

PNC/MLA agrees to:

- Assist you with obtaining Medical Library Association Continuing Education approval and pay the application fee;
- Reimburse your transportation and parking at the hotel on the day of the class;
- Pay per-diem of up to $20 for lunch on the day of the class;
- Register participants;
- Reproduce your course materials if sent to the liaison by October 1, 2010;
- Provide the class room;
- Provide necessary audiovisual equipment (a separate audiovisual form will be sent);
- Provide an honorarium of $300.

PNC/MLA reserves the right to cancel this agreement if, by Friday, September 15, a minimum enrollment of ten students has not been reached. Your liaison will contact you by phone or email by Monday, September 18 if the minimum enrollment is not attained.

The above terms are agreeable and accepted by:

June 24, 2010

Chris Shaffer date
Chair, Professional Development Committee
PNC/MLA

[name] date
Instructor

- Instructor who receives no honorarium (such as an RML:staff member), course is MLA certified

    1. Confirmation Letter

Chris Shaffer
Chair, Professional Development Committee
Pacific Northwest Chapter / Medical Library Association
c/o OHSU Library
3181 Sam Jackson Park Rd. – LIB
Portland, OR 97239-3098

June 24, 2010

[RML instructor name]
[address]

Dear [name]:

Thank you for agreeing to teach *[class]* at the Annual Meeting of the Pacific Northwest Chapter / Medical Library Association (PNC/MLA).

Attached is a Continuing Education Agreement. Please review the terms enumerated and if you have any questions or want to make any changes contact me. If the terms are acceptable, sign and return the attached agreement, keeping a copy for your reference.

Your liaison for the class will be [name], who can be reached at [email address and phone number].

Sincerely,

Chris Shaffer

---

2. Agreement

Continuing Education Agreement
2010 Annual Meeting

Sponsoring Organization: Pacific Northwest Chapter / Medical Library Association (PNC/MLA)
Liaison:
Instructor: [RML instructor]
Course:
Location:
Date and Time:

You agree to teach the above listed course at the PNC/MLA Annual Meeting. You further agree to:

- Notify your liaison of the maximum number of participants for the class, if applicable, by July 30;
- Obtain Medical Library Association Continuing Education approval for 3 contact hours for the course by September 3, 2010;
- Submit to your liaison course materials to be reproduced by October 1, 2010;
- Bring or ship your own course materials if not submitted for reproduction;
- Notify your liaison of any required changes or alterations to this agreement in a timely manner.

PNC/MLA agrees to:

- Reimburse your transportation and parking at the hotel on the day of the class;
- Register participants;
- Reproduce your course materials if sent to the liaison by October 1, 2010;
- Provide the class room;
- Provide necessary audiovisual equipment (a separate audiovisual form will be sent).

PNC/MLA reserves the right to cancel this agreement if, by September 15, a minimum enrollment of ten students has not been reached. Your liaison will contact you by phone or email by September 18 if the minimum enrollment is not attained.

The above terms are agreeable and accepted by:

June 24, 2010

Chris Shaffer date	[name] date
Chair, Professional Development Committee	Instructor
PNC/MLA	

D. History of this Conference Planning Manual

Original prepared by Steve Teich, Joan Ash, and Carol Willman.

Major revisions in 1990 by Jackie Gagne, Debbie Ketchell, Mary Cambell, Susan Way, Maryanne Blake, and Kathy Murray.

Revised in 1991 by Pam Spickelmier, Nancy Van Dinter, Kathy Nelson, Judy Balcerzack, Deanna Canfield, and Nancy Griffin.

Revised in 2002 by Kathy Murray with assistance from Anne Girling and Loretta Andress.

Revised in 2004 by Robin Braun and Arleen Libertini

Revised in 2010 by Susan Barnes and Gail Kouame