|  |  |  |
| --- | --- | --- |
|  |  | CAhorizontal7408small  APA CALIFORNIA  CONFERENCE REQUIREMENTS  HANDBOOK |

Approved October 22, 2016 by the APA California Board of Directors

# Proposed Revisions February 2, 2018





**APA CALIFORNIA CONFERENCE REQUIREMENTS HANDBOOK** – **PURPOSE**

The following document contains the basic requirements that each Conference Host Committee must consider and follow during its conference planning. This document outlines what the PAA California Board of Directors expects from the conference and of the Conference Host Committee. Additionally, the Handbook outlines the support of the Committee from the Chapter and the Conference Contractors. Therefore, to enable the best possible conference to be produced, the Board requests that the Committee read, become familiar with, and discuss the contents of this Handbook with the VP Conferences, and advise their subcommittee chairs they are responsible for doing the same.

Policies for areas not currently covered in this Handbook may be developed and adopted by the APA California Chapter Board during the lead-up to the annual conference, or otherwise are at the discretion of the VP Conferences. The substantiation for financial policies in this Handbook is found in APA California’s Financial Policies Handbook.

**AMENDMENTS TO CONFERENCE HANDBOOK**

**THE TABLE BELOW TRACKS ANY MINOR CHANGES MADE TO THE HANDBOOK BY THE VP CONFERENCES AND APA CALIFORNIA PRESIDENT, OR BY THE ON-CALL CHAPTER CONFERENCE COMMITTEE, BETWEEN MAJOR REVISIONS THAT RECEIVE CHAPTER BOARD REVIEW & APPROVAL**

|  |  |  |
| --- | --- | --- |
| **DATE** | **HANDBOOK SECTION (PAGE)** | **REVISION** |
| 10/27/16 | Article V.E ‘Assigning Individual Sessions to Session Blocks’ | Reinstated a paragraph discussing a way to more easily distribute sessions into session blocks |
| 10/27/16 | Article IX.E ‘Ribbons for Name Badges for Leadership and Speaker Identification” | Added that Session-Only Speakers should receive differentiated lanyards as well as different badges |
| 1/27/17 | Article III.H ‘Conference Profit Distribution’ | Qualified that the distribution of conference profit when exceeding the target of $120,000 is to be split between only the Chapter and Host Section |
| 9/23/17 | Article III.G ‘Conference Profits’ | Set guideline of 20-25% profit margin for larger conferences while maintaining the minimum $120,000 profit amount. |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Table of Contents

[I. GETTING STARTED 7](#_Toc477771086)

[A. REVIEW AND INCORPORATE APA CALIFORNIA CONFERENCE GOALS 8](#_Toc477771087)

[B. ESTABLISH SITE SELECTION COMMITTEE (SSC) 9](#_Toc477771088)

[C. ESTABLISH LOCAL CONFERENCE HOST COMMITTEE (CHC) 10](#_Toc477771089)

[D. The Top “Know These” List for Key CHC Subcommittees’ Work Programs 15](#_Toc477771090)

[II. CONSULTANTS AND CONTRACTS 17](#_Toc477771091)

[A. MANDATORY USE OF CONFERENCE CONSULTANTS 17](#_Toc477771092)

[B. CONFERENCE CONTRACT REVIEW BY APA CALIFORNIA ATTORNEY 18](#_Toc477771093)

[III. Establishing the Confernce Budget 18](#_Toc477771094)

[A. DEVELOPMENT OF THE CONFERENCE BUDGET 19](#_Toc477771095)

[B. REGISTRATION FEES 20](#_Toc477771096)

[C. CONFERENCE EXPENSES 20](#_Toc477771097)

[D. BOARD APPROVAL OF CONFERENCE BUDGET 21](#_Toc477771098)

[E. CONFERENCE BANK ACCOUNTS AND CONFERENCE BUDGET ADVANCE 21](#_Toc477771099)

[F. CONFERENCE SPONSORSHIPS 21](#_Toc477771100)

[G. CONFERENCE PROFITS 24](#_Toc477771101)

[H. CONFERENCE PROFIT DISTRIBUTION 24](#_Toc477771102)

[I. CONFERENCE LOSSES 24](#_Toc477771103)

[J. 1099 TAX FORMS FROM VENDORS 25](#_Toc477771104)

[K. ADDITIONAL BUDGET CONSIDERATIONS 25](#_Toc477771105)

[IV. INSURANCE AND RISK MANAGEMENT AND MISCELLANEOUS ITEMS 31](#_Toc477771106)

[A. CATASTROPHIC INSURANCE 31](#_Toc477771107)

[B. USE OF CHAPTER LIABILITY INSURANCE 31](#_Toc477771108)

[C. CONFERENCE ACTIVITIES TO BE APPROVED BY APA CALIFORNIA ATTORNEY 32](#_Toc477771109)

[D. ASSOCIATION AND SECTION ACTIVITY GUIDELINES 32](#_Toc477771110)

[E. DISABILITY INQUIRIES AND COMPLAINTS 32](#_Toc477771111)

[V. THE CONFERENCE PROGRAM 32](#_Toc477771112)

[A. CONFERENCE THEMES & TRACKS 33](#_Toc477771113)

[B. CALL FOR PRESENTATIONS & ONLINE SUBMITTAL FORMS 35](#_Toc477771114)

[C. REVIEW PROCESS FOR SESSION SELECTION 37](#_Toc477771115)

[D. CONFERENCE SESSION NOTIFICATIONS 45](#_Toc477771116)

[E. ORGANIZING THE SCHEDULE & SLOTTING OF ALL THE PROGRAMS 46](#_Toc477771117)

[F. DEVELOPING AND FINALIZING THE CONFERENCE PROGRAM DOCUMENT 50](#_Toc477771118)

[G. SESSION RECORDINGS, ELECTRONIC RETENTION OF PRESENTATIONS, AND THE MOBILE APPLICATION 52](#_Toc477771119)

[H. CERTIFICATION MAINTENANCE (CM) CREDIT 53](#_Toc477771120)

[I. MOBILE WORKSHOPS 55](#_Toc477771121)

[J. LEADERSHIP MEETINGS AND CONFERENCE EVENTS NOT MANAGED BY THE PROGRAMS SUBCOMMITTEE 58](#_Toc477771122)

[VI. ADVERTISING THE CONFERENCE 62](#_Toc477771123)

[A. CAL PLANNER 62](#_Toc477771124)

[B. SECTION NEWSLETTERS 63](#_Toc477771125)

[C. APA CALIFORNIA CONFERENCE WEBSITE – CONFERENCE POSTING PROCESS 63](#_Toc477771126)

[D. EMAIL BLASTS DIRECTLY TO APA CALIFORNIA MEMBERS 64](#_Toc477771127)

[E. ELECTRONIC MEDIA 65](#_Toc477771128)

[VII. EXHIBIT BOOTHS/DISPLAY SPACE 65](#_Toc477771129)

[A. COMPLIMENTARY AND CONTRACTED DISPLAY SPACE 65](#_Toc477771130)

[B. EXHIBITORS BOOTH SPACE 66](#_Toc477771131)

[VIII. OTHER MANDATORY ITEMS 67](#_Toc477771132)

[A. ADA COMPLIANCE AND NOTICE IN REGISTRATION MATERIALS 67](#_Toc477771133)

[B. RESERVE HOTEL ROOMS FOR APA CALIFORNIA BOARD 67](#_Toc477771134)

[C. EXTRA HOTEL ROOMS 67](#_Toc477771135)

[D. REGISTRATION AND CONFIRMATION 68](#_Toc477771136)

[IX. AT THE CONFERENCE 68](#_Toc477771137)

[A. SCHEDULE OF ANNOUNCEMENTS 68](#_Toc477771138)

[B. ON-SITE OPERATIONS MEETINGS 68](#_Toc477771139)

[C. APA CALIFORNIA BOARD SEATING AT PLENARY SESSIONS 68](#_Toc477771140)

[D. APA CALIFORNIA BOARD REGISTRATION PACKET DISTRIBUTION 69](#_Toc477771141)

[E. NAME BADGE RIBBONS FOR LEADERSHIP; METHODS OF SPEAKER IDENTIFICATION 69](#_Toc477771142)

[F. PHOTOGRAPHER 70](#_Toc477771143)

[X. ON-CALL CHAPTER CONFERENCE COMMITTEE 70](#_Toc477771144)

[XI. UPDATING AND DISTRIBUTING THE CONFERENCE HANDBOOK 71](#_Toc477771145)

**INTRODUCTION**

Planning for the APA California Annual Conference is a complicated, multi-faceted and lengthy process. This Conference Handbook is intended to simplify that process by identifying the requirements and clarifying the roles, responsibilities, schedule and other details. This Handbook sets forth the expectations for the Chapter, Conference Host Committee, Contractors and all parties associated with conference planning and provides a well-defined roadmap for a smooth and successful conference planning process.

The objectives of this Handbook are to:

• Provide a comprehensive overview of the process;

• Provide a clear framework and detailed direction;

• Clearly define roles, responsibilities, and associated requirements for all parties;

• Facilitate clear communication;

• Set forth appropriate expectations; and

• Minimize confusion and duplication of duties.

# I. GETTING STARTED

The APA California Chapter Conference is held every year in the fall, in the months of September, October, or November. A Saturday start date is preferred for the Conference, but Sunday is acceptable if site availability or cost factors favor a Sunday start day. The first day includes a Student Conference Day including sessions geared toward students, the CPF Student Awards luncheon and the Diversity Summit and typically an opening reception in the evening. If the conference starts on Saturday, it ends on Tuesday mid-day; if the conference starts on Sunday, it ends on Wednesday mid-day. The Chapter conference rotates among Sections with the Sections serving as the “hosts.” The host Section partners with the Chapter to produce a conference that benefit APA California, local Sections, and all APA members. See below for a diagram of the interrelationships among the parties responsible for a successful conference.

While the conference is collaboration and joint team effort between the host Section and Chapter, the Chapter is ultimately responsible for the conference's success in a variety of ways: The Chapter is responsible to APA National to provide a conference that contains sessions of interest to all segments of our membership and provides “creditworthy” learning experiences.  The Chapter is also responsible to the other Sections of APA California from a (public-relations or relationship perspective) as well as financially. Many sponsors and other organizations participate in our conferences each year. The Chapter must ensure that good relationships are maintained with these sponsors and organizations. Additionally, revenue from one Section’s conference provides essential financial support to other Sections. If the conference profit goal is not met, it affects not only the host Section and the Chapter, but all other Sections who are depending on annual revenue to assist their operations for the next year.

An energetic, enthusiastic and proactive Conference Host Committee (CHC) is the key to a successful conference. The CHC should strive to select thought-provoking and instructional programs and mobile workshops, provide a comfortable venue to accommodate the projected attendance, and create an atmosphere where planners from all over California can gather to network and socialize. The host Section deservedly will be recognized for its continuing contribution to organize quality conferences for the California Chapter.



The critical first steps include the review of the Conference Goals below, the formation of a Site Selection Committee and Conference Host Committee (CHC).

## A. REVIEW AND INCORPORATE APA CALIFORNIA CONFERENCE GOALS

The Board has adopted the overall Goals listed below that shall govern decision making by the VP Conferences and CHC.

The Conference shall:

* Provide continuing education for members;
* Provide AICP CM credits for all sessions and workshops;
* Allow AICP members to obtain a minimum of 16 CM credits;
* Provide networking opportunities;
* Provide dynamic, motivational, current and topical keynote speakers;
* Provide a high quality conference venue and hotel(s) that accommodate projected attendance; and
* Provide a high-quality conference program that includes:
  + Opening Reception and other special events
  + Meals
  + Sessions
  + Mobile Workshops
  + Keynote Speakers
* Achieve the conference profit specified in Section III.G;
* Provide a conference that meets Chapter-adopted sustainability objectives specified in Appendix K; and
* Encourage and allow flexible thinking and planning by each CHC, but ensure that the conference meets the above goals and requirements specified in this Handbook, and are within the framework established by the Chapter to respond to expanding constituencies and the expectations of APA National.

## B. ESTABLISH SITE SELECTION COMMITTEE (SSC)

**Primary Responsibility**

The primary responsibility of the Site Selection Committee (SSC), with the assistance of the Conference Management Contractor, is to investigate potential cities and hotel/resort/conference facilities within the host Section. The SSC shall include the VP Conferences, the President Elect or Past President and the Director from the Section where the conference will be held. The host Section should refer to Appendix H to assist with development of ideas for potential conference sites.

The SSC must investigate alternative city/county sites and conference facilities and shall provide to the APA California Board information concerning at least two or three city/county and conference facility alternatives along with their recommendation for the preferred site.

Since the conferences rotate among the eight Sections, the conference setting should differ from year to year to offer new experiences and opportunities for attendees to explore the city or locale where the conference will be held. However, it is recognized that some Sections have a broader range of options than others..

**Time Frame**

The SSC should be formed 36 months prior to the earliest estimated conference date. Given the growing size of the Chapter conferences over the past decade, this timeframe is prudent to allow the Committee time to find adequate sites that meet the APA California requirements.

**Factors to Consider in Site, Conference Facility, Hotel and Date Selection**

The SSC shall attempt to select conference facilities and hotels that employ union employees. This could mean that additional costs/expenses may be incurred with facilities employing union labor. The conference facilities must be ADA accessible. In selecting the date for the conference, the SSC must avoid conflicts with religious holidays, national holidays, and other conferences, including but not limited to the League of California Cities and County Supervisors Association of California (CSAC) conferences, as well as the National APA Fall Leadership Meetings. In keeping with the APA California sustainability principles, the conference location should be accessible via several modes of transportation. See Appendix H for a Site Selection Criteria checklist.

**Board Approval for Site, Hotel, and Date**

The APA California Board shall approve the conference site (city/county and facility) and dates at a Board meeting or by email Board vote. Selection of the city/county and facility must be made at least two years prior to the conference.

## C. ESTABLISH LOCAL CONFERENCE HOST COMMITTEE (CHC)

A Conference Host Committee (CHC) should anticipate spending approximately two years to plan the conference. Members of the CHC should be prepared to commit for the full two years; particularly important is the active involvement of all CHC members for the 12 months preceding the conference.

The host Section should utilize the Section’s website and newsletter to announce the formation of the CHC and the opportunities for its members to get involved in planning the conference, including but not limited to assisting with mobile workshops, opening reception, volunteers, special events and educational sessions.

###### Select Conference Host Committee Co-Chairs

The Conference Host Committee should appoint two or three co-chairs. The goal is to have a balance of public and private sectors members on the CHC, and ideally to have each sector represented among the co-chairs. However, it is more important to have capable co-chairs that have proven leadership and decision-making skills. It is not advisable for the conference host Section Director to serve as a CHC Co-Chair. Rather, the Section Director should be the liaison between the Chapter and CHC.

The CHC and host Section Director shall forward the names of the recommended co-chairs to the APA California Board for ratification. The recommendation shall include the individuals’ APA and professional experience.

###### Recruit and Select Subcommittee Chairs

The next step is for the CHC Co-Chairs to select the conference’s Subcommittee Chairs. These positions are critical for assisting the co-chairs in organizing a successful Chapter conference. The mandated and recommended roles and responsibilities of the subcommittees are outlined briefly below with more details found in Appendix A.

The recommended CHC Members/Chairs should establish and oversee the following subcommittees:

• Programs Subcommittee that will review and select all regular conference sessions including: ”Mandatory” sessions, law and ethics sessions, sessions highlighting local planning, and sessions that may be recommended by the VPs of Conferences and Professional Development. The Programs Subcommittee may assist with selection of Keynote or Plenary speakers. The Programs Chair often gives critical input into developing the overall conference schedule to assure that an adequate number of sessions offering CM credit are made available to attendees. It is critical to seek a Programs Subcommittee Chair who has worked on a prior conference in some capacity. The Programs Chair should also have a general knowledge of prominent planners around the state who are likely to submit or participate in sessions;

• Special Events/Opening Reception Subcommittee that will assist and coordinate with the VP Conferences and the Conference Management Contractor;

• Sponsorship Subcommittee that will solicit Sponsorships/Exhibitors and coordinate with the VP Conferences, Conference Management Contractor, and Sponsors Concierge;

• Mobile Workshops Subcommittee to solicit and/or develop enticing mobile workshops;

• Volunteer Subcommittee to work with the Conference Management Contractor to provide conference support, such as room monitoring, meal event monitoring, and raffles ticket sales for CPF;

• Student Programs Subcommittee that will work with the universities, Chapter Board Student Representative, and the Programs Committee to organize a Student Conference Day and other student activities;

• Diversity Subcommittee to work with the Chapter’s Membership Inclusion Directors on the Diversity Summit and to assure that sessions addressing diversity are included in the conference program;

• Sustainability Subcommittee (optional) that will coordinate with Conference Management Contractor and conference facility to promote a “green conference” or incorporate sustainability practices into the conference.

Once the Subcommittees have been formed, the list of Subcommittee Chairs shall be provided to the VP Conferences.

The CHC should establish a schedule of monthly calls that should start ahead of the prior year’s conference as promotional materials for the prior year’s conference is developed. The call should be conducted monthly and include the VP Conferences, Chapter’s Program Coordinator and all conference contractors. Approximately 2-3 months prior to the conference, most CHCs find it desirable to hold calls more frequently than monthly. An agenda, meeting notes and action items should be prepared for each call. The CHC is also responsible for ensuring the entire CHC and conference contractors have accurate contact information for everyone.

###### Other Duties of the Conference Co-Chairs

Develop a Conference Schedule: One of the CHC Co-Chairs should work with the VP Conferences and Programs Chair to develop the overall format of the conference. A preliminary conference schedule should be prepared using the “Conference-at-a-Glance” (Glance) for guidance (refer to past conferences for an example.) The general conference schedule should be forwarded to the Chapter Board for input when it considers approval of the proposed budget.

The Glance divides each conference day into time slots, starting with breakfast, showing session block timeslots, breaks, luncheons, meetings, special events and evening activities. The Programs and Mobile Workshops Subcommittees and others, as applicable, will use the Glance to assign dates and times to sessions, mobile workshops and other activities. While the Glances from prior year conferences show how Chapter conferences are typically organized, the CHC in consultation with the VP Conferences and Conference Manager Contractor can consider adjustments, such as to the number and times of sessions, mobile workshops, keynotes and special events. Note that the first and last plenary sessions should reserve approximately 15 minutes for ‘welcome’ and ‘thank you’ to attendees and guests, and for reminders to attendees on various matters.

Once a draft Glance has been developed, it should be submitted to the Conference Program Coordinator to circulate for final review. Upon final acceptance by the CHC Co-Chairs and VP for Conferences and Professional Development, the Program Coordinator will forward the draft Glance to the Design and Publications Management Consultant (“Graphic Designer”) to format a “final” Glance for posting on the website before the start of early registration and, eventually, the printed conference program. The Glance can be updated as needed in the following weeks up until the printing of the conference program.

Conference Closure Report to Board: The VP Conferences in conjunction with the CHC Co-Chairs and host Section Director shall provide APA California with a Conference Closure Report in time for scheduling at the January Board meeting following the conference. The Conference Closure Report shall include: Memo to the Board which describes conference location, overall breakdown of attendees obtained from registration information and the Accounting Management Consultant, highlights of what went well, issues/items which could have gone better, and suggestions for future Conferences. Also include as attachments: Profit/Loss and Balance Sheets for the conference obtained from the Accounting Management Consultant.

CHC Co-Chair as Local Press Contact: Media members who are locally-based should be contacted about the Chapter conference. One CHC Co-Chair should take responsibility to provide contact information (individual to contact and what organization that person represents) to the Chapter. The Chapter will utilize its Press Kit to provide background information about APA California when contacting media outlets who could be interested in Chapter planning awards to projects or people, or in sessions that involve prominent speakers or are unique activities. The CHC Co-Chair and Conference Management Contractor will assure that media who are approved to attend conference sessions are welcomed and guided to appropriate sessions. Media will not be allowed into ticketed events or meals unless they pay for the event. Media passes will only be given to non-APA members.

Solicit a Photographer: The Co-Chairs should select an experienced photographer(s) to take photos at the keynotes, special events, awards ceremonies and other conference activities. The photographer should allow the Chapter to use the photos for conference publicity and can be credited for the photos used.

###### Section Director as Board Liaison

As mentioned above, the Section Director of the conference host Section will serve as liaison between the CHC and the APA California Board and affiliated groups unless another Board member from the host Section is specifically designated to serve as liaison. Regular communication among the Section Director, CHC Co-Chairs, and VP Conferences is vital.

The Section Director of the conference host Section and the VP Conferences will participate in all CHC monthly phone calls. The Section Director will assist the CHC in preparing an update of progress on the Conference Timing Roadmap and Checklist at the end of each month and will assure that a status report (e.g. the most recent checklist) will be forwarded to APA California when requested.

## D. The Top “Know These” List for Key CHC Subcommittees’ Work Programs

The following information outlines the primary responsibilities of the key CHC subcommittees. Subcommittee Chairs should have an early discussion with the CHC Co-chairs or VP Conferences to understand these responsibilities.

###### Programs Subcommittee:

Prepare the Call for Presentations, with a description of the session tracks and conference theme for release in November or December following the prior year’s conference.

Early in the process, the Programs Subcommittee chair/co-chairs will receive a briefing from the Chapter’s contractor who administers the online submittal and review system.

The Programs Subcommittee should complete its session selection early in the process since there are additional steps to complete, including allowing time for Chapter review and producing and posting the Glance before the start of conference registration.

The Programs Subcommittee has an ongoing role in considering changes to submitted sessions, confirming speakers, reviewing the Glance and sections of the draft program document.

Student sessions may be received as part of the submittal process but are not part of the sessions you are responsible for selecting: these should be referred to the Student Subcommittee which may also be developing or soliciting student sessions.

###### Mobile Workshop Subcommittee:

The Mobile Workshop (MW) schedule follows a similar timeline as the regular sessions; the MW titles, descriptions, times, duration, costs, and proposed CM credits must be determined before the start of early registration.

Mobile Workshops are not submitted through the online submittal process – they are managed by the MW Subcommittee; however, the organizer of each selected MW must complete a session proposal form (or similar form), including tour leader bios, to receive CM credits.

The Subcommittee may broadcast to the Section a Call for Mobile Workshop proposals similar to the one for sessions. Alternatively, the Subcommittee may prefer to identify topics and destinations in advance and seeks Section members to organize and conduct the MWs;

A matrix should be developed that lists the MWs in order of date and start/ending time, CM credit to be earned, and food, transportation and miscellaneous costs that add up to the charge for the MW; a dry run is recommended to ensure that the allotted time is realistic. MWs will be reviewed by the Chapter to determine if supplemental insurance coverage is needed.

Offering too many MWs, particularly on similar/same topics, will split those registering and could cause the number of registrants to fall below a critical mass for a bus rental;

Some MWs may need to be cancelled a month or so before the conference due to insufficient registration, so do not make irreversible commitments to anyone or any provider prior to being assure the MW is a go;

The Conference Management Contractor arranges charter bus transportation but the Subcommittee arranges transit or walking tours.

###### Special Events/Opening Reception Subcommittee:

The Conference Management Contractor works with the Subcommittee from the beginning to detail all the requirements of, and permits for, the opening reception.

Ongoing contact should occur between the Conference Management Contractor and Subcommittee to ensure that all details are addressed as the conference approaches.

###### Sponsorship Subcommittee:

Develop a sponsorship program and brochure so that sponsors know in advance the benefits received with each type of sponsorship. Avoid individualized packages, although exceptions can be considered for large sponsorship opportunities.

The Conference Management Contractor will work with the Subcommittee early on to identify all options for locating booths and tables and verify compliance with fire marshal and convention center standards.

It’s typical to approach exhibitors at the prior year’s conference to the interest them in having a booth for next year and to follow-up after the conference.

The Conference Management Contractor works with the conference venue on booth and table arrangements and obtains required assembly permits and contracts for exhibitor services;

Once the Sponsorship Subcommittee obtains commitment from a sponsor; the Chapter’s conference contractors will follow-up directly with the sponsor as described in III.F. CONFERENCE SPONSORSHIPS.

Sponsorships with exhibitor booths must be confirmed two months prior to the conference to allow for fire marshal clearance and to allow the conference documents, including the Mobile App, to be prepared.

The Subcommittee can consult with the sponsors of the conference bag, lanyard and other “giveaways” to identify design criteria for these items, but the contractors will work with vendors to identify the exact items and negotiate costs.

# II. CONSULTANTS AND CONTRACTS

## A. MANDATORY USE OF CONFERENCE CONSULTANTS

As the size of the conferences has grown over the last decade, the APA California Board has determined the need to have consistency from year to year and consistency among providers. As a result, APA California has established contracts with providers who perform key tasks needed every year to reduce the burden on the CHC and provide consistency and efficiency from year to year. Chapter-contracted/provided services include but are not limited to the following:

• Conference Management Contractor for conference venue, hotels and conference oversight

• APA National for conference registration with assistance of Conference Contractors

• Accounting Management Contractor

• Design and Publications Management Contractor for print, web and mobile app (“Graphic Designer”)

• Website Management Contractor

• Mobile Application Contractor

• CM Credit Management Contractor

• Insurance Provider: The VP Conferences will coordinate through the APA California Director of Administration to contact the insurance provider to obtain the appropriate insurance coverage.

• APA California Chapter Attorney for all conference contracts

APA California reserves the right to change Conference Consultants at any time. All contracts with the Consultants shall be approved by APA California Chapter President and the APA California attorney as to form. Contracts shall be referred to the Board for approval where new or revised contract terms may have significant financial or operational implications on APA California. All consultants will report to the VP Conferences for their conference-related responsibilities, however the goal is for all consultants to assist the CHC in carrying out their tasks; thus, the consultants can work directly with the CHC and the subcommittees, keeping the VP Conferences informed. A list of the current consultants, including Scopes of Work and contact information, can be found in Appendices C and D.

## B. CONFERENCE CONTRACT REVIEW BY APA CALIFORNIA ATTORNEY

All contracts for the conference, other than those for Consultants listed above, that are arranged by the VP Conferences, designee or CHC - including those for facilities, off-site opening reception, transportation providers, and paid speakers - may be reviewed by the APA California attorney, if there is any question, to ensure that indemnification and insurance clauses adequately protect APA California and the conference. Contracts for various events and subcontractors are signed by the VP Conferences, a Conference Co-Chair, or the Conference Management Consultant.

# III. Establishing the Confernce Budget

Many financial and budget discussions in Article III are based on adopted financial policies of APA California. For substantiation of the discussions in Article III, refer to the Financial Policies, General Financial Policies, Conference Financial Policies and Conference Checking Accounts. Topics include: Conference Expenses; Conference Bank Accounts & Conference Budget Advances; Conference Profits & Profit Distribution; Situation of Conference Loss; Board Meeting Hotel at the Annual Conference; Elected Board Discount toward Basic Registration Fee; Registration Fees & Hotel Expense for the Chapter President & Guests, VP Conferences, APA National Representatives and CHC Co-Chairs; Registration Fees & Rates; Student Registration Rates; Categories Allowing Reduced Conference Fees; Registration Rates for Non-Members.

If changes are adopted to conference budget or financial policies in the APA California Financial Policies document, those changes shall be put into effect in this Handbook through a minor amendment, approvable by the Chapter President and VP Conferences.

## A. DEVELOPMENT OF THE CONFERENCE BUDGET

The VP Conferences in consultation with the Conference Accounting Contractor and CHC co-chairs shall develop a preliminary conference budget. As noted below, all conference expenses shall be accounted for in the budget. The budget shall detail anticipated revenues from registration fees, exhibitors, sponsorships, and any other revenue sources. In addition, all anticipated expenses shall be detailed, including administration costs, special event costs, transportation, meals, vendors both off-site and on-site (such as drayage), publicity, reproduction, website, registration, and any other expenses. Conference contractors’ fees will be provided to the CHC for that year.

Appendix E is a standard budget format that the Chapter will provide the latest version of to the CHC; it will contain all required line items and their explanations. This budget format and exact line items MUST BE USED by the CHC to prepare or amend the budget unless the VP Conferences approves additional sub-items to be added. These lines translate to expenses and income the Chapter monitors as well as provides a year-to-year comparison of similar expenses. The CHC will receive an orientation to the budget structure by the VP Conferences and the Conference Accounting Contractor and the Conference Management Contractor. The budget format in Appendix E may be updated by the VP Conferences and the Accounting Management Contractor before it is forwarded to the CHC.

Sample Profit and Loss statements reflecting final costs vs. project budgets are provided in Appendix F. The CHC should use the prior year’s Profit & Loss Summary as a guide to estimate income and expenses. The Conference Management Contractor will also provide guidance on certain items. The budget should be developed to show revenue and expenses for a range of attendance levels based on recent conference history and economic conditions (e.g., 1000, 1200, 1500 or 1,800). The VP Conferences will work with the CHC and the Conference Management Contractor to determine the range of attendance that should be anticipated.

## B. REGISTRATION FEES

The amount of registration fees at each attendance level shall be included in the CHC’s draft budget that is presented to the Board for approval. (See III.K for information on setting the fees). It should not be presumed by the CHC that the registration fees will either stay the same or increase from year to year; it is a Board discussion that must occur before the CHC projects income based on registration fees.

## C. CONFERENCE EXPENSES

All conference expenses, including contractors’ conference services, will be identified and monitored as part of the conference budget used by the CHC and will not be identified as separate line items in the APA California budget. Exceptions include those expenses directly related to the APA California Board meeting held during the conference and Pre-Conference Training (Note: both revenue and expenses for the Pre-Conference Trainings are Chapter budget items outside the conference budget. If they are included in the conference budget, the revenue and expenses from these items will be deducted from the Profit and Loss statement. (See exception in Section V.E: Pre-Conference Sessions).

## D. BOARD APPROVAL OF CONFERENCE BUDGET

The APA California Board shall review the preliminary conference budget for comment, and shall approve the final budget and profit estimate pursuant to III.G. CONFERENCE PROFITS, below. The budget approval shall be completed at a Board meeting or by email Board vote. The approved conference budget will then be used by Accounting Management Consultant to set up the conference financial reports and accounts. Off-site or elaborate opening receptions, or other special events, must be approved by the Board as part of the budget review process.

## E. CONFERENCE BANK ACCOUNTS AND CONFERENCE BUDGET ADVANCE

The Conference Accounting Contractor will maintain for the Chapter three conference checking accounts that contain advance funds, respectively, for the current and two future conferences. All revenue is collected, and all expenses are paid, from the current year’s conference account for that conference. Because expenses for a conference are incurred starting 1-2 years prior to the conference, funds need to be available for early contract commitments or contractor costs.

The advance funds came originally from a one-time seeding by the Chapter into these three accounts, and each conference is expected to pay that seed money forward to future conferences. The seed money advances on a 3-year cycle, with each conference budget that is closed extracting $32,000 from revenue (the amount of seeding it received) and leaving those funds in the account which becomes the account for the conference three years in the future. After all expenses are paid, the original seed amount of $32,000 should be the starting balance for the next conference cycle in that account (2018 to 2021, 2019 to 2022, etc.)

## F. CONFERENCE SPONSORSHIPS

A sponsorship program that outline the benefits and costs for various sponsorship packages will be developed by the CHC and must be approved by the VP Conferences, with consultation with the Chapter President or APA California Board as needed. Items to be discussed include access to meals or other Special Events during the conference. A sponsorship/exhibitor brochure sample can be found in Appendix J. Contents include: a page that is the “about us” page, highlighting APA California, its mission and goals; specifications for sponsor logos; and the attendee registration numbers from the previous eight conferences. Sponsorship packages and comparative benefits and costs shall be consistent from year to year; any significant changes should be referred by the VP Conferences to the APA California Board for review and approval. The brochure is developed with content provided by the CHC and produced by the Graphic Designer.

For recent conferences, large signs are placed in the registration area listing all the sponsors. Sponsors of plenaries and special events have their names and/or logos displayed in a PowerPoint presentation that runs as attendees are entering the room, being seated, or eating. Sponsors who have supported the conference for five years or more are identified as long-term sponsors. Recognition for each type of sponsorship is specified in the sponsorship brochure.

The Sponsorship Subcommittee may find they can entice a sponsor with a ‘package’ other than what is advertised in the published brochure. Check with the CHC Co-Chair working with the subcommittee and the VP Conferences to be sure that the package is comparable based on price and benefits, and that there are no unintended consequences of offering a unique package to a sponsor.

Pursuant to the Chapter’s efforts to support sustainability, we do not accept papers or brochures to ‘stuff’ in the conference bag that attendees receive. Preferable is an ad in the conference program or other more sustainable advertising.

Conference Host Committee members shall not receive sponsorships for "in-kind" services. Participating in the CHC is voluntary and no member of the CHC shall be given preferential treatment for serving on the CHC. All "In-Kind" sponsorships shall be approved by the VP Conferences. Jurisdictions or companies of CHC members that contribute services to the conference beyond the CHC member/s service may be acknowledged in the Conference Program, or may be identified as a co-sponsor of an event with the approval of the VP Conferences.

**Interactions with Chapter Contractors after Sponsor is Secured**

When a sponsorship commitment has been secured, the Sponsorship Subcommittee shall obtain a completed sponsorship application and forward it to both the Graphic Designer and Conference Accounting Contractor. The Conference Accounting Contractor will provide the sponsor with an invoice based on the completed application and when paid, notify the Sponsorship Co-Chairs and the Graphic Designer.

Once a sponsorship is paid, the Graphic Designer::

• Sends the “Conference Program Ad and Logo Specification” sheet to the sponsor (see Appendix J);

• Receives logos and sends to the Website/Mobile Application Contractor for posting on the conference website and mobile app;

• Places ads in conference program;

• Follows up as needed to gather logos and program ads prior to printing;

• Adds sponsors to “Thank You” listing, conference programs sections A & B, forwards for posting;

• Updates the exhibit map by identifying sponsor booth and table top assignments, forwards for posting;

• Works with lanyard, bag, wristband, etc., sponsors, CHC and Conference Management Contractor to produce these items; and

NOTE: Sponsorship Subcommittee should inquire whether the sponsor will produce the giveaway item or, more typically, whether they will simply provide artwork to the Graphic Designer to contract with a vendor. If the CHC/contractors are responsible for producing the item, a product the sponsor is satisfied with will be selected. However, the scoping of cost and appropriate items will be done by the Chapter contractors, with the CHC providing input on the final selection, to assure that the cost to produce the item with sponsor and APA imprints will not exceed the amount of the sponsorship;

• Coordinates signs with the Conference Management Contractor to acknowledge all sponsors.

NOTE: The Sponsorship Subcommittee Co-Chairs is responsible for proofreading any document or diagram provided by the Graphic Designer for correct representation of sponsors’ names or logos.

## G. CONFERENCE PROFITS

The annual conference is the major revenue source for APA California and the eight Sections. A profit of at least $120,000 should be achieved (based on 900 registrants.) For conferences with higher attendance, strive for a profit margin of 20-25 percent of gross income. The Board will review the conference profit goal each year when a venue is selected to ensure that the amount keeps up with inflation and the ~~financial~~ needs of the Chapter and Sections.

## H. CONFERENCE PROFIT DISTRIBUTION

Before any profits are distributed, the Conference Accounting Contractor will pay all conference expenses from gross conference revenues, including the costs of accommodations, conference facilities/services and conference contractors, and will collect or credit all revenue due to the conference from APA National (registration), the Chapter and other sources. Following reconciliation of income and expenses, the Conference Accounting Contractor shall disburse the net conference profits using the following formula after Board approval:

|  |  |  |
| --- | --- | --- |
| **Recipient** | **Percentage** | ***$120,000*** |
| APA CALIFORNIA | 40% | *$48,000* |
| HOST SECTION | 40% | *$48,000* |
| ALL OTHER SECTIONS TO SPLIT | 20% | *$24,000* |
| TOTAL | 100% | *$120,000* |

In January 2017, the Chapter Board added a qualifier to this distribution in the Chapter’s Financial Policies to indicate that if the conference profit exceeds $120,000, the amount above that target shall be distributed equally between only the Chapter and the Host Section.  The Chapter Board wants the policy to be reviewed after the conference has been hosted once by all eight Sections.

## I. CONFERENCE LOSSES

In the event a conference falls below the $120,000 profit level, or loses money, the Board, at the next Board meeting or by phone vote, will determine how debts are to be paid or how percentage distributions shall be made. Careful consideration will be given at this time to address hardship on sections highly dependent on conference profit revenue.

## J. 1099 TAX FORMS FROM VENDORS

Any 1099 tax forms sent to the CHC by vendors shall be immediately forwarded to the Conference Accounting Contractor, at the address listed in Appendix D.

## K. ADDITIONAL BUDGET CONSIDERATIONS

###### Complimentary and Discounted Conference Registrations

Complimentary and discounted conference registrations are granted each year as described below. Individuals receiving these registrations should be identified and approved by the VP Conferences prior to the opening of registration.

###### APA California Award Winners

All APA California award winners will be provided with one free admission to the awards ceremony and one meal if a meal is served as part of the event. Additional meals or one-day registration to sessions shall be available for purchase separately. If award winners are APA California members, including PEN and FAICP, but they are not otherwise attending the conference, they are also eligible to receive one free meal to the Awards event. Note that certain Chapter recognitions, e.g., FAICP, may not occur at the Awards Event but at another event.

###### CPF Student Award Winners

The top winners of the CPF scholarship awards, including the Diversity Scholarship award winner, receive a free full student registration for the full conference. (All students, including CPF scholarship award winners, receive free registration to the Student Day that precedes the formal opening of the conference). The CPF Board conference liaison shall contact the VP Conferences and Graphic Designer to relay information about the CPF award winners so the individuals’ names can be included in the printed conference program.

###### Conference Session Speakers, Speaker Payment and Registration Fees

Except for professionals engaged as keynote speakers, conference speakers, including session speakers, are not paid. APA California does not provide complimentary registration in exchange for being a speaker at the conference. However, presenters (speakers other than keynotes) will receive a discounted registration fee if they wish to attend the conference. The following exception may be considered: If a public official is a keynote speaker, and that official is interested in attending either one day or the full conference, the CHC Co-Chairs, in consultation with the VP Conferences, may award a complimentary conference registration to that public-official keynote speaker.

Speakers who plan to present their session(s) and attend the conference must register for the conference at the discounted speaker registration rates for either the one day or full conference registration.

Speakers who are not APA members who wish to sit in on sessions the day they are speaking – other than sessions with meals – may be invited to do so if the moderator, in consultation with the Programs Subcommittee Chair, believes this would assist in recruiting the speaker to participate in the conference session. Permission to attend additional sessions by non-members must be granted by the VP Conferences and documentation of this access must be provided to the speaker.

Speakers who are APA members are NOT ELIGIBLE to attend additional sessions on the day they are a ‘Session Only’ speaker.

If a speaker plans to attend the conference in order to present his/her session only, that speaker will not be required to register for the conference. Speakers who are not registered for one day or the full conference will receive badges that differentiate them from those who are registered; those badges will not allow them into other sessions or special events. All speakers will receive badges representing their registration category and acknowledging them as a speaker. Please be sure that the speaker has been entered into the online session information by the moderator, or that late bio information is given to the CM Credit Management Contractor so a badge can be produced for that session-only speaker.

###### Passes for Media Representatives

Media representatives who wish to attend the Conference for the purposes of reporting on Conference activities shall be approved in advance by the VP Conferences after consultation with the VP Public Information. Media representatives who contact the Chapter should clarify, in writing, their journalistic intent in attending the conference as part of receiving approval. Such approval will constitute the provision of a complimentary ‘Press Pass’ which is limited to conference sessions without admission to meals or special events. Approved media representatives will be responsible for any hotel expenses they incur, or for any special events and/or any meals they wish to attend. The VP Public Information shall work with the CHC and the Conference Management Contractor (CMC) so there is mutual awareness regarding invited press to ensure they are greeted, provided session materials as well as Conference and Chapter information. The names of those obtaining press passes should be provided to the CMC who will maintain the list at the Registration area.

###### Conference Host Committee

Conference Host Committee Co-Chairs receive complimentary registrations to the conference.

Chairs or co-chairs of subcommittees may receive discounted registrations upon recommendation of the CHC Co-Chairs and with the approval of the VP Conferences. The discounted fee should represent an amount that covers a significant portion of the individual’s food and beverage costs. In 2017, the discounted fee was $250. This amount will be reviewed annually and may be adjusted by the VP Conferences, in consultation with the CHC Co-Chairs, if food costs significantly differ from this amount. The Chapter’s appointed Conference Program Coordinator shall receive a discounted registration equivalent to the CHC Subcommittee Chairs.

###### APA Officers and Conference Consultants

Full conference registration shall be provided from the conference profit for the:

• APA California President;

• APA California VP Conferences.

Registration for elected APA California Officers shall be handled as follows:

Elected Chapter Officers shall receive a discounted conference registration fee. The reduced rate will be established to cover basic food costs, and the rate will be confirmed annually. In 2017, the discounted fee was $250. The reduced rate does not include extra costs such as additional meal or event tickets or mobile workshops.

Full access to all meals and special events shall be provided to the following APA California Conference Consultants:

• APA California Executive Director;

• APA California Administrative Director;

• APA California Conference Management Contractor;

• APA California Conference Registration Assistant/Sponsor Concierge.

• APA California Attorney

###### Invited Guests of APA California President

The APA California President may invite up to two guests from National APA. These guests will receive complimentary registrations for the basic conference. If they attend any optional events or mobile workshops, the guests will be responsible for paying for these themselves. The guests’ registration is covered by the conference profit.

###### Region VI Board Representative, Region VI AICP Commissioner, and Region VI Student Representative

Complimentary registration for the basic conference shall be offered to the National APA Region VI Board representative, the Region VI AICP Commissioner, and the Region VI Student Representative.

###### Complimentary Hotel Rooms

Complimentary hotel rooms in the main conference hotel shall be secured and provided by the Conference Management Contractor for the length of the conference, and Board meeting as applicable, to the following:

• One presidential or hospitality suite for the APA California President;

• One room for the Executive and Administrative Directors;

• One room for APA California Conference Management Contractor;

• One room (up to two) each for invited APA National representative attending as a guest of the APA California President;

• One room for Region VI Board representative;

• One room for Region VI AICP Commissioner;

• One room for the VP Conferences;

• One room for each of the Conference Host Committee Co-Chairs;

• One room for APA Conference Registration Assistant/Sponsor Concierge.

Chapter Voting Board Members attending the annual conference shall be responsible for paying for their own hotel rooms for conference nights. An exception is for those Committee members who arrive at the conference site the night prior to the Board meeting in order to be able to attend the Board meeting; they shall receive one complimentary hotel room night. This night shall be paid for by the Chapter, not from the conference budget.

###### Registration Fees

In addition to speaker registration discussed above, the following fees for the following registration categories must be set for each conference:

###### Minimum Registration Rates

Conference registration rates shall be reviewed annually and set at amounts to ensure all conference costs and profit requirements are met. Generally, the rates are consistent from year to year with increases approved by the Board if needed. However, the fee may vary based on site location and costs and will be approved by the Board with the approval of the conference budget.

APA members from Chapters outside of California are eligible for APA Member registration rates.

###### Reduced Conference Rates for Students

Reduced rates will be provided to students at all APA California-sponsored conferences. The APA California Board has reduced the daily student rate to $50 to offset a portion of food and beverage costs. The Opening Reception is not included in a Student Registration; however, the CHC may offer a reduced ticket price for students. Sections should also be urged to cover their students’ registration fees. Note: if a student member of APA has graduated but APA National still identifies their membership as a Student Member, the Chapter may allow the individual to register as a student for the conference occurring in the year of his/her graduation.

###### Reduced Conference Rates for APA Life Members

Reduced rates will be provided to Life APA members (APA members are eligible for Life Membership after 25 years or more of continuous membership and are 65+ years of age). The APA California Board shall decide the amount of the reduction, but the reduced fee at a minimum shall cover food and beverage costs, including the Opening Reception.

###### Non-Member Registration Rates and Membership Registration Option

Rates for non-members attending the conference shall be set higher than for APA members. Registration materials shall provide an option for non-members to become members of APA and sign up at the Member rate when they register for the conference.

###### Students & Volunteers

Volunteers will be needed throughout the duration of the conference. While the Conference Host Committee can ask local Section members to assist at the conference if they are not already involved in the CHC, reduced conference registration rates or complimentary registrations are not available to regular (non-student) APA California members. The best source for volunteers are students from the local colleges and universities with Planning programs. Because APA California wants students to attend, and the registration costs are sometime prohibitive, the Chapter has reduced student fees to $50 per day for each regular conference day following the free Student Day and excluding the Opening Reception. If a student volunteers 4 hours or more during the conference, a portion of the student’s registration fee can be rebated back to the student as determined by the CHC Co-chairs and VP Conferences.

See Appendix O for the Chapter’s Statement about Student Attendance and Cost at the Annual Conference.

###### Non-Conference Revenue

Some items that will appear on the registration form are ‘pass-through’ revenues and expenses. For years the Chapter has invited donations for ‘Carbon Offsets’ demonstrating the Chapter’s commitment to energy conservation. More recently, the Chapter has included the opportunity for those registering to donate to the California Planning Foundation (CPF) to support student scholarships. In 2016 the Board approved a line item on the registration form to allow for donations to the Chapter Archives housed at Cal State Northridge. Any revenue collected through registration for these or other items will be separated from conference revenue and distributed to the benefiting entities.

# IV. INSURANCE AND RISK MANAGEMENT AND MISCELLANEOUS ITEMS

## A. CATASTROPHIC INSURANCE

The VP Administration must obtain catastrophic/conference interruption insurance for the conference to ensure the conference profits is not jeopardized by a disaster such as earthquake or flood. The VP Conferences shall contact the Conference Accounting Contractor to obtain the insurance from the APA California insurance provider.

## B. USE OF CHAPTER LIABILITY INSURANCE

Chapter liability insurance covers the conference; however, off-site activities and use of outside vendors or companies are not covered by this insurance. For information about the Chapter liability insurance contact the Conference Accounting Contractor. For proof of insurance and to add a facility as additional insured, fill out the forms in Appendix B and return to the Conference Accounting Contractor with a copy of the signed agreement with the facility. Mobile workshops may need to obtain additional insurance at additional cost to the conference, and participants may be required to sign a liability waiver as determined by the APA California attorney.. The conference must require that transportation companies for mobile workshops or other conference-related events carry their own insurance.

## C. CONFERENCE ACTIVITIES TO BE APPROVED BY APA CALIFORNIA ATTORNEY

To ensure that APA California and the CHC are not taking inappropriate risks, activities other than those already specified on the APA California liability insurance policy must be reviewed and agreed to by the APA California insurance provider and the APA California attorney. These activities shall be outlined by the CHC to the APA California Director of Administration as early as possible in the planning process so that the Director can contact the insurance provider for approval (i.e. offsite activities such as opening reception). All additional insurance contracted for by the CHC shall be obtained through the Director of Administration and the APA California Insurance Provider and referred to the APA California attorney for review.

## D. ASSOCIATION AND SECTION ACTIVITY GUIDELINES

The CHC shall also adhere to the legal guidance concerning insurance and activities in the insurance policy listed coverage and the attached Association and Section Legal and Insurance Activity Guidelines (see Appendix B).

## E. DISABILITY INQUIRIES AND COMPLAINTS

The VP Conferences, Conference Management Contractor, and the Director of Administration shall be the points of contact for the disability inquiries and complaints concerning the conference and conference facilities.

Any Injuries or complaints shall be forwarded to the APA California attorney before responses are provided.

# V. THE CONFERENCE PROGRAM

Even though the bulk of this handbook addresses necessary logistics, the sessions and events presented at the conference are the heart of the conference. The program is a chance to highlight regional assets and local efforts. Because the conference is the largest, most complex, annual activity of the chapter, development of the conference sessions and events is led by the CHC with input from, and approval by, the APA California Board, including the VP Professional Development and the VP Conferences.

The discussions below are grouped by topics within the responsibility of the CHC Programs Subcommittee rather than in chronological order. Programs Subcommittees may find it beneficial to initiate certain tasks earlier rather than later based on number or physical location of subcommittee members, or conference site location.

## A. CONFERENCE THEMES & TRACKS

###### Conference Theme & Signature

The conference theme and logo distinguish your conference from others. The conference theme should reflect your region and highlight your local activities and assets. After forming the CHC, creating a theme and logo is one of your first tasks. While the theme is a CHC proposal, the APA California the right to require the theme to highlight an issue of importance to the entire Chapter. In any case, the selected theme is subject to APA California approval which may be occur either at a meeting or by email vote. See Appendix I for a list of conference themes dating back to 1988.

Each conference will create its own graphic “signature” that will include the following:

• Symbol (or conference logo) and Name (APA California);

• Year and Location of conference;

• Dates of conference;

• Conference Tagline.

The Conference signature shall be presented to the Graphic Designer in the format of a vector (or EPS) file.

A complete specification sheet for the Signature can be found in Appendix J. The CHC should review this sheet to assist in developing design ideas. The signature can be designed by either an outside firm (e.g., via a request for proposals or design competition) or by the Graphic Designer.. The artwork will need to be produced in multiple sizes and formats for various uses and platforms. The Graphic Designer can provide the artwork in these formats as requested. If designed by an outside firm, the Graphic Designer may need to refine the design to meet the standards for these formats. For more information, see the Conference Signature & Other Artwork Specification sheet.

It has been typical that the following year’s CHC occupies a complimentary booth at the prior year’s conference to promote their upcoming conference. Therefore, selecting a conference theme and logo and preparing “save-the-date” items should be completed before the prior year’s conference.

###### Session Tracks

Identification of conference tracks follows theme and logo development. Tracks are used to organize sessions proposals by planning subjects and should reflect the theme of the conference. Keep the session tracks simple. Remember that the sessions should cover all types of planning as well as be relevant to California’s urban, suburban and rural areas. Typically, no more than 4 or 5 tracks are advised. To help session submitters determine which track they will assign their session, adding a few descriptive phrases characterizing the subject matter in each track will be helpful. The online session submittal form also contains a list of topics that is used by the Chapter to certify the sessions for CM credit. Session submittals will be asked to identify one or more topics from this list as their subject matter. Tracks should be broad enough to collectively encompass all or most planning topics..

“Young Planners” is an emerging session identifier. It is not a track, but is an icon that the host Section’s Young Planners Group (YPG) can attach to sessions that they believe are important to planners with 0-5 years’ experience. It is recommended that several sessions each year be specifically identified as of particular interest to “Young Planners.” Since 2013, a specific allocation has been made for 2-3 “Commission & Board” sessions within the Mandatory sessions listing. Similar to the Young Planner identifier, the notation “Commission & Board” will be made for those sessions plus other sessions of interest to C&B members will be highlighted in the conference program. Sessions of interest to students, as identified by the Board’s Student Representative, may also be highlighted. Additionally, sessions covering “Diversity” topics should be identified in the Conference Program. . Other identifiers may be used based on the goals of the CHC, such as sessions focusing on “Professional Development.”

## B. CALL FOR PRESENTATIONS & ONLINE SUBMITTAL FORMS

The team of the CHC’s Program Subcommittee Chair, the VP Professional Development (or Chapter Programs Coordinator) and VP Conferences will work with the Chapter Conference Contractor to develop a Call for Presentations (CFP). The CFP is typically released shortly after the prior year’s conference. A schedule should be agreed upon to set the deadline for submittals, select sessions, notify submitters and assign session to conference times.

###### Call for Presentations

The CFP is a write-up that invites speakers to submit proposals to present at the Chapter conference. The CFP is written by the Programs Subcommittee, based on past years’ content, and describes the conference theme and tracks that will guide the selection of regular program sessions. Material is provided to the Graphic Designer who will produce the CFP for review by the Programs Subcommittee.

The CFP should be detailed enough to excite potential session submitters. It should not contain detail about what will be required in the online session submittal form. It is typically the length of a printed page with graphic emphasis. The Graphic Designer can prepare the CFP graphics if not submitted with the CFP language by the CHC. Sample CFPs from recent conferences are available upon request from Conference Contractors.

The release of the CPF should coincide with the availability of the online session submittal form. The CFP should be posted about 9 months prior to the conference. Typically, the CFP is released in November with a deadline for submittals at the end of January.’s conference.

l Information to potential submitters should anticipate likely questions. A typical inquiry involves the registration and fee policy for speakers. Moderators should be informed that they will receive a confirmation email that their session was successfully submitted, and they should follow-up with the identified staff if they do not receive a confirmation.

The CFP should indicate the session length being sought to allow submitters to propose a proper number of speakers or materials to be covered. The standard session length is 1.5 hours. Feedback from panels indicated that 1.5-hour sessions gave adequate time for several presentations plus audience questions. It also allows attendees of Law and Ethics sessions to accrue the required 1.5 CM credits. Longer sessions, such as 2-part sessions that last 3 hours, – can be considered for more in-depth topics or interactive workshop formats If alternative session formats are explored by the Programs Committee, consider the space needs of those sessions. For example, workshop settings consume considerable more space than classroom setup and room settings should be retained for an entire day to avoid room re-setting costs.

###### Online Session Submittals

The submittal of conference session proposals online was instituted in 2010. The new (2015) submittal form allows uniformly-written proposals to be evaluated for inclusion in the conference program. It reflects the information that APA requires when the Chapter submits conference sessions for CM credit. Specific limitations in certain information fields are included in the form, including session abstract length, speaker biography length, and number of speakers. Topic identification which assist in session proposal evaluation is required for the submittal to APA for CM credits.

The submittal form contains space to identify up to 5 speakers. For 1.5-hour sessions, a maximum of 5 speakers is recommended to allow for sufficient presentations and time for questions and answers from attendees.

The form includes: ability for a submitter to modify their session within the system; a structure for online session review; and communication with session organizers/moderators to relay requirements and information following selection.

## C. REVIEW PROCESS FOR SESSION SELECTION

Selecting regular sessions for the conference is the most significant task of the CHC’s Programs Subcommittee. The review process begins after the deadline for accepting online session submissions.

###### Assuring Submittal of an Adequate Number of Proposals

Website announcements, Cal Planner articles, emails Facebook and Twitter posts reminding potential submitters of the availability of the CFP and submittal deadlines should be used to prompt timely submittals. Emails should be sent to Chapter members following the CFP posting on the Chapter website: the timing will be set up in the conference production schedule, but generally the 1st email should be sent at the time of the posting to the website announcing the availability of the CFP; the 2nd email should be sent 1 month before the CFP deadline; and the 3rd email 1 week before that deadline. These are sent out after discussion between the Conference Contractors and Programs Subcommittee Chair.

If the Programs Subcommittee does not believe an adequate number of session proposals has been received, the deadline may be slightly extended if some flexibility has been built into the scheduled review period. With the new session proposal system, the support team and the Programs Subcommittee Chair can monitor the timing and number of session proposals received. How many is ‘enough’? It’s a judgment call, but preference is to receive at least twice as many proposals as available session slots for (number of regular session blocks x number of rooms). Note: a significant portion of submittals come in the last several days before the deadline. Don’t panic and keep in touch with the support team.

In addition to sessions submitted from individuals around the Chapter, or outside APA California, there are sessions you will be soliciting to fill the regular session slots. There are approximately 20 sessions that are ‘guaranteed’ or ‘mandated’ to be placed within the ‘session block’ structure. See Mandated Sessions below. Additionally, the Subcommittee should secure a substantial number of Law and Ethics sessions to meet the continuing interest from attendees in gaining Law and Ethics CM credits at the annual conference – these sessions tend to always fill. Additionally, the Subcommittee may solicit sessions on local planning issues and projects. Sessions slots for the above sessions should preliminarily be set aside, which reduces the number of available slots for unsolicited sessions.

###### Conference Session Selection Participants

Once it’s been determined that an adequate number of regular session proposals have been received, the Programs Subcommittee Chair can begin the process of reviewing proposals. Generally, the Programs Subcommittee should allow up to two months to sort through and read the submissions and review, rate, and rank them, then assign them to session slots followed by room assignments.

The selection of conference sessions is a coordinated effort between the Programs Subcommittee and the Chapter. However, given the volume of information being evaluated for quality content and fit with the program theme, the Chapter will primarily defer to the Programs Subcommittee to select sessions. First, the volume of information being sorted, reviewed and evaluated is massive; face-to-face meetings or conference calls of the Programs Subcommittee is preferable to ensure that all proposals are fairly evaluated. Second, the Programs Subcommittee is most familiar with the conference theme and tracks and know how session proposals can support and enhance these objectives..

The Chapter’s selection representatives – the VP Conferences, VP Professional Development, and Conference Program Coordinator - will review the selected sessions from the Programs Subcommittee. They will be evaluate whether a balanced and diverse program will be offered at the conference in terms of urban-rural and north-south issues and topics of statewide significance. They may make slight adjustments to the list of selected sessions. In limited circumstances the Chapter may request that sessions not selected be included, or sessions selected by the Programs Subcommittee not be included based on reasons that should be discussed. The Programs Subcommittee can also ask for input from the Chapter on particular issues or sessions as they arise during selection.

When selecting sessions, the Programs Subcommittee should make sure that the number of selected and Mandatory sessions fit into the number of available session slots.

###### Conference Session Selection Process

Selected sessions are forwarded to the Chapter’s administrative support team. Either the proposal system itself, or the conference assistants, will create a numbered matrix of submissions’ titles and moderators for use by the Programs Subcommittee and Chapter that are keyed to the individual online submittals.

Prior to reviewing proposals, the CM Credit Management Contractor will provide training to the Programs Subcommittee on how to use the online scoring system, along with providing written instructions and other useful information. .

NOTE: The following discussion is intended to guide the Programs Subcommittee in approaching the daunting task of reviewing and selecting sessions for the conference. These are offered as guidelines only and are not requirements..

Balancing Conference Tracks: The Programs Subcommittee may find itself with two competing goals: to select the absolute best proposals for the conference and to generally balance the number of sessions in each track. When reviewing proposals by track, it’s advisable to still sort the session proposals by topic within the track. By doing this you’ll be able to discover whether multiple tracks are selected for the same topic. If so, it is still likely that the proposals will be similar enough that you’ll want to compare them directly and maybe move them to one track. When reviewing proposals with similar topics, compare: number and quality of speakers; balance of perspectives being presented on the subject matter; CM creditworthiness of the material; and breadth of material covered. Try to not select the same speaker for multiple sessions, especially on similar topics. For sessions with only a moderator and one speaker, if the topic is enticing, ask the moderator to add speakers – maybe even from another (unsuccessful) panel. Combining two complementary proposals is also an option.

While conference tracks are intended to solicit a wide range of topics, an imbalance may occur with significantly more proposals submitted in one or several tracks. This is not necessarily a concern as sessions are not always shown with their track in the conference program. However, highlighting sessions by primary topics can be useful for attendees that are interested in specific planning issues. . Where an imbalance exists, consider dividing a track with many sessions in several tracks based on the topics in the proposal form. .

How many sessions: before you start selecting, it’s important for you to know how many regular sessions will be scheduled for the conference. Factors are: expected attendance at your conference; number of session blocks in the conference schedule; and number of session rooms concurrently available in each session block based on the capacity of the facility and other conference needs. The VP Conferences and Conference Management Contractor will be an integral part of this determination.

A good rule of thumb is to be able to accommodate 90% of your projected attendees in regular conference sessions for a given session block and day. Some attendees take time to network, and a small number participate in Mobile Workshops; 90% will give you space to accommodate popular sessions and perhaps give a little elbow room to those attending the session.

, Avoid using plenary session rooms (i.e., where meals and keynotes are held) for regular sessions. Discuss with the Conference Management Consultant the ability to switch a room more than 1x per day if necessary because of expected attendance and limited room space. Converting rooms may cause these spaces to be unavailable while the conversion is occurring, and conference centers typically charge a significant fee to switch the setup of any room more than 1x per day. Avoid this cost by placing sessions that need the same setup in the same room.

Regular sessions are divided into groups: sessions that are mandated by APA California (see below); local sessions (could be approximately 20% of the total number of regular sessions); and non-local sessions that fill out and balance of the program.

Mandatory sessions are reserved for groups within the Chapter that offer particular perspectives or learning opportunities to members, are topics that the Chapter supports including at every conference, or are mandatory for AICP members. While these are mandatory sessions, organizers are asked to submittal session descriptions by the online submittal deadline. Some sessions are reserved for organizations that are part of APA such as the California Planning Foundation or the California Planning Roundtable. The topics for these sessions should be known during the review of submittals. CPF and CPR sessions present subject matter that is not unique to those organizations, so their session should be considered along with others submitted on a similar topic.

Identify the total number of regular sessions you can accommodate in your schedule. Reserve approximately 15 session slots for Mandatory sessions . Allow approximately 10 sessions that qualify for Law CM credit. Reserve several sessions for Ethics CM credit. Finally, approximately 20 percent of the total number of sessions can be claimed as “local sessions.” The number of local sessions will depend on session room availability and the quality of proposals that address local planning topics. Note that Law, Ethics and local sessions can be selected from submitted session proposals. Refer to the table below for an approximate distribution.

|  |  |  |  |
| --- | --- | --- | --- |
| **Current Allocation of “Mandatory Sessions” & Minimum Number** | | **What we might look forward to (Regular Sessions)** | |
| Legislative Update/Sande George & VP Policy & Leg | 1 | This session is counted as one of the solicited Law sessions. From Sande George and the VP Policy & Legislation | 1 |
| Commission & Boards | 3 | The number identified to interest C&B members is 3. Because other attendees are interested in the topics also, it should not be implied that the audience is “C&B Only”. Also, C&B Representative should advertise these sessions & others that will be of interest to C&B members. these will be listed in the “Of Interest” section of the first part of the program document | 3 |
| AICP Exam Preparation | 1 | From the AICP Exam Coordinator and VP Professional Development | 1 |
| Planner Emeritus Network (PEN) | 1 | From the PEN President | 1 |
| California Planning Foundation Sessions | 2 | One regular session & one session on Student Day is typical | 1 |
| California Planning Roundtable Sessions | 2 | They are a source of competent reliable sessions so 2 will be proposed and accepted, but consider a 3rd if they request one more. Submitted by a member of the Roundtable. | 2-3 |
| CPR – Essential Professional Skills | 1 | A 3-hour block in 2 consecutive 90-minute session blocks. Topics to be varied each year. Will be CM creditworthy. | 1 |
| Ethics | 2 | See how many are proposed. May want to use an Ethics session as a last-day anchor session. Try to have 3 at least – that gives us as many as at a National conference. Consider finding someone to research and present the APA National Ethics Case of the Year. Typically, Diversity Summit and another plenary session (recently Survivors’ Island) but definitely seek the Ethics Case of the Year from the AICP Region VI Representative | 3-4 |
| Section Directors | 1 | Find a session slot if requested | 1 |
| Chapter President | 1 | Find a session slot if requested | 1 |
| Law | 3 | Look for an array of topics. We have been averaging around 10 selected law sessions. This number can vary from year to year. Offer 1-2/session block on one conference day plus 1/session block on other full day. | 10 |
| CHC – Local Selection | ~ 20% | CHC will want to highlight the features of the local area. Solicit local sessions through the regular submittal process; may want to look for an estimated 20% of all sessions offered to represent issues through local examples. | ~20% |

Trends in several areas of session selection are represented in the above table and reflect a goal of attracting new conference attendees such as more Commission & Board members and more attorneys. For example, the idea of an enhanced series of law sessions is attractive to many APA members and also allows the conference to try to attract attorneys who are seeking California MCLE credit (our Law CM sessions typically qualify for MCLE credit from the Bar Association; however, note that starting in 2015 the California Bar has changed its MCLE provider requirements and APA has chosen to not to be a provider for the foreseeable future).

Incorporating several guaranteed focused sessions for commission and board members will attract more of them to the conference. Grouping these sessions on a weekend day might attract more participation for commissioners and board members that may have difficulty taking a day off to attend the conference. These groups may contain APA members or the conference may entice them to become members of APA because of the professional development offerings available.

Note that student sessions are not identified in this matrix. That is because they do not occupy regular session slots which are devoted to as many CM creditworthy offerings as possible. While the sessions for “Student Day” can be solicited by the Student Subcommittee directly, the Programs Subcommittee may find that some submittals are truly student-oriented; these submittals should be referred to the Student Subcommittee.

Local sessions can represent approximately 20 percent of the total number of regular sessions at the conference if the depth of local subject matter warrants it. The identification of a local session can be one that the CHC feels strongly must be included in the program, features local speakers, or highlights accomplishments within the host Section. The CHC may want to highlight this opportunity to Section members and encourage submittal of sessions through the regular CFP submission process. It is NOT mandated that 20% of the sessions MUST be local sessions; conversely, if more than 20% of all sessions proposed are from the host Section, it does not mean that local sessions must be rejected because they are local. A session can highlight a local issue while also address a topic of statewide significance. Local sessions do not need to be separately identified in the selected program; it is not typical that there is a ‘local session’ track.

A few more recommendations when selecting sessions: while you are looking for the best presentation on a topic, and may be drawn to a known moderator, don’t select the same speakers for more than several panels; be cautious of sessions that sound good but have only the moderator listed – it could be an undeveloped session concept; be cautious of multiple sessions with the same person who is not the moderator listed as the contact: it could mean the contact is a PR person for one or more companies proposing multiple sessions and experience has shown that there may need to be a significant amount of assistance by the conference subcommittee or support team to get the session information completed and submitted on time. Also, if the Programs Subcommittee has not had cooperation from a moderator regarding completing speaker solicitation or providing speaker bios, let the Conference Programs Coordinator or VP Conferences know – future Programs Subcommittees should be advised of this prior to selecting future panels from that moderator.

While some topics continue to be “hot” year to year, others aren’t. Review your session selections against the prior year’s program to make sure your sessions are not duplicative except for ongoing topics such as legislative, housing and CEQA updates. Recent comments from conference attendees indicate a desire for more variety in topics presented. Review survey responses from attendees of the prior year’s conference to determine possible topic gaps or trending planning issues.

## D. CONFERENCE SESSION NOTIFICATIONS

Following completion of the Programs Subcommittee selection process, AND concurrence by Chapter representatives, notification must be made to both those not selected as well as to those selected. The Programs Subcommittee will coordinate with the CM Credit Management Contractor by providing the numbers and names of those submissions both selected and not selected. Separate notices will be sent to the moderators by the CM Credit Management Contractor. This communication can be done within the Session Proposal system online.

IA waiting list will not be established for sessions that are not selected. Sessions rarely are withdrawn, and if they are, it is usually done close to the time of the conference such that an alternative panel may not have adequate preparation time. If a session does drop out, the Programs Committee can search for a substitute if feasible. One session dropping out of a session block does not adversely affect the overall quality or variety of sessions offered at the conference.

For those sessions selected, the moderator is clearly told that they are the point of contact for the CM Credit Management Contractor and the Programs Subcommittee. The moderator will be contacted about audio-visual information and to confirm the content of their abstract and list of speakers for the program documents and for CM credit. Some speakers may change, or a topic may be slightly amended from what was originally proposed. The Programs Subcommittee may also request a slight adjustment in a topic or speakers to improve the session. Moderators will be able to modify their session proposals online at times so directed.

The Programs Subcommittee Chair will work with the CM Credit Management Contractor to keep in contact with moderators at appropriate times via email. At various stages they will be reminded about: registration policy for speakers; what A/V equipment will be provided in the room; how to submit their panel’s presentation for posting on the conference website after the conference; and permission to have their session recorded for future Distance Education opportunities for Chapter members.

Moderators will be informed that the standard setup will include a podium and microphone for the speaker plus a head table setup with one or more microphones for speakers to answer questions. This is the standard setup and special request may be considered but may incur an additional cost. Moderators must bring their own laptop computer with presentations loaded onto it. The only exception is that for recorded sessions, a conference provided laptop may be set up in the room, in which case the moderator will be asked to bring a thumb or flash drive for loading their presentations into the laptop.

The Programs Subcommittee Chair and the CM Credit Management Contractor should discuss sending informative or instructional emails to moderators as needed. The Programs Subcommittee Chair should work with the contractor to prepare the content of the emails for the contractor to distribute. The following emails can be considered:

* Following the email regarding their session selection, ask them to confirm that they are still interested in presenting their session;
* After assignment to a particular session block, ask them to confirm that they and their panelists are available at that time and date;
* Prior to submittal of all eligible sessions to APA National for CM credit, ask moderators to confirm again their title, topic, date, time and speakers; (See Section F below on CM credit)

## E. ORGANIZING THE SCHEDULE & SLOTTING OF ALL THE PROGRAMS

In addition to regular sessions, the conference must accommodate a variety of special events and meetings. More frequently, special meetings of APA Divisions, Chapter management, and APA special interest groups are being held at conferences. It is important to know the meeting space needs when securing hotel and conference center space. In general, it is the role of the Conference Management Contractor and VP Conferences to find time slots and meeting rooms for special (i.e., non-session) meetings. Special meetings will not displace regular session block sessions.

###### Assigning Individual Sessions to Session Blocks

Using the Glance or schedule shell that was developed to accommodate all conference events (special events, mobile workshops, and evening events), assign selected sessions into the identified Session Blocks. As best as possible, balance subject matter among session blocks and on varying days of the conference. The outcome must have each session block with the assigned sessions (and their track) identified. Submit to the Conference Program Coordinator to distribute for review. Once all involved are comfortable with the schedule, it is forwarded to the Graphic Designer to format the Conference-at-a-Glance for posting at the start of registration. Room assignments are not necessary at this point.

An option for a successful approach may seem old-fashioned: Use a large conference table that can accommodate all your session blocks, or use post-it notes. If you are using tracks to sort, color-code by track with the session name. You can color-code your session titles by track, then take the first track and distribute its sessions into all your session blocks. You’ll have multiple sessions from the same track in the same session block – just check to make sure you don’t have a very similar topic in the same block. If you decide to sort sessions only by topic, follow the same process to sort the topics into the session blocks.

After distributing all sessions, go to all the sessions assigned to each session block and make sure you don’t have the same speaker assigned more than once in that block. The CM Credit Management Contractor will provide a matrix that shows each speaker and which session/s that speaker is on a panel. The Contractor will also identify speakers with multiple sessions. This will assist the Programs Subcommittee in assuring that sessions with those individuals will not be placed into the same Session Block. Additionally, check later speaker substitutions for conflicts.

An important strategy is to not place more than one or two major sessions (you know what those are!) in the same session block; spread these and popular sessions among all the session blocks. Also, think about using the most popular sessions as final-day or early morning/late afternoon anchor-sessions to maintain your session attendance numbers.

Note that if you are incorporating a concept such as a “Law Day” into your program, you’ll want to provide enough Law CM credit sessions (that are also MCLE-eligible) through all sessions on one day. However, the overall program must have some law sessions on other days. Ethics CM credit sessions are also ones to spread through the conference in case someone can only manage a one-day registration.

Many of our attendees register specifically to achieve their Law and Ethics CM credit. Be sure to solicit or select an adequate number of these topics. In particular, placing Ethics sessions strategically may bring attendees to the conference earlier and keep them through the final day.

Note also that certain of the “mandatory” sessions involve APA California Board members or staff. Board or other official meetings are sometimes held during regular session blocks. Check with the moderators of these sessions to assure that there are no conflicts for them with the session block you have assigned. For example, the APA California President has official duties at a number of plenary events and if on a session panel immediately before or after a plenary, it can create a conflict.

###### Room Assignments

Once the schedule of regular sessions is firm, room assignments can occur. While it is conjecture by the Program Subcommittee, decide which sessions will likely be highly attended and place these in the larger rooms. Consider placing in the same room interactive sessions that may benefit from or prefer a room setup with round tables instead of theater style seating. A good way to get a sense of which sessions will be most popular - and therefore deserve the largest rooms - is to have each Programs Subcommittee member predict which 2 or 3 sessions will attract the largest attendance and the smallest attendance in each session block. Compare the answers and order the sessions based on your subcommittee’s attendance estimates. Match the list to the session rooms by their capacities and your room assignments are essentially done!

The Programs Subcommittee may decide to limit, or not honor, requests from moderators to place their sessions on different days or times. If the subject is one that is unique and important to the conference, it is suggested that the change be accommodated. However, if the request is because a moderator does ‘like’ their time slot, the request may be reasonably – and respectfully – rejected.

It is advisable to place all the sessions that will be recorded as future Distance Education sessions in the same room to ease the work of capturing the recording of them. Additionally, consider placing in the same room interactive sessions that may benefit from or prefer a room setup with round tables instead of theater style seating.

###### Young Planners Group Sessions

Young Planners are Chapter members who have less than five years of experience and are generally under 35 years old. These planners are looking for learning and training opportunities, particularly at Chapter conferences. YPG is an additional identifier for sessions already located in conference session tracks – it is not a separate track. The YPG representative on the CHC should review the selected sessions and schedule and identify those that are appropriate YPG sessions. Such sessions are sometimes referred to as “Planning 101” or “Nuts and Bolts” sessions. The YPG designator used by the Chapter may be changing at the APA National level, but the categorization and treatment of this group of planners may continue under the different name.

###### Diversity Summit

This session is not the responsibility of the Programs Subcommittee but the Chair should know when it is scheduled. The Membership Inclusion Directors will work with the CHC and Conference Programs Coordinator to schedule a Diversity Summit. It is typically held just prior to the Opening Reception on the first day of the conference and the free Student Day. The content of the Diversity Summit is the responsibility of Membership Inclusion Directors; CHC input and involvement in planning the session are welcomed. Any change in timing of the session should be coordinated with the Directors. This session earns CM Credit, and the Membership Inclusion Directors have been securing 1.5 CM of Ethics credit for the Summit which entices more attendees.

###### Pre-Conference Sessions

The conference has included a “Pre-Conference Sessions” that typically consists of two all-day sessions (approximately six hours each) that are scheduled prior to the start of regular conference sessions. These pre-conference sessions are typically on the day that contains student programs and the Board meeting so attendees would not miss regular conference sessions. Depending on the facility, more than two sessions may be possible. To ensure high quality and consistent training, Pre-Conference Sessions will be developed by the Chapter, through the VP Conferences and VP Professional Development. .The Pre-Conference Sessions provide in-depth training opportunities for members. All income, minus expenses, go directly to the Chapter. Therefore, the Chapter assumes full responsibility for the time, effort and expenses incurred in holding the sessions. The Chapter welcomes a partnership with the CHC to suggest topics and organize these sessions. The CHC may have a unique opportunity to solicit and develop a Pre-Conference Session from its resources and contacts within the Section. In this case, the VP Conferences may determine that it is appropriate to allow the session revenue to stay as conference profit (i.e., split among Sections and the Chapter) rather than fully credited to the Chapter.

The number of attendees at these sessions has varied from 10-40, depending on the topic and the suitability of the session to accommodate a larger or smaller number of attendees. Alternative formats to these in-depth Pre-Conference Sessions can be explored, e.g., half-day sessions or holding the session on a regular conference day.

Leadership and/or management training is a desired Pre-Conference Session. FAICP members, CPR members and outside experts are sources of speakers and topics that should be considered.

A flyer is designed for these sessions by the Graphic Designer and is posted on the conference website.

## F. DEVELOPING AND FINALIZING THE CONFERENCE PROGRAM DOCUMENT

While the program document is produced by the Graphic Designer based on a long-standing multi-part format, conference-specific material is generated by the CHC for inclusion. The Chapter-appointed Conference Program Coordinator, under the direction of the VP Conference, has the key responsibility of coordinating the assembly and review of the program document, but the CHC, contractors, and VP Conferences have essential roles in preparing, reviewing and editing this document. The Conference Program Coordinator is the primary point of contact for the Graphic Designer to receive items to format and edit.

The first piece of the conference program document is the Conference-at-a-Glance. Once the first formatted version of the Glance is completed, it is posted on the conference website at the start of registration. The Glance will undergo subsequent updates which are posted on the conference website. The Conference Program Coordinator will oversee the revisions to the Glance to make sure it includes the latest and most accurate information.

The next step of program development occurs with the assembling of final descriptions and essential information for the conferences sessions, mobile workshops, plenaries and special events. The responsibility for these various items are distributed among the CHC and VP Conferences with the Conference Program Coordinator serving as the point person for receiving this information and managing the various edits. The Graphic Designer ultimately designs and produces the consolidated program document for printing, and takes the lead in assembling the sponsor/exhibitor ads that are included in the document.

Assembling and producing the conference program document starts in earnest about two months prior to the conference. The document must be finalized and sent to the printer several weeks before the conference.

While the bulk of the program is the daily conference schedule, the first part of the program provides important information. Some of the pieces have been written up earlier for posting on the conference website, including the announcements of mobile workshops, pre-conference sessions, plenary speakers, student activities, the opening reception and other special events. The Graphic Designer will provide an outline of the information to be included in the program document, which consists of three primary parts:

• Part A – General Information, welcome letters, conference highlights and special events, mobile workshops, pre-conference sessions, sessions “Of Interest”, Conference-at-a-Glance, Chapter awards

• Part B – Day-to-day conference schedule with session/event details

• Part C – Sponsor/exhibitor ads, notes, maps

A clear site map developed between the Conference Management Contractor and Graphic Designer is important to orient attendees to the conference venue. A 3D representation is beneficial if session rooms are on different floors of the same or even different buildings. A layout of the exhibit booths/tables and assignments is also inserted.

See Appendix P for the Program Document Development and Review matrix showing responsibilities and timing for tasks to be performed as part of Parts A, B, and C.

In even numbered years, the program document (Part A)should include a list of California Chapter members who are newly inducted into the Fellows of the American Institute of Certified Planners. The VP Professional Development will provide this information to the VP Administration, Conference Program Coordinator and Graphic Designer. . An announcement of the Great Places in California winners is also included in the program document as provided by the VP Marketing and Membership.

## G. SESSION RECORDINGS, ELECTRONIC RETENTION OF PRESENTATIONS, AND THE MOBILE APPLICATION

The Chapter conference has come into the 21st century. We are primarily electronic, though a printed conference program is given/made available to each attendee upon registration check-in. Some attendees handle all program review, including session selection and speaker bio information, via our Mobile App. Attendees are split in their reliance on the printed program or Mobile App based on a recent post-conference survey.

###### Recording Conference Sessions for Future Distance Education

In 2014 a pilot program was started to record 5-8 sessions and make them available as Distance Education following the conference. Essentially the goal is to have 5-8 sessions available online for Chapter members to access through the Distance Education Program. The Programs Subcommittee should work with the VP Conferences and Conference Program Coordinator, in consultation with the VP Professional Development, to identify which sessions should be recorded: at least one law, one ethics, and several topics that will remain relevant and desirable to listen to for the next year. Selected session moderators should be contacted to receive consent and information for recording their sessions. The CHC will need to identify a APA member, or contract with a service, to record the sessions at the conference and forward the recordings to Chapter staff for Distance Education. The VP Professional Development should be involved following the annual conference to assure the recorded sessions are available online. A Release to Record forms for moderators as well as recording instructions are found in Appendix N. See the Webinar Committee Report to the Board for June 2014 for details about the program development.

###### Collection of Presentations by the Chapter

Printed copies of handouts, including copies of PowerPoint presentations, are no longer allowed at sessions. Communications with moderators will indicate this, and will direct that all presentations be forwarded to APA California staff for posting to the Chapter’s conference website following that year’s conference. The acquisition of these presentations is generally successful – staff generally receives a majority of presentations. Some attendees obtain them through direct communication with the presenters.

###### The Mobile Application

A mobile app was first introduced at the 2011 conference and was well received. It is now a regular feature offered to conference attendees. With evolving software technology, we continue to look at ways to enhance the mobile app. The mobile app software is licensed annual, and the app includes the agenda, speakers/bios, attendees, maps, session descriptions, tracks, presentations, messaging, exhibitor/sponsor descriptions, logistics information and more. Users can also develop a personalized schedule of conference sessions and events. All contractors contribute to the mobile app.

## H. CERTIFICATION MAINTENANCE (CM) CREDIT

Because AICP members are seeking to maintain their status by accumulating 32 CM credits in a two-year period. The conference is a major source of CM credits for AICP members, and conference attendees should be able to obtain a minimum of 16 CM credits for the full conference. This is not the total number of CM credits available - it is the minimum that an attendee can accumulate by attending most plenary and regular session block sessions.

With few exceptions, each regular session and mobile workshop at the annual Chapter conference can be approved for CM credit for AICP members. The few sessions which do not get submitted are aimed at attendees with less experience than required for AICP members, e.g., student sessions; some introductory sessions; and the session on how to take the AICP exam. Keynote and plenary sessions are also submitted for CM credit. The Awards Ceremony is currently not submitted for CM credit.

Each 1.5- hour qualifying session is submitted for 1.5 CM credits. Mobile workshops are submitted for the instructional/touring time as well as travel time to the extent that time can be instructional.

In 2016 APA National instituted a new system for CM session approval. CM Providers (e.g., the California Chapter, each Section of the Chapter) applied for and became Certified Providers. Criteria for approval of CM sessions remains the same as before: Activities must (a) meet a planning-related objective, (b) be unbiased and non-promotional and (c) communicate a clearly identified educational purpose or objective. Law & Ethics CM sessions continue to require additional discussion. Also, Activities must (a) be led by one or more experts on the subject matter discussed, (b) use learning methodologies and formats that are appropriate to the activity’s educational purpose, (c) involve the use of materials that do not include proprietary information, (d) be timed in a manner consistent. While the Conference Program Coordinator, VP Conferences and Chapter contractors will perform the high-level review of submitted sessions to determine sessions meet these criteria, the Programs Subcommittee should be aware of the criteria when selecting sessions.

APA National continues to require an evaluation from AICP members for conference sessions they attend and this continues to be separate from the evaluation performed when an AICP member is claiming CM credit on the APA National website. Only one completed form per AICP member for the entire conference is required. It is critical to the continued ability of APA California to provide CM credit-worthy sessions that a substantial number of AICP member fill out the “AICP EVALUATION FORM FOR CM APPROVED SESSIONS”. An earnest explanation to AICP members about the importance of the form at the conference’s plenary sessions and in writing on the form and in the conference program document seem to get positive results. Starting in 2016, all CM Evaluation Forms will be provided to attendees online – through the Mobile App – and attendees will be reminded to complete this form. Paper evaluation forms will no longer be available at the conference.

Following the conference, a CHC member should review the online forms and summarize pertinent information, particularly to pass on to the next year’s CHC. The Chapter will retain the forms for the record and for possible audit by APA National.

## I. MOBILE WORKSHOPS

Mobile Workshops (MW) are an exciting and critical part of a conference program. The method of selecting MWs is at the CHC discretion. The CHC may brainstorms ideas, come up with a list, and then solicit section members to lead the workshops, detailing out the tour content and logistics. Or, the CHC can more broadly solicit MW proposals from section members through a Call for Mobile Workshops..

Mobile workshops should be developed concurrently with the selection of regular sessions. The timeframe for selecting and completing information for MWs is the similar to sessions; the full details of MWs (e.g., title, description, date and time, and cost) must be completed before the start of online registration. As soon as mobile workshops are identified, they can be written up and promoted along with other conference highlights in the Cal Planner. Mobile Workshops are listed in the first published Conference-at-a-Glance.

. Mobile Workshops are submitted for CM credits at the same time as regular sessions and keynotes/plenaries. The MW Subcommittee Chair should strive for each MW to have as much learning time as possible – e.g., on the bus if instruction is possible – but ultimately the amount of learning time between attendees boarding the bus until they disembark must be calculated. Generally, more learning time = more CM = more attendees.

Here are some general guidelines:

• Half-day mobile workshops are generally recommended so attendees are not away from the conference for the whole day. . For an all-day (or ‘go-through-lunch’) workshop, it is beneficial – and an advertising opportunity - to have the lunch sponsored. If sponsorship is not an option, the conference will provide a box lunch (either from the hotel or from somewhere on the way) or the moderator can arrange for lunch at a stop along the tour. . Lunch should be a reasonable cost as the fee for the MW needs to include the lunch cost, which should be indicated in the MW description.

• Half-day MWs should go out after the opening speaker, if there is one and if possible. More importantly, morning MWs should be back in time to allow attendees to attend a planned Keynote Luncheon or other lunchtime event. Afternoon MWs should return by 5pm or 6pm – depending on the starting time of evening events.

• MW leaders will need to provide the same information as is provided for session submittals since the CM information is required and a description of the MW is needed for the program.

• For applicable MWs that require a chartered bus, the MW Subcommittee Chair will need to provide time and transportation requirements to the Conference Management Contractor so that the cost can be reflected in the MW fee.. A sample form that can be used for MW tracking and analysis is found in Appendix M.

• All-day or more-than-1/2 day MWs are okay on either of the two full days of the conference, but they are preferred on the day when a Keynote Luncheon is not planned or when lunch on your own that day. If possible, an all-day MWs should go out after participants have a chance to grab the continental breakfast during its announced time.

• The conference budget should account for water and possibly snacks for all MWs.

• Aim for approximately 10-15 mobile workshops, depending on the conference site. Spread the number of MWs out over the days of the conference: don’t overload one time block because it may divide attendees and lead to cancellations.

• The MW Subcommittee Chair will be kept informed about registration for the various MWs. If demand is high for one or more particular MWs, you may want to consider offering it at a second time at a different time, or expanding the capacity of the MW by adding moderators. .

Keep up email communications with the MW leaders as you do with the session moderators. MW leaders will want to know the status of the signups for their workshops; you will know these numbers as the registration numbers start coming to you from the Conference Management Contractor. For some MWs it’s important to get a sense of whether there will be a large number of attendees or a smaller group. Some MWs may have to set a maximum number of signups if there is a limit or clearance required from a workshop stop. Bike tours typically have a limit to keep them manageable. These MWs may be listed with a maximum attendee number in the registration.

Mobile Workshops not utilizing a charter bus have more flexibility in the minimum number of attendees – you may not have to cancel a MW on a walking tour with a smaller group. It would be up to the MW leader feeling comfortable enough that the MW could be carried out as intended with fewer attendees.

Promotional materials are assembled by the Graphic Designer to highlight MWs on the conference website. To that end, photos representing the MW location or route should be provided to the Graphic Designer.

The Conference Management Contractor, with the VP Conferences, can gauge about 30 days prior to the conference, or at the close of ‘regular’ online registration, whether a MW should be considered for cancellation. A decision on cancellation is primarily predicated on the number of registered attendees and revenue received compared to the total cost to offer the MW. A MW does not need to breakeven, but it should not incur a significant loss either. When a MW requires a chartered bus and registration is low, explore the option of a smaller bus in lieu of cancellation if feasible. . The MW Subcommittee Chair may want to give a heads up to the individual workshop leaders if there’s a thought that their workshop might be cancelled.

Some attendees will sign up for mobile workshops at on-site registration, or even at the bus just prior to departure. Interested attendees or standbys are generally not turned away until it is certain that the MW is full. Sometimes individuals who have paid for a MW cannot attend or do not show up sod their reservation becomes available. In any case, those interested in a MW MUST HAVE PAID and show a receipt prior to joining the MW.

## J. LEADERSHIP MEETINGS AND CONFERENCE EVENTS NOT MANAGED BY THE PROGRAMS SUBCOMMITTEE

There are meetings that occur during the conference that are not the responsibility of the Programs Subcommittee and are overseen by the VP Conferences or another CHC subcommittee.

###### Required Leadership Meetings

Leadership meetings will occur during the conference but are NOT the responsibility of the Programs Subcommittee. Meeting rooms must be scheduled during the conference for the leadership meetings listed below. The VP Conferences or Conference Management Contractor will schedule the date, time and location of the meetings in coordination with the individual noted below who is responsible for organizing the meeting. These meetings will not pre-empt regular conference session rooms. The time and place of the meetings will be listed in the conference program document.

The VP Conferences or designee will act as the liaison and point of contact for the Board and affiliated groups for all conference questions and coordination of affiliated group events. The President or designee of each affiliated group (CPR, CPF, PEN) will act as the point of contact for the CHC, VP Conferences, and Conference Management Contractor in setting up group events and activities. Note: Not all groups may choose to hold a meeting at the conference:

• APA California Board of Directors. Contact: APA California Administrative Director. This meeting must be scheduled the day of the opening reception.

• California Planning Foundation Board of Directors. Contact: CPF President

• California Planning Roundtable. Contact: Roundtable President

• Planner Emeritus Network. Contact: PEN President

• Chapter Student Representative with Section Student Representatives and Student Conference Attendees. Contact: Chapter Student Representative

• On-Call Conference Committee. Contact: President Elect/Immediate Past President

• Professional Development Team Meeting. Contact: VP Professional Development

• Fellows of the American Institute of Certified Planners Meeting. Contact: VP Professional Development

• Other Professional Development Activities

• President’s Leadership Reception

###### Special Events and Responsibility of the CHC

Opening Reception: The CHC in coordination with both the Conference Management Contractor and VP Conferences plans the Opening Reception. The CHC has considerable flexibility in selecting a venue and setting the theme for the reception, while monitoring the total cost for food, entertainment and other items. For off-site venues, consider the ease of accessibility from the convention site and include the cost for shuttle buses if needed. The Conference Management Coordinator works in collaboration with the CHC on the facility details, needs and preparing a cost estimate for the event. Elaborate opening receptions must be approved by the APA California Board as part of the conference budget process.

Plenary and Keynote Speakers: The CHC is also responsible for the keynote and plenary speakers, including the luncheon keynote, although the Programs Subcommittee may be consulted. Brainstorming about these speakers should start at least a year prior to the conference. Speakers should be knowledgeable, engaging and capable of attracting attendees to the conference. Topics and speakers can vary considerably. One session is encouraged to be a speaker who can address innovation or leadership topics that are relevant to the field of planning. The APA California Board must approve all special events speakers recommended by the CHC.

It is highly recommended that the CHC specifically invite local area planning commissioners and board representatives to the plenary session(s) to create an opportunity for the key decision-makers in the planning process to engage with APA as an organization. The recently-established Commission and Board Representative on the Chapter Board serves a key role in soliciting representatives’ attendance.

Schedule the plenary and keynote speakers on different days of the conference.. Some conferences may plan both an opening keynote and a luncheon keynote. The minimum requirement is having a keynote speaker on one of the two full days. Keynotes and plenaries should qualify for CM credit, but an engaging speaker can be considered that may not necessarily present on a subject eligible for CM credit..

###### Mandatory Special Events that are the Responsibility of the Chapter or Other Organization

The VP Conferences or designee must plan for, oversee, and include the following special events in the conference:

Awards Ceremony: A event must be planned for presentation of the annual Chapter awards during the conference. The Awards Ceremony, including room and stage configuration, is under the direction of the VP Administration with close coordination with the State Awards Coordinators, VP Conferences and Contract Management Contractor. The presentations of Great Places awards, PEN inductees, and newly-inducted FAICP members have been also included in the Awards Ceremony. A PowerPoint presentation with a voice-over has been used to facilitate the announcement of awards. Narratives for all award winners should be concise given the number of awards and allotted time.. Because of time constraints, honorable mentions may be more appropriately handled by listing them in the Conference Program and Mobile App only and shown on a slide at the Awards Ceremony with no presentation.

The CHC, VP Administration, and VP Conferences should work together to determine if the Awards Ceremony will be a luncheon or other type of event that year. If a luncheon, the meal cost for the event is discussed by the CHC and Conference Management Contractors along with other food events.

CPF Fundraiser and Auction: The conference schedule must reserve a suitable time for the CPF fundraiser, which includes live and silent auctions. The VP Conferences and Conference Management Contractor shall coordinate with the CPF President or Board Conference Liaison to organize this event. The nature of the fundraiser is determined by CPF, which is responsible for all arrangements. The designated time and location at the conference is recommended by the VVP Conferences with approval of the CPF President or Board Conference Liaison.

A prominent location(s) for the live and silent auctions should be selected. Wi-Fi access shall be provided for processing credit card payments. An office or secured room convenient to the auction location shall also be identified for storing auction and raffle items. Food and beverages are typically planned for the live auction, which should be discussed with Conference Management Contractor; these costs are included with conference expenses.

The CPF Liaison will typically request that the CHC provide volunteers to assist with the auctions and sell CPF raffle tickets. The CHC should assist in promoting the fundraiser in its conference publicity..

Student Conference and Student Awards Ceremony: The CHC Student Subcommittee Chair should work with the CPF Board Representative and the APA California Student Representative to develop and schedule the Student Day and Student Awards Lunch that are held on the first day of the conference. The luncheon is the responsibility of CPF working with the Conference Management Contractor, but developing a series of sessions oriented toward students is the responsibility of the CHC. The interest in an enhanced student program has grown in recent years. Typically, student sessions occur in the morning (limited to students only), followed by the luncheon, and then the full conference begins in the afternoon with one or two session blocks, which should include some sessions appropriate for students as well as all planners. The CHC Programs and Student Subcommittee Chairs should coordinate on selection of these afternoon sessions. A student session is traditionally organized by CPF. Some presenters like to focus on sessions for students or new planners and these are appropriate for the Student Day. Involve local universities in the Student Day if they are within your Section. Depending on the host Section location, approximately typically 100-200 students attend the Student Day.. Students may attend any regular sessions offered that day at no cost; however, the Opening Reception is not included, although a discounted student ticket is typically offered.

Only students receiving an award or pre-registered for the Student Day may attend the CPF Student Luncheon. Students that have not pre-registered may be admitted only if there are available seats. The Chapter Board and CPF Board are also invited to the luncheon. Additionally, a special invitation is extended to new Chapter FAICPs to honor them and have them meet those just coming into the profession. The VP Professional Development sends out those invitations on behalf of the Chapter President and CPF President. The Chapter President may also invite special guests. T The list of attendees will be assembled by the Conference Management Consultant and only those on the list will be admitted to the luncheon. Tickets are issued for this event and distributed to registered students and invited attendees.

Consultants’ Reception: An early-evening Consultants Reception is held at each conference to benefit and recognize conference sponsors and exhibitors. This event is planned by the CHC with coordination of the Conference Management Contractor. . It is a light food and beverage event and should be located in the same space as the exhibit booths. The funding for the event is from the conference budget and is part of the benefits advertised to, and received by, conference sponsors. This reception may not be scheduled to overlap with the CPF Auction, and if scheduled consecutively in the same evening, they should still be held in different spaces.

# VI. ADVERTISING THE CONFERENCE

## A. CAL PLANNER

The Cal Planner is now an exclusively-electronic document. It remains a primary method to contact the membership with focused issues promoting the conference. The Cal Planner is now supplemented by email blasts to the Chapter membership as well as the Chapter and Conference websites, Facebook, and Twitter. The CHC may also propose other social media platforms.

The Graphic Designer (Design and Publications Management Contractor) shall provide a Cal Planner production schedule to the CHC, including deadlines for submittal of items required from the CHC as well as expected publication dates of the Cal Planner.

The following conference announcements and content will be found in the schedule to advertise the conference:

• One minimum half-page notice/article announcing the conference, or “Save the Date” notice, in the first Cal Planner issue of the conference year. The notice/article shall be prepared by the CHC for approval by the VP Public Information. Articles are sent to the Graphic Designer to integrate the conference branding templates. The notice/article shall also be posted on the APA California website.

• Registration/conference information shall be published in Cal Planner (optimally one Cal Planner for release prior to early registration and another Cal Planner for release one month prior to the conference) or emailed or posted on the Chapter and the Conference websites. The registration/conference information shall also be posted on the APA California website.

• Pre-registration materials will be published in the Cal Planner. The VP Conferences in consultation with the VP Administration and host Section must contact the Cal Planner Graphic Designer to coordinate the timing and number of pages of the notices/articles/ads and the conference brochure no later than January of the year of the conference.

• Each Cal Planner issue leading up to the Conference shall consist of at least one feature article based on the issue's theme that features planning efforts in the conference host city or immediate region.

• The “Conference Issue” of the Cal Planner should contain information to generate interest in the conference. It is targeted to reach the membership either toward the end of Early Registration or at the beginning of Standard Registration.

NOTE: The timing of the editions of the Cal Planner prior to the conference may be not coincide ideally with conference deadlines or promotional features in accordance with the Production Schedule for the conference. In that case, emails may be used to ensure that information gets out to the Chapter members in a timely manner. See D. below.

## B. SECTION NEWSLETTERS

The VP Conferences and Graphic Designer shall provide Section Newsletter Editors with conference notices/articles and materials that are to be included in the Section newsletters and on the Section websites. The Graphic Designer will work with the CHC to design ads that will be sent to the Sections throughout the year with progressively detailed information.

## C. APA CALIFORNIA CONFERENCE WEBSITE – CONFERENCE POSTING PROCESS

The Chapter has established a separate website for the annual conference. The conference website is constructed by a Webmaster Consultant and maintained by the Website Management Contractor with information provided by various sources, including the VP Conferences, CHC, Conference Management Contractor, , VP Public Information, and Graphic Designer.

Immediately following the prior year’s conference, the Conference website will become available to post information provided by the next CHC. The Conference website works to complement the Cal Planner content and provides a constant location for relevant conference registration information and articles prepared by the CHC to attract attendees. See Section A above for the Cal Planner timing and content discussion.

The Graphic Designer prepares most items for posting on the website with Information provided by the various sources. Approval for posting generally flows through the VP Conferences, and the Graphic Designer forwards the items to the Website Management Contractor to post once they are approved. Typical items posted before the conference include the Call for Presentations, Sponsorship Brochure, Conference-at-a-Glance, flyers for the mobile workshops and pre-conference session, links for conference and hotel registration, and special announcements, information and updates. Conference sponsors are also highlighted on the website. Closer to the conference, the full program document is available once it has been finalized. . .

## D. EMAIL BLASTS DIRECTLY TO APA CALIFORNIA MEMBERS

At least four emails to members are sent directly to APA California’s members by direct email using the most up to date National email list: Open Registration announcement with registration instructions; announcement of the pending Early Registration deadline; announcement of the pending Standard Registration deadline; and, announcement of the Late/On-site Registration deadline. All notices are sent by the Website Management Contractor to the membership through the APA California conference website. Other announcements, such as sponsor solicitation, volunteer solicitation, etc., may also be sent.

The APA California email distribution policy requires emails to members to provide the recipient with the opportunity to opt-out of future emails with an automatic subscribe or unsubscribe option in the email. Emails must include the sender’s contact information and postal address.

The list of email and postal addresses of registered conference attendees are available upon request to major conference sponsors, generally those that purchase a package with an exhibit booth. All other conference sponsors do not have access to this list. Sponsors requesting the list shall not share it with any other individual or group and shall only distribute information that directly pertains to the conference, such as booth information or hosted receptions. Consistent with the policy for APA national conferences, the registration program shall include an opt-out provision for attendees that do not want their email and postal addresses shared with sponsors.

## E. ELECTRONIC MEDIA

Use of electronic media to advertise the conference is highly recommended although Chapter capabilities in this area have not yet been developed. Check with the VP Conferences to see what tools might be available to your CHC. If you believe you have access to media opportunities, check with the VP Conferences. Also, any cost associated with electronic media, even if not an anticipated cost, will need to be accounted for in the conference expenses.

# VII. EXHIBIT BOOTHS/DISPLAY SPACE

## A. COMPLIMENTARY AND CONTRACTED DISPLAY SPACE

The following groups or individuals receive a complimentary display space in the exhibit hall or exhibit space. Except for the APA California booth and table, which should be prominently located near the entrance to the exhibit hall or exhibit space, the space provided does not need to be premium space, but should be included in the regular exhibit location or near the registration area. Because these agreements are occasionally updated, the Conference Management Contractor shall contact the Director of Administration to determine if any other reciprocal agreements have been added, modified or deleted from this list. The CHC must consult with the VP Conferences and Conference Management Contractor on any proposed reciprocal agreements for conference displace space outside of the sponsorship packages.

NOTE: Contacts listed below may change over time.

• APA California - (booth and table) - contact Director of Administration

• Following Year’s APA California Conference - (table) - contact Conference Host Committee Co-Chair

• Commissioners and Board Representatives (table) – contact APA California Board Commission and Board Representative

• Firm providing APA California Legal Counsel (pro-bono) - (table) - contact APA California Executive Director

• AEP - (table) - contact AEP Executive Director

• APA California Historian – (table) – see Chapter Board roster

• Cal State Northridge – (table) – contact Rob Kent at rkent@csun.edu

• Solano Press - (table) – contact Ling-Yen Jones publisher or Nancy Mc Laughlin

• UC Davis Extension (table)– half price for table in exchange for discount on extension classes

• UCLA Extension - conference ad and brochures for Land Use and Planning Law Conference placed at unmanned location in exchange for two free Land Use and Planning Law Conference registrations

• CPF Silent Auction Display Space – CPF will determine how much time is needed prior to the Live Auction to display Silent Auction items. In consultation with CPF, provide a prominent location with sufficient tables to display items.

• CPF Raffle Ticket (table) – for selling CPF raffle tickets prior to the Live Auction (may be combined with Silent Auction space)

• Space for any APA California affiliated organization (e.g., PEN, CPR) upon request

Please note that any expense for electrical hookups or a/v at any complimentary or contracted display space is the responsibility of the organization receiving the space: it is NOT an expense that the conference budget will absorb.

Any complimentary or contracted display space that is beyond a non-manned table should fill out an exhibitor form so they can be accounted for when the Sponsorship Subcommittee is planning out booth and table space. If a display space belongs to APA or an APA-affiliated organization, they will not be charged for a/v or electrical hookups.

## B. EXHIBITORS BOOTH SPACE

Sponsorship packages are described in III.F. Booth space is typically part of the larger packages unless the sponsor is interested in a meal or other-event sponsorship (such as an afternoon break). The CHC should work with the Conference Management Contractor to identify a location for exhibitor booths that will meet their needs. The location may not be able to identified and laid out until an event manager is assigned from the conference venue and fire marshal clearance is received. The CHC can accept sponsorships and payments and create a list of sponsors in order of payment, then have them select their booth once the space has been approved..

The Conference Management Contractor will also work with the site and the sponsors to assure technical needs are met, and will ‘look after’ sponsors once they arrive on-site.

Timing of construction and booth removal varies year to year. The CHC should work with the Conference Management Contractor to determine that year’s approach and timing.

The Conference Management Contractor is the contact for any exhibitor with questions about booth size and details of equipment provided or available for purchase. The CMC contracts with an Exhibit Services Provider and the CMC will provide a package to each exhibitor of requirements and options approximately two months prior to the conference.

# VIII. OTHER MANDATORY ITEMS

## A. ADA COMPLIANCE AND NOTICE IN REGISTRATION MATERIALS

For ADA compliance, the Conference Host Committee shall include notice in registration mailers indicating that the conference hotel is ADA compliant and that reasonable accommodations will be made if a registrant provides early indication of needs.

## B. RESERVE HOTEL ROOMS FOR APA CALIFORNIA BOARD

A block of rooms shall be set aside for Board members and staff at the main conference hotel. A deadline for confirming these reservations will be established by the Conference Management Contractor and the VP Conferences. The Board and staff shall be informed of the deadline and steps necessary to ensure that they have rooms in the main conference hotel. The Conference Management Contractor shall request that the hotel provide upgrades (view, suites, and larger rooms) for APA California Board members’ rooms. The number of upgrades varies year to year.

## C. EXTRA HOTEL ROOMS

The Conference Management Contractor shall reserve an additional five rooms for unanticipated guests or last-minute Conference Committee use.

## D. REGISTRATION AND CONFIRMATION

APA national is currently contracted by the Chapter to provide registration services. All registrations are completed online by the attendee or their agent prior to the conference. Registration may be kept open online until the day of the conference opening. The registration system must be set to provide automatic confirmation of registration to the attendee, with instructions about deadlines and how to change or cancel registration if necessary. Online registration is preferred, but applications can be accepted by mail with an additional fee for manual processing.

# IX. AT THE CONFERENCE

## A. SCHEDULE OF ANNOUNCEMENTS

Prior to the start of the conference, there should be a discussion among the Chapter President, VP Conferences, and the CHC Co-Chairs to determine at which events there will be announcements and who will make them. They include: a welcome from the Chapter and the CHC; introduction of the CHC; introduction of the Board; introduction of invited guests; welcome from a representative of the host city.

## B. ON-SITE OPERATIONS MEETINGS

The night before the conference opens the CHC Co-Chairs and key subcommittee chairs should meet with the VP Conferences and the conference contractors who will be on site. They should review the setup of the Registration Area, look at the attendee travel patterns and confirm where additional signs and/or volunteers might be needed. As the conference proceeds, daily discussions should be scheduled as needed to anticipate and address any issues. The CHC Volunteers Chair should also check in daily with the Conference Management Contractor on volunteers needs.

## C. APA CALIFORNIA BOARD SEATING AT PLENARY SESSIONS

At least once during the conference there must be an opportunity to introduce the APA California Board to the membership. The APA Executive California Board may be seated at a head table during a plenary lunch or session, or at one of several tables at the front of the room where other speakers, guests or CHC members are seated. See A above. Board members should be notified by the VP Conferences or Chapter President when their introduction will be made.

## D. APA CALIFORNIA BOARD REGISTRATION PACKET DISTRIBUTION

The Conference Management Contractor shall provide the APA California Board members and staff with their registration packets sometime during the APA California Board meeting.

## E. NAME BADGE RIBBONS FOR LEADERSHIP; METHODS OF SPEAKER IDENTIFICATION

Different colored ribbons or other identification shall be provided at registration, to be attached to the badges to recognize individuals such as:

• Conference Host Committee members

• APA California Board members

• California Planning Foundation members

• Planner Emeritus Network members

• California Planning Roundtable members

• Planning Commissioners

• Award winners

• APA California Staff and Contractors

• National Board members

* Conference Speakers

Non-registered speakers that are only attending the session they are participating in (or other limited sessions) will receive badges that distinguish them from registered attendees and speakers. Badges for one-day registered attendees will be distinguished from those with full conference registrations.

## F. PHOTOGRAPHER

The CHC should work with the VPs of Conferences and Public Information and the Conference Management Contractor to assure that someone is assigned to take photographs of plenary/guest speakers, Awards Event, Chapter Board, Conference Host Committee, registration area and mobile workshop sendoffs, as well as group shots of attendees during various activities at the conference.

# X. ON-CALL CHAPTER CONFERENCE COMMITTEE

In past years, the Chapter maintained a “Standing Conference Committee” to: 1) facilitate coordination between various years’ conference committees; 2) to discuss issues related to the annual conference; 3) review the Conference Requirements Handbook and make recommendations as necessary; 4) recommend any other conference policies, or changes to policies, to the Board; 5) conduct a call during the year as necessary to update the Handbook and keep the conference on track; and 6) to collect input and assure the updated Handbook is distributed to the upcoming Conference Host Committee.

With the establishment of the VP Conferences position on the APA California Chapter board, a number of items in the list above became the responsibility of that Vice President, including primary communication with each Conference Host Committee and proposed updates to the Conference Requirements Handbook. However, the need remains for resources to be available to the Vice President during the year to: 1) discuss conference trends or new needs; 2) discuss issues when questions arise from the current year Conference Host Committee; and 3) discuss the advisability of revising any individual financial policy or procedure for future conferences.

Pursuant to these needs, an On-Call Chapter Conference Committee shall be maintained with oversight by the current VP Conferences. The composition of this Committee will be a selection of past conference co-chairs, past Chapter presidents, past VP Conferences, current Chapter President and Immediate Past President/President-Elect, or other knowledgeable Board-associated individuals. The intent is to gather a diverse group familiar with Chapter conferences needs and operations. If an issue arises that affects a sitting Conference Host Committee, the Section Director of that Section will be asked to participate in discussions that could affect that conference. The VP Conferences, in consultation with the President and President-Elect/Past President, may determine that one or more representatives of the On-Call Conference Committee should participate in matters being handled by the sitting Conference Host Committee.

# XI. UPDATING AND DISTRIBUTING THE CONFERENCE HANDBOOK

Within three months following the conference, the VP Conferences shall facilitate or accomplish the following:

• PROGRAM. Add the conference program to the official Conference Binder which may be maintained online.

• CONFERENCE SUMMARY. Provide a summary of the Conference, including the budget, how many rooms were used at the conference hotel, conference attendance broken down by registration categories, and the attendance at specific conference events and mobile workshops.

• RECOMMENDATIONS TO THE BOARD AND ON-CALL CHAPTER CONFERENCE COMMITTEE. Make recommendations to the Board and On-Call Conference Committee concerning changes or clarifications to the policies contained in the APA California Board Conference Requirements Handbook. The APA California Board shall approve any major changes made to the APA California Board Conference Requirements Handbook.

• ACQUIRE SUMMARY REPORT FROM THE CURRENT YEAR’S CHC. The CHC just completing the conference shall prepare a summary to be used by the VP Conferences and the next year’s CHC to discuss issues that they faced, items that worked well, changes to conference procedures that are need, etc., for each of the major subcommittees and for the conference operation overall.

The APA California President and VP Conferences shall be authorized to make interpretations and minor amendments to the Conference Requirements Handbook without Board approval. Those minor amendments shall be recorded in the online version of the Handbook for general use.

APA CALIFORNIA CHAPTER CONFERENCE HANDBOOK

TIMING ROADMAP

THE 36 MONTHS LEADING UP TO YOUR CONFERNCE

The tasks and actions in this table are discussed more fully in this Conference Requirements Handbook

All items on this list must be accomplished generally within the timeframes they are listed

Revised 22 October 2016

|  |  |  |
| --- | --- | --- |
| TASKS & ACTIONS | LEAD RESPONSIBILITY\* | DONE? Check them off! |
| **36 MONTHS PRIOR TO THE CONFERENCE** | | |
| Board formally advises Section of upcoming conference year assignment | Board, VP Conferences |  |
| Form a Site Selection Committee (SSC) | Host Section, Chapter |  |
| Conference Management Contractor (CMC) assembles options for SSC to consider | Host Section, Chapter, CMC |  |
| With CMC research any off-site event locations, e.g., Opening Reception | CHC Opening Reception/ Special Events Subcommittee |  |
|  |  |  |
| **24 MONTHS PRIOR TO THE CONFERENCE** | | |
| Work with Conference Management Contractors to identify viable conference locations and discuss; have site visit of all possible sites. Provide recommendation on hotel and conference space to Board vote in January, 2 years prior to the conference year | VP Conferences, Host Section |  |
| About 2 years prior: Select CHC Co-Chairs and forward to VP Conferences; may assist in site selection. Selection may be made earlier than 2 years to allow them to begin to organize and research. **Potential co-chairs must be advised of the necessity for them and their subcommittees to read, review, and discuss this Conference Requirements Handbook document among themselves and with the VP Conferences** | Host Section, VP Conferences |  |
| Obtain Board approval of CHC Co-**Chairs after commitment of co-chairs nominees to review and utilize the Conference Requirements Handbook** | VP Conferences, Host Section |  |
|  |  |  |
| **18 MONTHS PRIOR TO THE CONFERENCE** | | |
| Establish Conference Host Committee (CHC) | Host Section |  |
| Select Subcommittee Chairs | CHC Co-Chairs |  |
| Introduce conference contractors to the CHC and discuss the various roles contractors play and assistance they provide | VP Conferences |  |
| Start Sponsorship Research & work with CMC & Graphic Designer. Design logo with Graphic Designer | CHC |  |
| Finalize any contracts with off-site event locations as early as possible | CHC, VP Conferences, Chapter Attorney as needed |  |
| Develop and recommend conference theme for Board approval | CHC Co-Chairs, VP Conferences |  |
| Conduct site visit, confirm location & adequacy of Exhibitor space to allow preparation of Sponsorship Brochure 3 months before prior year’s conference; review session rooms & plenary locations; visit off-site venues | CMC, CHC Co-Chairs, VP Conferences |  |
|  |  |  |
| **15 MONTHS PRIOR TO THE CONFERENCE** | | |
| Develop material for prior year’s conference: giveaways, promotions, sponsorship package, CFP (3 months before the prior year’s conference) | CHC, contractors |  |
| Develop sponsorship brochure detailing ‘packages’ to be offered to sponsors/exhibitors; discuss steps following securing of a sponsor | CHC, Contractors, VP Conferences |  |
| Develop conference budget after discussion with VP Conferences, Conference Accountant and Conference Management Contractor: anticipate facility costs, possible extraordinary keynote fees, set registration fees, review and project meeting Chapter profit goals/requirements, send any 1099 tax forms to SGA | CHC Co-Chairs, CMC, VP Conferences, Conference Accountant |  |
| Conduct series of calls between Chapter contractors and CHC Co-Chairs with key subcommittee chairs: Programs; Mobile Workshops; Sponsorships; |  |  |
| Assemble Conference Contractors’ schedule or work and timetables | VP Conferences, Contractors |  |
| Develop conference website materials; update Session Proposal form | CHC, Contractors, VP Conferences |  |
| Prepare overall conference schedule (days, placement of special events, etc.) & Review w/VP Conferences | CHC, VP Conferences |  |
|  |  |  |
| **10-14 MONTHS PRIOR TO THE CONFERENCE – depending on month of each conference, tasks may need to be before or after prior conference** | | |
| Provide logo & conference identifier so website can be switched to yours following conclusion of prior year’s conference | CHC, Graphic Designer |  |
| Board approval of draft conference budget at prior year’s conference or, more likely, at January meeting the year of the conference | CHC, CMC, VPC |  |
| Start tracking contract needs so that they can be approved in place before needed | CHC, CMC |  |
| Full conference presentation at Board meeting held at prior year’s conference | CHC Co-Chairs, VP Conferences |  |
| Following the prior year’s conference conclusion, prepare to go live with the website and CPF and Session Proposal form (not less than 1 month following prior year’s conference) | CHC, Web Consultant, VP Conferences |  |
| Provide update reports to Board each month | VP Conferences |  |
| Programs Subcommittee prepares for submittal of session proposals: assigns subcommittee members to review; reviews ‘mandatory’ sessions; | CHC, Contractors, VP Conferences |  |
| Advertise conference in Cal Planner (Save the Date), newsletters in Sections, emails, website and set schedule for future ads | CHC, Contractors |  |
| Review list of special events and sessions that are produced by affiliated organizations or by CHC outside of Programs Subcommittee | CHC, CMC, VP Conferences |  |
| Review design & graphics publication schedules & needs and finalize a Project Production Schedule, including Cal Planner publication dates and content for each edition | CHC, Contractors, VP Public Information, VP Conferences |  |
| At prior year’s conference, begin solicitation of next year’s sponsors, first approaching long-time sponsors to offer primary booth location, etc. | CHC Sponsorship Subcommittee |  |
| Following prior year’s conference, start working to solicit sponsors and requested booth space or other benefits; seek sponsorship of special events; VP Conferences will contact those receiving complimentary booth space needs this year (need to inquire each year – need varies) | CHC, CMC, VP Conferences |  |
| SITE VISIT; Start discussing site opportunities and constraints with Conference Management Contractor; including ADA accommodations & point of contact (may be after prior year’s conference if there is a new incoming VP Conferences); involve CPF to concur on location of Auction | CHC, CMC, VP Conferences, CPF |  |
| Start populating the Conference website | CHC, Web Consultant |  |
|  |  |  |
| **The tasks found in the timeframes below all fall in the calendar year of the conference. The timing may vary slightly depending on the conference dates; schedules for many of these items will be established prior to the timeframe within which they are located.** | | |
| **6-9 MONTHS PRIOR TO THE CONFERENCE** | | |
| Populate the Conference website; open hotel registration concurrent with opening conference registration | CHC, Web Consultant |  |
| Review and confirm adherence to Appendix B requirements for insurance and activities | CHC, Conference Accountant |  |
| Close ability to submit regular session proposals | CHC, Contractors |  |
| Solicit topics from those who provide ‘mandatory’ sessions | CHC, VP Conferences |  |
| Determine Pre-Conference Sessions, utilizing local expertise if available | Conference Program Coordinator, VP Conferences, CHC if applicable |  |
| Assure Student Subcommittee is working with Chapter Student Representative, CPF Representatives, and APA National Student Rep | CHC Student/Volunteer Subcommittee, Conference Program Coordinator |  |
| Review submitted proposals and select those for the program; confirm intent of moderator; check for speaker conflicts; assign sessions to session blocks – sequential series of steps | CHC Co-Chair and Programs Subcommittee, Conference Program Coordinator, VP Conferences, |  |
| Send selected sessions to Chapter for final approval | CHC Co-Chair and Programs Subcommittee, Conference Program Coordinator, VP Conferences, |  |
| Notify selected and not-selected moderators | CHC, CM Contractor |  |
| Start communication with moderators regarding general requirements, online session modifications, needs & deadlines, registration policy, etc. | CHC, CM Contractor |  |
| Start working on special events not yet begun | CHC, CMC |  |
| Start identification of volunteers needs at conference | CHC Students/Volunteer Subcommittee, CMC |  |
|  |  |  |
| **5-6 MONTHS PRIOR TO THE CONFERENCE** | | |
| Review complimentary room needs and confirm reservation for APA Board & guests | VP Conferences, CMC, President |  |
| Create a list of rooms being held for Chapter Board members and contact all groups/individuals to see if they want the room; work with CMC to determine complimentary room nights & assign comp nights to Chapter; assignment of upgrades, etc. | VP Conferences, CMC |  |
| Identify complimentary registrations to be given prior to opening of registration; identify those eligible for discounted registration fees (Elected Chapter Officers and CHC Subcommittee Chairs) and discuss discount codes and registration process with Conference Management Contractor | VP Conferences, CMC, President |  |
| Submit content for Cal Planner conference edition; time distribution to publish before the close of Early Registration | CHC, Graphic Designer, VP Public Information |  |
| Conference-at-a-Glance created & posted with sessions, special events (no room assignments or CM notation) | CHC, CM Contractor, Graphic Designer |  |
| Identify special events & organization meeting locations following publication of initial Glance | CHC, CMC |  |
| OPEN EARLY REGISTRATION: determine timeframes of each stage of registration; what is final cutoff before ‘late/onsite’ fees; may open in this period; DISTRIBUTE CAL PLANNER CONFERENCE EDITION CONCURRENT WITH THE OPENING OF ONLINE REGISTRATION | CHC, Web Consultant, Graphic Designer, VP Public Information |  |
| Provide ad materials to AEP conference | CHC, Graphic Designer |  |
| Start recruiting volunteers in consultation with Conference Management Contractor | CHC, CMC |  |
| Work with sponsors on any special needs and continue to collect their fees | CMC, Sponsor Concierge |  |
| Assign rooms for regular sessions, plenary sessions, special meetings, and other onsite meeting needs including special events | CHC, Conference Program Coordinator, VP Conferences, CMC |  |
|  |  |  |
| **3-4 MONTHS PRIOR TO CONFERENCE** |  |  |
| Continue to develop Student Program; get in contact with universities; encourage student registration | Student Subcommittee, Chapter Board Student Rep, University Liaisons |  |
| Submit sessions for CM credit | CM Contractor |  |
| Begin work on Mobile App about 3 months – after sessions & events assigned to rooms | Contractors |  |
| Confirm complimentary booths/tables | CHC Sponsorship Subcommittee; Contractors |  |
|  |  |  |
| **1-2 MONTHS PRIOR TO CONFERENCE** |  |  |
| Conclude solicitation of sponsorships about 2 months prior to conference to allow development of sponsor recognition and continue to solicit sponsor payments; accept only unique/spectacular sponsorships at this point | CHC Sponsorship Subcommittee; Contractors |  |
| Provide Exhibit Services packages to sponsors with booths | CMC |  |
| Final site visit to review meeting space allocations & locations for sessions and special meetings, determine needed signs, meet with facility manager and review schedule and services | CHC, CMC, VP Conferences |  |
| All material for printed program due | CHC, Contractors |  |
| Finalize printed program; order # of copies based on full conference attendees | Graphic Designer, others to review final document |  |
| Finish Mobile App and submit to Apple | Contractors |  |
| Lanyards, ribbons, etc designed & ordered | Graphic Designer, CMC |  |
| List of needed signs reviewed and approved as needed, and okayed for production by CMC | CHC, CMC, VP Conferences, Graphic Designer |  |
| At close of “regular” registration, review and cancel Mobile Workshops that have no chance of attaining enough attendees on a charter bus to not lose much money; review, keep and try to promote walking or transit tours and those with moderate number of signups | CHC, VP Conferences, CMC |  |
| Develop a schedule for announcements to be made at plenary sessions including introducing VIPs, CHC members, Chapter Board, others | VP Conferences, CHC Co-Chairs |  |
| Solicit attendance at CPF Student luncheon from Board, CPF Board, FAICPs, dignitaries in attendance, plus estimate number of students expected | CHC Co-Chairs, VP Conferences, CPF President |  |
| Determine which session room will be the room to record sessions for future Distance Education | VP Conferences, Conference Programs Coordinator |  |
| Continue to solicit student attendance after fall term begins | Student Subcommittee |  |
|  |  |  |
| **1 MONTH PRIOR TO CONFERENCE** |  |  |
| Signs ordered | Graphic Designer |  |
| Schedule Volunteers | Student/Volunteer Subcommittee; CMC |  |
| Discuss menus for meals and events to maintain budget projections; forecast attendance at meal events – very conservative for last-day meal | CHC Co-Chairs, CMC, VP Conferences |  |
| Review use of registration codes to assure Board, CHC, and Sponsors have registered with appropriate codes | VP Conferences, Accounting Contractor |  |
| **FOLLOWING THE CONFERENCE** |  |  |
| Debrief with CHC, Chapter, Conference Management Contractor | VP Conferences, Chapter contractors |  |
| Prepare closeout report and P&L statement for Board in consultation with the VP Conferences and Conference Account Manager | CHC Co-Chairs, VP Conferences |  |
| Send thank yous as appropriate, including to sponsors: consider using Paperless Post or other online card | CHC Sponsorship Subcommittee |  |
| Write article for next CalPlanner as a summary and thank you | CHC Co-Chairs |  |
|  |  |  |

APPENDICES

[The most current versions or examples will be inserted as needed]

A. Detailed CHC Responsibilities

B. APA California and Section Legal and Insurance Activity Guidelines and Forms: NOTE: Contact Conference Accounting Contractor for access to the actual forms required; included as sample in the Appendix

C. Conference Management Contractor Responsibilities

D. Conference Consultants’ Scopes of Work:

* ATEGO Resources (Conference Accounting Contractor; Website Management Services Consultant; Mobile Application Manager; Sponsors Concierge; Registration Support);
* GranDesigns (Design and Publication Management Consultant aka Graphic Designer);
* NHE Enterprises (Association Management and Certification Maintenance Services Consultant)
* HPN Global (Conference Management; Registration Management; Site Selection Support

E. Standard Budget Line Items & Explanations

F. 10- Year History of Recent Conference Profit and Recent Closeout P&L Reports

G. Sample Conference Closure Report Format

H. Conference Site Selection Criteria

I. Conference Themes Since 1988

J. Sample Sponsorship Brochure w/ Logo Specifications & Conference Signature & Artwork Specification Sheet

K. APA California Sustainability Principles

L. Online Evaluation Form for CM Sessions

M. Sample Forms/Templates for Mobile Workshops

N. Instructions and Release to Record Forms for Distance Education Sessions from Conference (update annually)

O. Statement on Student Attendance and Cost at the Annual Conference

P. Program Document Development and Review