APA CALIFORNIA CONFERENCE PLANNING HANDBOOK

APA CALIFORNIA CONFERENCE PLANNING HANDBOOK – PURPOSE

The following document contains the basic requirements and guidelines that each Conference Host Committee must consider and follow during its conference planning. The Handbook is an essential resource for planning all aspects of the conference. This document outlines what the APA California Board of Directors expects from the conference and the Conference Host Committee (CHC). Additionally, the Handbook outlines the support provided to the CHC from the Chapter and the Conference Contractors. To ensure that the best possible conference is produced, the Board requests that CHC Co-Chairs and committee members become familiar with, and discuss the contents of this Handbook with the VP Conferences.

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
2/4/2018	Article I.C, Recruit and Select Subcommittee Chairs	Added references to pertinent sections of the Handbook for subcommittees and added Publicity Subcommittee to reflect organization of recent CHCs.
2/4/2018	Article III.K, Additional Budget Considerations	Inserted Group Discount registration policy adopted by Chapter Board in 2017.
4/13/2018	Article III.K, Additional Budget Considerations	Provide Region IV Student Representative with complimentary room night; clarify complimentary hotel room expenses.
5/18/2018	Article III.K, Complimentary and Discounted Conference Registrations	Provide Retired APA Member with conference registration rate equivalent to Life Members.
5/18/2018	Article III.K, Complimentary and Discounted Conference Registrations	Allow Diversity Summit speakers to be eligible for incentives; set $1,500 limit for speaker incentives per Opening Plenary, Closing Plenary and Diversity Summit event; clarify possible speaker incentives.
1/25/2020	Various	See VP Conferences report for Board Retreat for a list of major revisions, dated January 25, 2020.

6/30/2020	Conference Rotation Schedule (p. 9)	Updated conference rotation schedule to reflect 2020 virtual conference.
12/18/2020	Mandatory Special Events that are the Responsibility of the Chapter or Other Organization (p. 56)	Added reference to Planners' Memorial Program.

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INTRODUCTION

Planning for the APA California Annual Conference is a complicated, multi-faceted and lengthy process.   This Conference Planning Handbook ("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, the Diversity Summit and typically an opening reception in the evening. More recently, the first day has also featured sessions oriented toward Planning Commissioners and other public board members. 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 the eight Sections with each Section serving as the "host." 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.

A Conference Host Committee (CHC) is formed in each section to assume a substantial amount of responsibility for organizing and hosting the conference. The current rotation schedule is generally an alternating north-south location as follows:

- 2020 – State-wide Virtual Conference
- 2021 - Inland Empire Section
- 2022 – Orange Section
- 2023 – Central Section
- 2024 – Northern Section
- 2025 – Los Angeles Section
- 2026 – Sacramento Valley Section
- 2027 – San Diego Section
- 2028 – Central Coast Section

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 with sessions of interest to all segments of our membership and "creditworthy" learning experiences. The Chapter is also responsible to the other Sections of APA California from a public relations 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 that depend on annual revenue to assist their operations for the next year.

An energetic, enthusiastic and proactive 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.
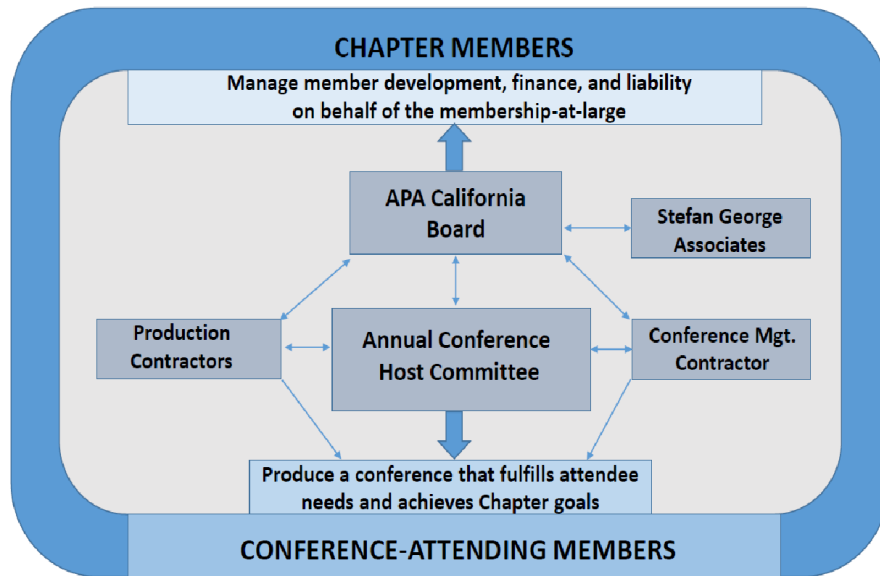
The critical first steps include the review of the Conference Goals below and the formation of a Site Selection Committee and CHC.

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 qualifying 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 with attention to affordability and accessibility for members;

- 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)

1. 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 Director from the Section where the conference will be held, and other representatives selected by the Chapter or host Section. The SSCs shall refer to *Appendix A* to evaluate potential conference sites.

The SSC must investigate alternative city/county sites and conference facilities and shall provide the APA California Board with 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.

2. 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.

3. Factors to Consider in Site, 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, and 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.

4.   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 should begin three years prior to the conference with a contract executed 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.

1.   Select Conference Host Committee Co-Chairs

The Section hosting the conference should nominate two or three CHC 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 VP Conferences and 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.

2.   Recruit and Select Subcommittee Chairs

An important responsibility of the host Section and CHC Co-Chairs is to recruit and form the CHC including selecting the conference's Subcommittee Chairs. The Subcommittee Chairs 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 B*.

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

- Programs Subcommittee: Review and select most regular conference sessions including: 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 recommending 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 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. *(Refer to I.D, V,B - H)*

- Special Events/Opening Reception Subcommittee: Assist and coordinate with the VP Conferences and the Conference Management Contractor on special events. *(Refer to I.D, V.J - Special Events)*

- Sponsorship Subcommittee: Solicit sponsorships/exhibitors and coordinate with the VP Conferences, Conference Management Contractor, and Sponsors Concierge. *(Refer to I.D, III.F)*

- Mobile Workshops Subcommittee: Solicit and/or develop enticing mobile workshops. *(Refer to I.D, V.I)*

- Volunteer Subcommittee: Work with the Conference Management Contractor to provide conference support, such as room monitoring, meal event monitoring, and raffles ticket sales for CPF. *(Refer to III.K - Students & Volunteers)*

- Student Programs Subcommittee: Work with the universities, Chapter Board Student Representative, and the Programs Committee to organize a Student Conference Day and other student activities. *(Refer to V.J - Student Day)*

- Diversity Subcommittee: 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. The Subcommittee may also organize a Diversity Mixer. *(Refer to V.E - Diversity Summit)*

- Publicity Subcommittee: Prepare material and coordinate publicity for the conference, include articles and ads in the Cal Planner, conference website and social media. *(Refer to VI.A - E)*

- <u>Sustainability Subcommittee</u>: (optional) Coordinate with Conference Management Contractor and conference facility to promote a "green conference" or incorporate sustainability practices into the conference. *(Refer to **Appendix Q**)*

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

The CHC should establish a schedule of monthly calls or meetings that should start ahead of the prior year's conference to develop promotional materials for their conference. The call should be conducted monthly and include the VP Conferences, Conference 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.

3. Other Duties of the Conference Co-Chairs

<u>Develop a Conference Schedule</u>: 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 opening and closing plenary sessions should reserve a maximum of 30 minutes for 'welcome' and 'thank you' to attendees and guests, acknowledgement of sponsors, conference announcements and reminders and, for the closing plenary, introduction of the Co-Chairs for the following year's conference.

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 VPs 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 Cal Planner conference issue. The Glance can be updated as needed in the following weeks up until the conference.

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, highlights of what went well, issues/items which could have gone better, and suggestions for future Conferences. In coordination with the Conference Management Contractor and Chapter Bookkeeper, the VP Conferences shall present for Chapter Board approval a final Profit/Loss Statement and Balance Sheet for the conference.

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. Background information about APA California and the conference should be provided to media outlets that might be interested in covering the conference and major events such as the annual Chapter planning awards, keynote speakers, and special sessions. 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. Although a volunteer photographer is ideal, a professional photographer can be considered to photograph major events.

4. Section Director as Board Liaison

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 CHC Co-Chairs, VP Conferences, Chapter contractors, and Section Director (optional) shall participate in monthly phone calls to coordinate conference planning. An agenda shall be prepared for these calls, and meeting notes or follow-up actions should be prepared after the call. When requested, the CHC Co-Chairs shall prepare a status report on conference planning for forwarding to the APA California Board.

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. See *Appendix B* also.

1.   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 AICP CM Coordinator 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, and reviewing the Glance and related 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.

2.   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.

3. Special Events/Opening Reception Subcommittee

- The Conference Management Contractor works with the Subcommittee from the beginning to develop a budget, detail all the requirements, and obtain any necessary permits for the opening reception.
- Ongoing contact should occur between the Conference Management Contractor and Subcommittee to finalize costs and ensure that all details are addressed as the conference approaches.

4. 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.
- The VP Conferences will coordinate with the Subcommittee on the complimentary tables listed in Section VII.A.
- It's typical to approach exhibitors at the prior year's conference to 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 directly with vendors to identify the exact items and negotiate costs.

II. CONSULTANTS AND CONTRACTS

A.   ROLES AND RESPONSIBLITIES

While the CHC will have a led role in planning the conference, the overall planning of conference takes a dedicated effort and cannot be done without considerable support from the assigned Chapter contractors. Because the CHC changes every year, the contractors and VP Conferences provide historic knowledge and consistency in the planning process and are an important resource for the CHC. Additionally, the VP Conferences provides direction to the CHC on the goals, policies, and priorities of the Chapter Board for the annual conference. As outlined in this handbook, certain items require review and approval of the VP Conferences or Chapter Board. *Appendix C* outlines the roles and responsibilities of the CHC, VP Conferences, and contractors.

B.   MANDATORY USE OF CONFERENCE CONTRACTORS

As the size of the conferences has grown over the last decade and planning has become more complex, the APA California Board understands the necessity for contract support to assist the CHC and VP Conferences. 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: (See *Appendix D* for more details on the responsibilities of each contractor.)

- Conference Management Contractor for conference venue, hotels and conference oversight, including managing Audio/Visual and Exhibitor Contractors ("Conference Manager")
- Registration, Sponsorship, Website and Mobile App Management Contractor ("Conference Administrative Coordinator")

Design and Publications Management Contractor for design services, production, printing, and website and mobile app support ("Graphic Designer")

- AICP CM Credit Management Contractor for session proposal and selection support and submittal to APA for CM credits ("CM Coordinator")
- Chapter Bookkeeper: processing of all conference income, expenses, and reimbursements
- Registration, Website and Mobile App Vendor/Provider(s): hosting and technical support

- Audio/Visual Contractor: A/V for session rooms, plenaries and on-site special events
- Exhibitor Contractor: set-up and drayage for exhibitor booths and tables
- Insurance Provider: supplemental conference insurance as needed
- APA California Chapter Attorney: preparation and/or review of conference contracts

APA California reserves the right to change Conference Contractors at any time. Contracts with contractors may be approved by the APA California Chapter President, and the APA California attorney as to form, if they are substantially consistent with the adopted conference budget; otherwise, Board approval is required. All contractors will report to the VP Conferences for their conference-related responsibilities. However, the goal is for all contractors to assist the CHC in carrying out their tasks; thus, the contractors can work directly with the CHC and the subcommittees, keeping the VP Conferences informed.

C.   CONFERENCE CONTRACT REVIEW BY APA CALIFORNIA ATTORNEY

All contracts for the conference, other than those for contractors 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 shall be signed by the VP Conferences, but may be delegated by the VP Conferences to the Conference Manager, a Conference Co-Chair, or a Subcommittee Chair.

III. CONFERNCE BUDGET & FINANCIALS

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 Expenses 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; and 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 Manager 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 the costs for administration, special events, transportation, meals, and facilities. The cost for vendors will also be estimated, such as for registration and exhibitor booth set-up, website and mobile app hosting, publicity, printing, and audio/visual. Conference contractors' fees will be entered into the budget by the VP Conferences in consultation with the Chapter Executive Director.

Appendix E is a conference budget template that has been established by the Chapter. It contains all required line items and their explanations; the line items correspond the overall Chapter budget. Therefore, 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 provide 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 Manager. The budget format in Appendix E may be updated with projected income and expenses inserted by the

VP Conferences and the Conference Manager before it is forwarded to the CHC Co-Chairs to review, adjust, and complete as needed.

Samples of final Profit and Loss statements from recent conferences are provided in **Appendix F**. The CHC should use the prior year's Profit & Loss statements as a guide to estimate income and expenses. The Conference Manager will also provide guidance on certain items. The budget should be developed to show revenue and expenses for an estimated attendance level or a range of attendance based on recent conference history and economic conditions (e.g., 1000, 1200, 1500 or 1,800). The VP Conferences and Conference Manager will work with the CHC Co-Chairs to determine the level 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.M 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. As part of approval of the conference budget, the Chapter Board shall review and set the registration fees for conference based on the VP Conferences' recommendation.

C.   CONFERENCE EXPENSES

The conference budget will contain more details than shown in the Chapter-level budget. For instance, while the total cost for food and beverages will be listed in the Chapter budget, the conference budget will break out the cost for each event. All conference expenses, including contractors' conference services, will be identified and monitored as part of the conference budget. Exceptions include 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 and approve the conference 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 Chapter Bookkeeper 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 Chapter Bookkeeper will maintain for the Chapter three separate 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 and 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. Once all conference income and expenses are processed and the conference budget is finalized or "closed out," the seed money is deducted from the conference checking account and deposited into an account that is established for the conference three years in the future. The seed money is typically the starting balance for the next conference in the three-year cycle (e.g. 2020 to 2023, 2021 to 2024, etc.) The Chapter President and VP Conferences shall recommend to the Board the appropriate amount of seed money, with future adjustments as needed.

F. CONFERENCE SPONSORSHIPS

A sponsorship program that outline the benefits and costs for various sponsorship packages will be developed by the CHC for approval by the VP Conferences after consultation with the APA California Board. Each CHC shall shrive to reach a minimum goal of $120,000 in conference sponsorships. Items to be discussed include access to meals or other Special Events during the conference. A sample sponsorship/exhibitor brochure can be found in *Appendix G-1*. 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 should 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.

Recognition of conference sponsors are specified in the sponsorship brochure and are publicized as follows:

- Large signs are placed in the registration area listing all the sponsors;
- PowerPoint slides containing the logos of all sponsors are shown in a loop at the beginning of plenaries and special events while attendees are entering the room;
- Major sponsors and sponsors of special events are verbally acknowledged at respective events;
- All sponsors are listed in the conference website and mobile app;

- All sponsors are listed in the Cal Planner conference issue; and
- Sponsors that have supported the conference for five years or more are identified as long-term sponsors.

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. However, sponsors may distribute information and marketing items at their exhibitor booth or table.

CHC 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.

1. Interactions with Chapter Contractors after Sponsor 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 Administrative Coordinator. The Conference Administrative Coordinator will provide the sponsor with an invoice based on the completed application and when paid, notify the Sponsorship Co-Chairs and Graphic Designer.

Once a sponsorship is paid, the Graphic Designer:

- Sends the "Conference Program Ad and Logo Specification" sheet to the sponsor (see *Appendix G-2*);

- Receives logos or business cards and sends to the Conference Administrative Coordinator for posting on the conference website and mobile app;

- Follows up as needed to gather logos and business cards;

- Adds sponsors to "Thank You" listing for conference website and Cal Planner;

- Updates the exhibit map by identifying sponsor booth and table assignments, forwards to the Conference Administrative Coordinator for posting;

- Works with CHC, VP Conferences, Conference Manager, and sponsors to produce lanyard, give-away items, etc.; 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 Manager to acknowledge all sponsors.

NOTE: The Sponsorship Subcommittee Co-Chairs are 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 net income or profit of at least $120,000 should be achieved (based on 900 registrants.) For conferences with higher attendance, strive for a profit margin of at least 20-25 percent of gross income (total registration and sponsorships). 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. Conference profits are affected by various factors; most significant is the level of attendance. Expenses obviously affect net income with some locations requiring a higher cost for services and facilities. An important factor affecting the bottom line is the amount of critical sponsorship income. *Appendix H* provides historic data on conference profit, sponsorships, and attendance for the last ten years.

H.   CONFERENCE PROFIT DISTRIBUTION

Before any profits are distributed, the Chapter Bookkeeper 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 the registration vendor, the Chapter and other sources. Following reconciliation of income and expenses, the Chapter Bookkeeper 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 EQUALLY SPLIT	20%	$24,000
TOTAL	100%	$120,000

Starting with the 2016 conference, the Chapter Board added a qualifier to this distribution in the Chapter's Financial Policies to direct 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 further directed that this policy shall 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 Administrative Coordinator.

K.   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.

1.   APA California Award Winners

All APA California award winners will be provided with free admission to the awards ceremony and one complimentary meal if served as part of the event. Additional meals or conference registration (full or one-day) 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 complimentary meal to the Awards event. Note that certain Chapter recognitions, e.g., FAICP, may not occur at the Awards Event but at another event.

2.   CPF Student Award Winners

The top winners of the CPF scholarship awards, including the Diversity Scholarship award winner, shall receive a complimentary 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 conference information.

3.   Conference Session Speakers, Speaker Payment and Registration Fees

While compensating speakers at special conference sessions is not required, it is beneficial to have incentives, if needed, to secure speakers for the prominent Opening Plenary, Closing Plenary and Diversity Summit events. Incentives for speakers shall receive prior authorization from the VP Conferences in consultation with the CHC Co-Chairs. The total cost of incentives for each special session shall not exceed $1,500 or as otherwise approved by the Chapter Board. Incentives shall be offered judiciously with careful consideration of the ability to absorb these costs without compromising the conference profit goal. Possible incentives could include: a one-day or full conference speaker registration, speaking fees, and/or reimbursement of travel, lodging and related incidental expenses.

Conference speakers participating in the regular program sessions do not receive compensation for their participation, nor is complimentary registration provided in exchange for being a speaker at the conference. However, these speakers are eligible to receive a discounted full or one day speaker registration rate if they choose to attend the conference.

If a speaker only plans to attend the conference to present his/her session, 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 "Speaker Only" badges that differentiate them from those who are registered. These badges do NOT allow them to attend other sessions or special events on the day they are speaking. The speaker must be entered into the online session information by the moderator, or late bio information must be given to the CM Coordinator so a badge can be produced for that session-only speaker.

Speakers who are non-APA members may be allowed to attend another session on the day they are speaking (excluding sessions with meals) 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.

4.   Group Discount

As an incentive to encourage maximum conference attendance, a 10 percent group discount will be available for ten or more conference registrations from a single public agency or private firm (i.e. one free registration for every nine paid full registrations) The discount will be applied to the individual member, non-member or speaker rate (whichever is applicable) that is in effect when registration is processed. This discount is only available for full conference registrations, and is not available for one-day registrations or additional cost items such as mobile workshops, pre-conference sessions or event tickets. The minimum ten registrations exclude complimentary registrations included with sponsorship packages or complimentary/discounted registrations received by Chapter directors and CHC members.

5.   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 Conferences shall inform the CHC, VP Public Information, and the Conference Administrative Coordinator so there is mutual awareness of invited press and to ensure they are greeted and provided Conference and Chapter information. The names of those obtaining press passes should be provided to the Conference Administrative Coordinator who will maintain the list at the Registration area.

6.   Conference Host Committee

Conference Host Committee Co-Chairs receive complimentary registrations to the conference, not including tickets to extra events and guest tickets

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 2019, 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 also receive a discounted registration equivalent to the CHC Subcommittee Chairs.

7.   Elected APA California Board Officers and Conference Consultants

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

- APA California President;
- APA California VP Conferences.

Elected APA California Board 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 2019, 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 meals and special events shall be provided to the following APA California Conference Contractors:

- APA California Executive Director
- APA California Administrative Director
- APA California Conference Administrative Coordinator
- APA California Attorney
- Conference On-Site Registration Staff

8.   Invited Guests of APA California President

The APA California President may invite up to two guests typically 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. Additional guest invites require Board consent.

9.   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. If they attend any optional events or mobile workshops, they will be responsible for paying for these themselves. The guests' registration is covered by the conference profit.

L.   COMPLIMENTARY HOTEL ROOMS

Complimentary hotel rooms in the main conference hotel shall be secured by the Conference Manager for the length of the conference (up to four nights), and Board meeting as applicable, for the following positions:

- One presidential or hospitality suite for the APA California President
- One room each for the Executive and Administrative Directors

- One room for APA California Conference Manager
- One room (up to two) each for invited guests of the APA California President
- One room for Region VI Board representative
- One room for Region VI AICP Commissioner
- One room for Region VI Student Representative
- One room for the VP Conferences
- One room for each CHC Co-Chair
- One room for APA Conference Administrator Coordinator

Rooms for the above positions shall be allotted from the complimentary rooms awarded by the conference hotel. If extra rooms are needed beyond this allotment, they shall be charged to the conference budget. If surplus or unused complimentary rooms are available, they shall be allotted to offset lodging expenses for conference support staff.

Voting APA California Board Members attending the annual conference shall be responsible for paying for their own hotel rooms for conference nights. An exception is for Board 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 for voting Chapter Board Members shall be paid for by the Chapter. The night for voting Section Directors shall be paid for by the respective Section. (Directors can pay for the night and get reimbursed by the Section.).

M.   REGISTRATION RATES

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

1.   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.

2.   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 registration rate for students to $50 for one-day and $100 for the full conference. 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 subsidize or 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.

3.   Reduced Conference Rates for APA Life and Retired Members

Reduced rates will be provided to: current Life APA members (APA members with 25 years or more of continuous membership and are 65+ years of age); and current Retired APA members (APA members with 10 or more years of continuous membership, are 65+ years of age, and are completely retired, excluding part-time non-planning related non-professional work.) 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.

4.   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 or the Chapter Only and sign up at the Member rate when they register for the conference.

5.   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 is students from the local colleges and universities with Planning programs. If a student volunteers four hours or more during the conference, a portion of the student's registration fee can be rebated back to the student or the registration fee for the day they volunteer will be waived, as determined by the CHC Co-chairs and VP Conferences. A ticket to the Opening Reception may also be provided to students that volunteer to work at the Opening Reception.

N.   NON-CONFERENCE REVENUE

Some items that will appear on the registration form are "pass-through" revenues and expenses. The Chapter has included the opportunity for those registering to donate to the California Planning Foundation (CPF) to support student scholarships and to support the Chapter Historic Archives housed at Cal State Northridge. The Chapter Board may also approve donations for other purposes. 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. Supplemental insurance may also be required for specific conference events. The VP Conferences shall coordinate with the Conference Administrative Coordinator to obtain the required 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 Administrative Coordinator. For proof of insurance and to add a facility as additional insured, fill out the forms in *Appendix I* and return to the Conference Administrative Coordinator with a copy of the signed agreement with the facility. Supplemental insurance may be needed for mobile workshops at additional cost to the conference, and participants must sign a liability waiver to participate in mobile workshops as determined by the APA California attorney. Transportation companies for mobile workshops or other conference-related events must provide proof of insurance as required by the APA California attorney

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 by the APA California insurance provider and the APA California attorney. These activities shall be outlined by the CHC to the APA California VP Administration, VP Conferences, and Conference Administrative Coordinator as early as possible in the planning process so that the insurance provider can be consulted (i.e. offsite activities such as opening reception and mobile workshops). All additional insurance shall be obtained through 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 I*).

E. DISABILITY INQUIRIES AND COMPLAINTS

The VP Conferences, Conference Manager, and VP Administration shall be the points of contact for any 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 an opportunity 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

1.   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 are initial tasks. While the theme is a CHC proposal, the APA California Board can require the theme to highlight an issue of importance to the entire Chapter. In any case, the selected theme is subject to APA California Board approval which may occur either at a meeting or by email vote. See *Appendix J* 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.

2.   Session Tracks

While not a requirement, the CHC Program Subcommittee may choose to identify conference tracks (i.e. session topics or categories) following creation of the theme and logo. Tracks can be used to organize sessions proposals by planning subjects and could reflect the theme of the conference. Keep them simple and broad enough to collectively encompass all or most planning topics. Sessions should cover all types of planning as well as be relevant to California's urban, suburban and rural areas. Typically, no more than four to six tracks are advised. To help session submitters determine which track they will assign their session, add a brief description that characterizes the scope of each track. The online session submittal form also contains a list of subjects that is used by the Chapter to certify the sessions for CM credit. Session submitters will be asked to identify one or more items from this list that best reflect the subject matter of their session.

The CHC may also choose to highlight in the conference program selected sessions that have a targeted audience or cover a topic of special interest. Examples include, but are not limited to:

- Students and Emerging Planners: foundational sessions for students and planners with 0-5 years of experience. Student-oriented sessions are particularly suited for scheduling on the first day of the conference, which is a free day for planning students. The CHC should coordinate with the APA California Student Representative on the selection or creation or student sessions.
- Commissioners and Board Members: sessions geared toward planning commissioners and other public board members. The APA California Commissioner and Board Representative is allocated three "guaranteed" sessions for this purpose. Recently, these have been scheduled on the first day of the conference along with a kick-off Commissioner and Board Member Breakfast.
- Professional Development: sessions that provide professional training on topics such as presentation and writing skills, project and time management, leadership, work/life balance, and career development.

- <u>Local "Of Interest" Sessions</u>: session that cover current planning projects and issues in the host city and region.
- <u>Technology</u>: sessions that cover technology tools, such as GIS, visual simulations, land use modeling, web-based communication, and data analysis.
- <u>Sustainability</u>: sessions that cover topics such as climate change, sea level rise/adaptation, carbon/greenhouse gas reduction, wildfires, and other environmental issues.
- <u>Law and Ethics CM Sessions</u>: these sessions should be highlighted in the program as many AICP members seek out these sessions to satisfy their CM requirement.

B.   CALL FOR PRESENTATIONS & ONLINE SUBMITTAL FORMS

The CHC's Program Subcommittee Chair, VP Professional Development (or Conference Program Coordinator) and VP Conferences will work with the Conference Contractors 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.

1.   Call for Presentations

The CFP invites speakers to submit proposals to present at the Chapter conference. The CFP is written by the Programs Subcommittee, based on past conferences, and describes the conference theme, optional tracks, and criteria that will guide the selection of regular program sessions. One criterion shall be diversity, either in session speakers and/or the subject matter. 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 (see *Appendix K* for an example)

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

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 CM Coordinator or Program Subcommittee Chair (to be determined) 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 indicates that 1.5-hour sessions give 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 two-part sessions that last three hours, can be considered for more in-depth topics or interactive workshop formats. The CHC may also consider reserving a block of time in the conference program for shorter one-hour sessions. If alternative session formats are explored by the Programs Committee, consider the space needs of those sessions. For example, workshop settings consume considerably more space than classroom setup, and room settings should be retained for an entire day to avoid room re-setting costs.

2.   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 AICP CM credits. 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. A question shall be included asking if and how the session addresses diversity or equity issues either in the speakers or the topic.

The submittal form contains space to identify up to five speakers. For 1.5-hour sessions, a maximum of five 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 and speakers 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.

1.   Assuring Submittal of an Adequate Number of Proposals

Website announcements, Cal Planner articles, emails, and 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 first email should be sent at the time of the posting to the website

announcing the availability of the CFP; the second email should be sent one month before the CFP deadline; and the third email one 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: Most 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, approximately 15 sessions are "guaranteed" or "by-right" for the conference program. See Guaranteed Sessions below. The Chapter Board might also recommend specific sessions that address important or timely topics of state-wide interest. 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 are typically highly attended. 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.

2.   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 review the submissions and select the sessions, 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. 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 for several reasons. First, the volume of information being sorted, reviewed and evaluated is massive and requires a concerted by the Programs Subcommittee to ensure that 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 evaluating 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 will also identify any gaps in session topics. Slight adjustments to the list of selected sessions may be recommended. 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 guaranteed sessions fit into the number of available session slots.

3.   Conference Session Selection

Selected sessions are forwarded to the Chapter's administrative support team. Either the proposal system itself, or the CM Coordinator, 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. All reviewers' must enter their scores and comments into the program.

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 best proposals for the conference and to balance the number of sessions in each track. When reviewing proposals by track, it's advisable to 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 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: quality and diversity of speakers; balance of perspectives being presented on the subject matter; CM creditworthiness of the material; breadth of material covered; and variety of session formats. Try not to 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.

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. Sessions that address diversity or equity should be included.

How Many Sessions: Before you start selecting, it's important 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 Manager will be an integral part of this determination. Recent conferences have offered attendees approximately 100 regular sessions, not including plenaries and mobile workshops.

A good rule of thumb is to be able to accommodate 90 percent 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 percent will give you space to accommodate popular sessions and perhaps give a little elbow room to those attending the session. Session attendance typically drops on the last day of the conference, so fewer concurrent sessions could be offered on that day.

If space allows, avoid using plenary session rooms (i.e., where meals and keynotes are held) for regular sessions. Discuss with the Conference Manager the ability to reset a room more than one time 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 reset any room more than once per day. Avoid this cost by placing sessions that need the same setup in the same room (e.g. interactive sessions or workshops that would be more effective with the room set up with round tables instead of theater seating.)

Session Speakers: Strive to select sessions that include a speaker(s) from an allied profession or interest group or a speaker (planner or non-planner) that can provide a different perspective or viewpoint. Strive for conference panels that reflect the demographic profile of the state and planning profession. Seek informative speakers who may not regularly attend or present at our conferences, such as individuals from allied professions.

While you are looking for the best presentation on a topic, and may be drawn to a known moderator, avoid selecting the same speakers for more than several sessions. Be cautious of

sessions that sound good but a moderator is listed – it could be an undeveloped session. 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.

If the Programs Subcommittee encounters difficulties in having the moderator identify speakers or submit speaker bios, alert the Conference Programs Coordinator or VP Conferences – future Programs Subcommittees should be advised of this prior to selecting future sessions from that moderator.

4.   Guaranteed or "By-Right" Sessions

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

Guaranteed 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 necessary for for maintaining AICP certification. While these are guaranteed sessions, organizers must still submittal session descriptions by the online submittal deadline. The VP Conferences will reach out early to the organizers of the guaranteed sessions to determine if they will be submitting a session(s). An organizer can pass on presenting a session, which would free up space for a session selected from submittals.

Some sessions are reserved for organizations that are part of APA such as the California Planning Foundation (CPF), California Planning Roundtable (CPR) and Planner Emeritus Network (PEN). The topics for these sessions should be known during the review of submittals. CPF, CPR and PEN 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 guaranteed sessions. Allow approximately ten sessions that qualify for Law CM credit. Reserve at least three sessions for Ethics CM credit, which can include the Diversity Summit. 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.

Minimum Allocation of Guaranteed Sessions		What we might look forward to (Regular Sessions)	
Annual Legislative Update	1	Organized by APA California Executive Director, and VP Policy and Legislation. Legislative Update qualifies as a CM Law session.	1
Commission & Boards	3	Organized by C&B Representative or designee, three sessions of interest to C&B members and. These sessions will be advertised to C&B members, but because other attendees may also be interested in the topics, it should not be noted that the audience is "C&B Only".	3
AICP Exam Preparation	1	Organized by AICP Exam Coordinator and VP Professional Development.	1
Planner Emeritus Network (PEN)	1	Organized by PEN President, open topic.	1
California Planning Foundation	2	Organized by CPF. one regular session and one session on Student Day is typical.	1-2
California Planning Roundtable	2	Organized by CPR, two mandatory sessions, but a third can be considered if requested; one leadership session and one open topic.	2-3
CPR – Essential Professional Skills	1	Organized by CPR, two consecutive 90-minute sessions on professional skills for mid-level planners.	1
Section Directors	1	Organized by Section Directors, open topic.	1
Chapter President	3	Organized by Chapter President or designee, open topic. One Chapter President session, and two optional sessions.	3
Chapter Historians	1	Organized by Chapter Historians, session providing a historic retrospective on California planning or a planning pioneer	1

CM Law	3	Can be selected from session proposals. Select approximately ten law sessions. which typically include the Legislative Update and CEQA Update.		10
CM Ethics	2	Can be selected from submitted proposals; two minimum and three preferred. Reach out to AICP Region VI Representative to consider presenting the APA National Ethics Case of the Year. "Survivor Island" has been a repeating ethics session, and Diversity Summit can also qualify for ethics credit.		3-4
CHC – Local Selection	10 - 15%	Selected from submitted proposals or organized by CHC to highlight planning in the host city and region. Can be10-15 percent of all sessions.		10-15%

Trends in several areas of session selection are represented in the above table and reflect a goal of attracting new conference attendees such as commission and board members, allied professionals, and attorneys. Incorporating several guaranteed focused sessions for commission and board members can attract more appointed officials to the conference. Grouping these sessions on a weekend day (e.g. first day for the conference) might attract participation from officials that have difficulty taking a day off to attend the conference. The conference might also entice them to become members of APA because of the professional development offerings available.

Student sessions are not identified in this matrix because they do not occupy regular session slots where priority is on CM creditworthy offerings. While the sessions for "Student Day" can be solicited or created by the Student Subcommittee directly, the Programs Subcommittee may find that some submittals are beneficial for students. These can be referred to the Student Subcommittee or put in a regular session slot on Student Day.

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 percent of the sessions MUST be local sessions; conversely, if more than 20 percent 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.

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 Coordinator 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 Coordinator. This communication can be done through the online session proposal program.

A 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 early, 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 Coordinator 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 and biographies 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 update their session descriptions and speakers online during a specified period of time.

The Programs Subcommittee Chair will work with the CM Coordinator to keep in contact 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; 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.   Starting with the 2020 conference, laptops will be provided by the audio/visual contractor in all session rooms. Moderators will be provided instructions to submit their presentations in advance of the conference or to bring a thumb or flash drive to the conference for loading their presentations (or updated presentation) onto the conference audio/visual equipment. The goal is to have all presentations loaded onto session room laptops prior to the start of each session.

The Programs Subcommittee Chair and the CM Coordinator should discuss sending informative or instructional emails to moderators as needed. The Programs Subcommittee

Chair should work with the CM Coordinators prepare r the content of the emails for distribution. The following emails should be considered:

- Following the email regarding their session selection, ask moderators to confirm that they are still interested in presenting their session;
- After assignment to a particular session block, ask moderators to confirm that they and their panelists are available at that time and date; and
- 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 Manager 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.

1.   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.

After distributing all sessions, review the sessions in each session block to make sure a speaker is not participating in two sessions in the same session block. The CM Coordinator will provide a matrix that lists all speakers and the session/s they are participating in. The CM Coordinator 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 in the same session block; distribute these popular sessions among all the session blocks. Also, consider placing these sessions in the final-day or early morning/late afternoon session blocks to maintain your conference attendance levels.

Many of our attendees register specifically to achieve their Law and Ethics CM credits. 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. Distribute CM Law sessions throughout the conference, ideally one in each session block.

Note also that certain "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.

2.   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. 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 two or three 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.

3.   Emerging Planners Sessions

Emerging Planners with typically less than five years of experience are looking for learning and training opportunities, particularly at Chapter conferences. Sessions that are particularly appropriate for Emerging Planners can be highlighted in the conference program. The Emerging Planners (or Young Planners Group) representative on the CHC should review the selected sessions and schedule and identify these sessions. Such sessions are sometimes referred to as "Planning 101" or "Nuts and Bolts" sessions.

4.   Diversity Summit

This session is not the responsibility of the Programs Subcommittee but the Chair should know when it is scheduled. The APA California VP for Diversity and Equity will work with the CHC Diversity Subcommittee 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 Diversity Summit is the responsibility of the VP Diversity and Equity and is organized in close coordination with the CHC Diversity Subcommittee. This session earns CM Ethics Credit and the topic has varied broadly from year to year.

5.   Pre-Conference Sessions

The conference can include "Pre-Conference Sessions" that typically consists of several 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

Starting with the 2019 conference, a printed conference program is no longer produced and attendees rely on an expanded conference website and mobile app for all conference

information. Handouts are also minimized and discouraged to reduce paper and printing. 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 conference program, but the CHC, contractors, and VP Conferences have essential roles in preparing, reviewing and editing this information The Conference Program Coordinator is the primary point of contact for the Graphic Designer to receive items to format and edit. Once information is finalized, it is provided to the Conference Administrative Coordinator to post on the conference website and mobile app.

As planning for the conference progresses, information is loaded onto the conference website. The first piece of the conference program 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 early 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 Glance is eventually included in the Cal Planner conference issue.

The Glance from a recent conference is provided in *Appendix L*. The Glance outlines the conference schedule which typically includes 10-11 session blocks with 9-12 sessions per block for a total of about 100 regular sessions over 3-1/2 days. Additionally, the special events are shown in the Glance (e.g. the keynote plenaries, Diversity Summit and Awards Ceremony.) The number of session blocks and sessions within each block is highly dependent on the capacity of the conference facility. While each CHC may consider modifications to the schedule, any changes should be discussed with the VP Conferences and Conference Manager.

The next step of program development occurs with the assembling of final descriptions and essential information for the conference sessions, mobile workshops, plenaries and special events. The responsibility for these various items is 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. Some of the material is provided directly to the Conference Administrative Coordinator for posting on the conference website, while other materials are forwarded to the Graphic Designer to create an enhanced document for posting as well as later inclusion in the Cal Planner conference issue. Assembling and producing the conference program starts in earnest about three months prior to the conference. Some of the information is prepared 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.

An orientation map of the hotel(s) and convention center and a floor plan of the meeting venue are prepared by the Graphic Designer under the direction of the Conference Manager. A layout of the exhibit booths/tables and assignments is also inserted.

For planning guidance, *Appendix M* provides a sample Production Schedule for required conference materials, and *Appendix N* provides a checklist of essential information to be posted on the conference website.

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

1.   Recording Conference Sessions for Future Distance Education

During the selection of sessions, 8-12 sessions (one per session block) are also selected for video recording. These sessions are posted on the Chapter's Distance Education Program website following the conference. They are viewable for a modest fee and qualify for CM credits.   The Programs Subcommittee Chairs will work with the VP Conferences, VP Professional Development, Conference Program Coordinator, and Distance Education Director, to identify sessions for recording. At least one law and one ethics should be selected with the remaining sessions covering relevant and timely topics for the following year. Selected session moderators will be contacted by the Conference Administrative Coordinator to sign a Release to Record Form (see *Appendix O*) granting permission to record their session for inclusion in the Distance Education Program. Following the conference, the Distance Education Director will publicize and post the recorded sessions online.

2.   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 instructions will be provided that directs moderators to forward presentations to the Conference Administrative Coordinator for posting on the Chapter's conference website, ideally within 30 days after the conference. The assembly of these presentations is generally successful – staff generally receives a majority of presentations.

3.   The Mobile App

A mobile app was first introduced at the 2011 conference and was well received. With the elimination of a printed program, it is now the primary source of information for attendees at the conference. With evolving software technology, we continue to explore ways to enhance the mobile app for users. The mobile app software is licensed annually, 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 conference schedule and rate and provide comments on the sessions and events they attended. The mobile app is overseen by Conference Administrative Coordinator with assistance from the other conference contractors.

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 AICP exam preparation session. If eligible, 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 is instructional.

In 2016, APA National instituted a new system for CM session approval. CM Providers (e.g., the California Chapter and 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 and Ethics CM sessions must meet additional criteria. Additionally, 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; and (d) meet the learning time criterion.. While the Conference Program Coordinator, VP Conferences and CM Coordinator will determine the sessions meeting 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. In order for APA California to continue to provide CM credit-worthy sessions, a substantial number of AICP members must 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 the conference program document seem to get positive results. All CM Evaluation Forms are provided to attendees 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's 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. Alternatively, the CHC can 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. Once mobile workshops are identified, they are 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. MW descriptions are assembled by the Graphic Designer to promote the MWs on the conference website. To that end, photos representing the MW location or route should be provided to the Graphic Designer.

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:

- 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 onetime block because it may divide attendees and lead to cancellations.

- 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.

- If possible, half-day MWs should go out after the opening speaker if there is one. 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 5 pm or 6 pm depending on the start time of evening events.

- To receive CM credits, MW leaders will need to provide the same information as required for program sessions and will be requested to submit the same session submittal form. (See Article V.H above.)

- For applicable MWs that require a chartered bus, the MW Subcommittee Chair must provide time, route and transportation requirements to the Conference Manager so that the cost can be calculated and included in the MW fee. A sample form that can be used for MW tracking and analysis is found in *Appendix P*.

- All-day or more than half-day MWs can be scheduled on either of the two full days of the conference, but 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 start after the continental breakfast.

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

- 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; the Conference Administrative Coordinator will provide periodic registration updates. 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. MWs with a maximum attendance should be noted in the descriptions and registration.

MWs 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. The MW Chair should consult with the MW leader to determine if the MW could proceed with fewer attendees.

The MW Subcommittee Chair, Conference Manager, and 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 should alert the individual workshop leaders if there is a possibility that their MW 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 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

Meetings are scheduled during the conference that are not the responsibility of the Programs Subcommittee and are generally overseen by the VP Conferences.

1. Required Leadership Meetings

Leadership meetings will occur during the conference and meeting rooms must be scheduled during the conference for the meetings listed below. The VP Conferences and Conference Manager will schedule the date, time and location of these 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.

The VP Conferences or designee will act as the primary liaison and point of contact for the Board and affiliated groups for all conference questions and coordination of affiliated group meetings. The President or designee of each affiliated group (CPR, CPF, PEN) will act as the point of contact for the VP Conferences and Conference Manager for setting up the meetings. 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. Contact: to be determined.
- President's Leadership Reception. Contact: Chapter President

2.   Special Events and Responsibility of the CHC

Opening Reception: The CHC in coordination with both the Conference Manager 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 Manager works collaboratively 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. The APA California Board shall approve all special events speakers recommended by the CHC. 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.

In addition to regular sessions for planning commissioners and public board members, the CHC may extend an invite to local area 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 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.

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

The VP Conferences or designee shall coordinate and schedule the following special events in the conference:

Awards Ceremony: An event must be planned to present the annual Chapter awards during the conference. The Awards Ceremony, including the program, room setup, and stage configuration, is under the direction of the VP Administration and State Awards Coordinators in coordination with the VP Conferences and Contract Manager. The presentations of Great Places awards, PEN inductees, and newly-inducted FAICP members have also been included in the Awards Ceremony. Given the limited time allotment (typically 75 minutes), a precisely

timed PowerPoint presentation has been used to facilitate and expedite the announcement of awards. The CHC Co-Chairs, 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 with the Conference Manager along with other food events.

CPF Auction and Reception: The conference schedule must reserve a suitable time for the CPF Auction and Reception. The VP Conferences and Conference Manager 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 VP 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 event, which should be discussed with the Conference Manager; these costs are included with conference expenses.

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

Student Day 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 VP Conferences and Conference Management Contractor, but developing other sessions and activities 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 accepted sessions may focus on topics 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 150-200 students typically 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 registered for the Student Day may attend the CPF Student Luncheon and should indicate in their registration is they plan to attend. Students that have not 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. The list of invitees will be coordinated by the CPF President or designee 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 guests.

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 VP Conferences and Conference Manager. It is a light food and beverage event and should be located in the same space as the sponsor 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 Fundraiser, and if scheduled consecutively in the same evening, they should still be held in different spaces.

Planners' Memorial Program: An opportunity shall be provided during the conference at a special event (e.g., Opening or Closing Plenary, Awards Ceremony, Luncheon, or CPF Reception) to allow the Planner Emeritus Network (PEN) to present a remembrance of planners that have passed away during the past year (since the last conference). See *Appendix V* for more information about the Program.

VI. ADVERTISING THE CONFERENCE

A.   CAL PLANNER

The Cal Planner is a primary method for promoting the conference. The Cal Planner is also 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.

By January in the year of the conference, the VP Conferences and CHC Publicity Subcommittee Chair shall coordinate with the Graphic Designer on the timing and content of all conference notices/articles/ads for the Cal Planner. The Graphic Designer shall prepare a Cal Planner production schedule, 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 conference website.

- Registration/conference information shall be published in the Cal Planner (optimally one Cal Planner for release prior to early registration and another Cal Planner for release one month prior to the conference). This information shall also be posted on the conference website.

- 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 attending the conference. Articles for the issue focus on orienting planners to the host City and highlighting planning in the host Section. The Publicity Subcommittee is primarily responsible for assembling and writing the articles. The issue is targeted to reach the membership during the early or regular registration period for the conference.

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 Conference Administrative Coordinator or Graphic Designer shall provide Section Newsletter Editors with conference notices/articles and materials that can be included in Section newsletters and websites. The Graphic Designer will assist the Publicity Subcommittee, as needed, to design ads that will be sent out members and Section liaisons throughout the year to promote the conference.

C.   APA CALIFORNIA CONFERENCE WEBSITE – CONFERENCE POSTING PROCESS

The Chapter has established a separate website for the annual conference. The conference website is constructed and hosted by a Website Provider and maintained by the Conference Administrative Coordinator with information provided by various sources, including the VP Conferences, CHC, Conference Manager, VP Public Information, Conference Program Coordinator, 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 an up-to-date location for relevant conference registration information and articles prepared by the CHC to attract attendees.

Depending on the item, either the Conference Administrative Coordinator or the Graphic Designer will receive and format items for posting on the website with Information provided by various sources. Approval for posting generally flows through the VP Conferences and are posted by the Conference Administrative Coordinator. Typical items posted before the conference include the Call for Presentations, Sponsorship Brochure, Conference-at-a-Glance, Planners Guide, flyers for the mobile workshops and pre-conference sessions, links for conference and hotel registration, descriptions of keynote speakers and special events, and conference announcements 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 APA 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 Conference Administrative Coordinator through email

blasts to APA California members, and are also posted on the 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 is evolving as online tools continue to advance. 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. 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 TABLES AND BOOTHS

The organizations and groups/individuals listed below are eligible to receive a complimentary display space in the exhibit hall or exhibit space. Complimentary display space will mostly be table assignments rather than booths, and 15 tables should initially be reserved for this purpose. The VP Conferences shall contact the designated representatives to determine if they would like a display space at the conference. The VP Conferences will provide the Graphic Designer and Sponsorship Chair with a list of complimentary table assignments. Any unassigned tables may be sold by the Sponsorship Subcommittee.

Except for the APA California booth or 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 VP Conferences shall contact the VP 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 Manager on any proposed reciprocal agreements for conference display space outside of the sponsorship packages.

NOTE: Contacts listed below may change over time.

- APA California (booth or table) - contact VP Marketing and Membership
- Following Year's APA California Conference Host Section (table) - contact Conference Host Committee Co-Chairs
- APA/APA Divisions (table) – contact APA staff/Division representatives
- Commissioners and Board Representatives (table) – contact APA California Board Commission and Board Representative
- APA California Legal Counsel (pro-bono) (table) - contact APA Legal Counsel (Marco Martinez)
- AEP - (table) - contact AEP Executive Director
- APA California Historian (table) – contact APA California Chapter Historians
- Cal State Northridge (table) – contact CSUN representatives (Rob Kent, Hollie Teltoe)
- Solano Press (table) – contact publisher representative (Ling-Yen Jones)
- UC Davis Extension (table) – half price for table in exchange for discount on extension classes; contact UC Davis Extension Director (Monica Jackson)

- 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; contact UCLA Extension administrator
- CPF Auction/Raffle Tickets (tables) – prominent location with sufficient tables to display auction items and sell raffle tickets; contact CPF President
- CPR (table) – contact CPR President
- PEN (table) – contact PEN President

Any expenses for electrical hookups or audio/visual 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. The exception is that APA or an APA-affiliated organization will not be charged for audio/visual 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 Sponsorship Subcommittee Chair should work with the Conference Manager to identify a location for exhibitor booths. 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 Sponsorship Subcommittee 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 Manager will contract with an Exhibit Services Provider to plan and set up the booths in the exhibit area. At least two months prior to the conference, information and forms will be posted on the conference website for sponsors to order optional items beyond the standard booth provisions, if needed. The Conference Administrative Coordinator is the primary contact for sponsors with any questions about booth size and details of equipment provided or available for purchase.

The Conference Manager will work with the event manager and the sponsors to assure that technical and safety needs are met, and will assist sponsors when they arrive on-site. The timing of construction and booth removal and the exhibitor hours may vary from year to year. The Conference Manager will provide this information for communication to sponsors and for inclusion in the conference program.

VIII.   OTHER MANDATORY ITEMS

A.   ADA COMPLIANCE AND NOTICE IN REGISTRATION MATERIALS

For ADA compliance, notice shall be included in in registration information indicating that the conference hotel and meeting space are ADA compliant and that reasonable accommodations will be made if a registrant provides early indication of special needs.

B.   RESERVE HOTEL ROOMS FOR APA CALIFORNIA BOARD

A block of rooms shall be set aside for Board members. Invited guests, and staff at the main conference hotel (see Section III.L). A deadline for confirming these reservations will be established by the Conference Manager 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 Manager shall request that the hotel provide upgrades (view, suites, and larger rooms) for APA California Board members' rooms. The number of available upgrades will vary year to year depending on the hotel contract.

C.   EXTRA HOTEL ROOMS

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

D.   REGISTRATION AND CONFIRMATION

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. An additional fee will also be charged for onsite registration.

E.   SUSTAINABILITY PRINCIPLES

Promoting responsible sustainable practices for the meeting facility, hotels and conference events is a prime objective of the Chapter (see *Appendix Q*). While eliminating/reducing the printing of a conference program and other materials is a beneficial direction, the CHC is also encouraged to explore other solutions. The initial decision on the conference site should consider the convenience of alternative transportation modes to reach the conference site

to reduce greenhouse gas emissions. Further items to consider include, but are not limited: using caterers that commit to green practices, sustainable farming and fishing, or locally-sourced foods; providing bike and transit options for attendees; or creating a carbon offset fund.

IX. AT THE CONFERENCE

A.   SCHEDULE OF ANNOUNCEMENTS

Prior to the start of the conference, a discussion should occur 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 APA California Board; introduction of invited guests; welcome from a representative of the host city. A sample "script" for announcements is shown in *Appendix R*.

B.   ON-SITE OPERATIONS MEETINGS

The night before the conference opens, it is beneficial for the CHC Co-Chairs and key subcommittee chairs to meet with the VP Conferences and conference contractors who will be onsite. They should clarify responsibilities as needed, review the setup of the registration a, exhibit hall, and meeting rooms, and confirm where check in daily with the Conference Manager and Conference Administrative Coordinator on volunteers needs.

C.   INTRODUCTION OF APA CALIFORNIA BOARD AND CHC CO-CHAIRS

At least once during the conference, the APA California Board and CHC Co-Chairs should be introduced to the membership, typically at the Opening Plenary. Seating at the front of the room should be reserved for Board members and CHC Co-Chairs, with additional seating for the plenary speakers and invited guests. Board members and Co-Chairs should be notified by the VP Conferences or Chapter President when introductions will be made.

D.   APA CALIFORNIA BOARD REGISTRATION PACKET DISTRIBUTION

The Conference Manager shall provide 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 attach 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
- FAICP members
- Conference Speakers

Name badges should identify if an attendee is an AICP member. Non-registered speakers that are only attending the session they are participating in (or other limited sessions) should receive badges that distinguish them from registered attendees and speakers. Badges for one-day registered attendees should 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 Manager to assign a photographer (typically volunteers) to take photos at conference events such as the Opening and Closing Plenaries, Diversity Summit, Opening Reception, Awards Ceremony, Student Awards Lunch, and other special events. General photos of conference activities and sessions are also recommended. A photo file should be sent to the Conference Administrative Coordinator after the conference.

X. ON-CALL CHAPTER CONFERENCE COMMITTEE

The VP conferences may establish an "On-Call" or "Standing" Conference Committee to: 1) facilitate coordination between various years' conference committees; 2) discuss issues related to the annual conference; 3) review the Conference Requirements Handbook and make recommendations as necessary; 4) interpret conference requirements and practices; 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.

In addition to the above purposes, the Conference Committee can provide advice and guidance to the VP Conferences on larger matters, including but not limited to: 1) conference trends or emerging/changing needs; 2) issues and questions that arise from the current year Conference Host Committee; 3) conference financial matters and 4) possible revision of conference policies, procedures or practices for future conferences. The VP Conferences and Committee can forward its recommendations to the APA California Board for approval.

Pursuant to these needs, the Conference Committee shall be maintained with oversight by the current VP Conferences. The composition of this Committee can include past conference co-chairs, past Chapter presidents, past VP Conferences, current Chapter President, 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 Conference Committee should participate in matters being handled by the sitting Conference Host Committee.

XI. POST-CONFERENCE ITEMS

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.

- POST-CONFERECNE SURVEY: Within 30 days of the conferecne, send out a survey to attendees to receive input on the conference sessions, special events, facilities, location, and mobile app. Solicit ideas for future session topics and formats. Gather information on the general profile or cross-section of conference attendees.

- CONFERENCE SUMMARY: The VP Conferences shall provide the Board a summary of the Conference, including a final income/expense statement, the number or room nights used at the conference hotel, conference attendance broken down by registration categories, the estimated attendance at specific conference events and mobile workshops, and observations for future conference planning (see *Appendix S*.)

- PROFIT DISTRIBUTION: The VP Conferences shall provide the Board with the distribution of the conference profit (net income) to the Chapter, Host Section, and other Sections in accordance with the adopted policy in the Conference Planning Handbook.

- CLOSURE REPORT FROM CHC. The CHC just completing the conference shall prepare a Closure Report to be used by the VP Conferences and the next year's CHC that covers items, including but not limited to: issues that arose in planning the conference; items that worked well; suggested changes to conference planning; suggested modifications to the conference program; and any facility recommendations. Typically, the Co-Chairs provide an overall assessment with each Subcommittee Chair(s) providing observations about their respective subcommittee activities. Recent examples of Closure Reports are included in *Appendices T-1 and T-2*.

- CONFERENCE PLANNING HANDBOOK: With input and assistance from the Conference Committee, recommend to the Board any substantive revisions and updates to the APA California Board Conference Planning Handbook. The APA California Board shall approve any major amendments to the Conference Planning Handbook.

- CONFERENCE PRESENTATIONS AND RECORDING: The Conference Administrative Coordinator shall post PowerPoint presentations on the Chapter's website with 30 days

following the conference. The Distance Education Director shall post the recorded sessions on the Chapter's website as soon as feasible.

The APA California President and VP Conferences shall be authorized to make interpretations and minor amendments to the Conference Planning 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

Tasks and actions in this table are discussed more fully in this Conference Planning Handbook.

Revised: January 25, 2020

TASKS & ACTIONS	RESPONSIBILITY	CHECK WHEN DONE
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, VP Conferences	
Begin Identifying options for conference location	Host Section, SSC, VP Conferences, Conference Manager	
Begin researching any off-site event locations, e.g., Opening Reception.	Host Section, SSC, VP Conferences, Conference Manager	
24 MONTHS PRIOR TO THE CONFERENCE		
Evaluate viable conference locations and visit possible sites. Recommend Board approval of conference location, hotel and meeting venue at January Board retreat (2 years prior to the conference year). Execute contract(s) following Board approval.	SSC, VP Conferences, Conference Manager	
Select Conference Host Committee (CHC) Co-Chairs and forward to VP Conferences; may assist with site selection if selected earlier. **Co-Chairs must read, review, and discuss this Conference Planning Handbook among themselves and with the VP Conferences**.	Host Section, VP Conferences	
Obtain Board approval of CHC Co-Chairs.	VP Conferences, Host Section	
18 MONTHS PRIOR TO THE CONFERENCE		
Establish Conference Host Committee (CHC)	Host Section	
Select Subcommittee Chairs	Co-Chairs	
Introduce conference contractors to the CHC and discuss their roles and the assistance they provide.	VP Conferences. Contractors	
Execute contracts for any off-site event locations.	Co-Chairs, VP Conferences, Conference Manager,	

	Chapter Attorney (as needed)	
Develop and recommend conference theme and logo for Board approval.	Co-Chairs, VP Conferences, Graphic Designer	

15 MONTHS PRIOR TO THE CONFERENCE

Develop promotional material and giveaways to distribute at prior year's conference.	CHC, VP Conferences, Graphic Designer	
Start regular conference calls with Co-Chairs, VP Conferences, and contractors,	Co-Chairs, VP Conferences, Conference Program Coordinator, Contractors	
Develop design/graphics publication schedule ("Production Schedule").	CHC, VP Conferences. VP Public Information, Graphic Designer	

10-14 MONTHS PRIOR TO THE CONFERENCE

Begin publicizing conference and sponsorship opportunities at prior year's conference.	CHC, Graphic Designer	
Launch conference website and post initial information (after prior year's conference).	VP Conferences, Administrative Coordinator, CHC, Graphic Designer	
Begin advertising conference in Cal Planner (Save-the-Date), Section newsletters, emails, and website; set schedule for future ads and articles (after prior year's conference).	Publicity Chair, Administrative Coordinator, Graphic Designer	
Prepare Conference-at-a-Glance template; establish tentative conference schedule; determine session blocks and total number of sessions.	Co-Chairs, Programs Chairs, VP Conferences, Conference Manager	
SITE VISIT #1: (October/November): • Hotel and facility managers coordination • A/V contractor coordination • Special events and session rooms • Registration set-up • Exhibitor booth and tables	Co-Chairs, Subcommittee Chairs, VP Conferences, Conference Manager	
Issue sponsorship brochure with exhibitor map detailing sponsor/exhibitor opportunities; discuss process for securing sponsors (November)	Sponsorship Chairs, VP Conferences, Administrative Coordinator, Graphic Designer	
Issue Call for Presentations for conference sessions (typically November/December with end of January deadline for submittals).	Programs Chairs, VP Conferences, Administrator Coordinator, Graphic Designer	

Prepare conference budget: projected registration and sponsorship income; facility, food/beverage, and special event expenses; present at Board retreat in January for approval.	Co-Chairs, VP Conferences, Conference Manager, Bookkeeper	
Train session reviewers; review proposals and select sessions for conference (January to April).	Programs Subcommittee, CM Coordinator	
Contact guaranteed/by-right session organizers to submit session proposals (January).	VP Conferences, Chapter President and Board members, CPR, PEN, CPF	

6-9 MONTHS PRIOR TO THE CONFERENCE

Finalize session selections: • Follow-up with session organizers/moderators as needed • Review sessions with VP Professional Development • Create/solicit additional sessions to fill topic gaps, as needed • Select recorded sessions and obtain consent from organizers • Populate Conference-at-a-Glance (check for speaker conflicts and similar topics in each session block)	Programs Chairs, VP Conferences, VP Professional Development, Distance Education Director; Conference Program Coordinator	
Notify organizers/moderators of selected and not-selected sessions and provide instructions (April)	CM Coordinator	
Select and organize mobile workshops; • Finalize logistics, transportation, insurance, lunch (if applicable) attendance limit (if applicable) • Determine costs and registration fees • Prepare mobile workshops flyer	Mobile Workshops Chair, VP Conferences, Conference Program Coordinator, Conference Manager, Graphic Designer	
Plan Opening Reception, including transportation, if needed; confirm insurance and permit requirements.	Special Events Chair, VP Conferences, Conference Manager	
Recommend Opening and Closing Keynote Speakers (and luncheon speaker, if desired) for Board approval.	CHC, VP Conferences, Chapter Board	
Coordinate with CPF on Student Awards Luncheon, Auction and Reception.	CPF President or designees, VP Conferences, Conference Manager	
Organize Student Day sessions and other activities; prepare publicity material (see *Appendix U* for example).	Students Chair, Programs Chair, Graphic Designer	
Develop Pre-Conference Sessions and seek local expertise if available.	CHC, VP Conferences, Conference Manager	
Organize Diversity Summit.	Diversity Chair, VP Diversity and Equity, VP Conferences	
Identify volunteer needs and start recruiting student volunteers; issue volunteer flyer before end of spring term.	Students/Volunteers Chair, VP Conferences, Conference Manager	

Prepare materials for posting on conference website, including Planners Guide and sponsor logos/business cards.	CHC, VP Conferences, Administrative Coordinator, Graphic Designer	
Prepare online registration program and paper registration form.	VP Conferences, Administrative Coordinator, Graphic Designer	

4-5 MONTHS PRIOR TO THE CONFERENCE

Open conference registration and populate conference website: (May 1): • Early registration • Conference-at-a-Glance (w/o room assignments) • Mobile workshops • Pre-conference sessions • Hotel registration • Opening Reception announcement • Planners Guide • Keynote speakers (if confirmed)	CHC, VP Conferences, Conference Program Coordinator, Conference Manager, Administrative Coordinator, Graphic Designer, CM Coordinator	
Confirm number of complimentary hotel rooms needed and assign rooms.	CM, VP Conferences, Chapter President	
Inform eligible participants of complimentary and discounted registrations.	VP Conferences, Chapter President, Administrative Coordinator	
Prepare content for Cal Planner conference issue.	Publicity Chair, VP Public Information, Graphic Designer	
SITE VISIT #2: • Facility manager coordination • Session and meeting rooms, plenaries, special events set-up • Opening Reception set-up • CFP Auction/Reception set-up • Supplemental hotels • Signage	Co-Chairs, VP Conferences, Special Events Chair, CPF representative, Conference Manager	
Confirm and assign complimentary tables; update Exhibitor Map.	VP Conferences, Graphic Designer	
Review and update conference budget.	Co-Chairs, Special Events Chair, VP Conferences, Conference Manager	

3 MONTHS PRIOR TO CONFERENCE

Assign session rooms and enter into Conference-at-a-Glance.	Programs Chairs, Conference Program Coordinator, VP Conferences, Conference Manager	

Inform session organizers/moderators of final deadline for session revisions; submit sessions, plenaries, and MWs for CM credit.	VP Conferences, CM Coordinator	
Coordinate with VP Administration on Awards Ceremony.	VP Conferences, VP Administration, Awards Program Coordinators, Conference Manager	
Provide exhibitors with information and order form for services and equipment.	Conference Manager, Administrative Coordinator	
Confirm on-site conference staffing.	VP Conferences, Conference Manager	
Provide registration status reports (after end of early and regular registration.)	Administrator Coordinator	
2 MONTHS PRIOR TO CONFERENCE		
Complete conference website: • Welcome message • General information • Highlighted events • Conference Program – session descriptions • Sponsors/Exhibitors page • Students/Volunteers page • Speakers page	CHC, VP Conferences, Conference Program Coordinator, Conference Manager, Administrative Coordinator, Graphic Designer	
Load and launch conference mobile app, including conference program, speaker bios, and attendees. (Note: mobile app may be integrated with conference website.)	VP Conferences, Administrative Coordinator	
Conclude sponsorship program; prepare itemized sponsorship list and income.	Sponsorship Chairs, Administrative Coordinator	
Design and order conference signage: registration booths, information, sponsor, and direction signs.	VP Conferences, Conference Manager, Graphic Designer	
Design and order lanyards, badges, badge holders, tickets, ribbons, give-away items, etc.	VP Conferences, Administrative Coordinator, Graphic Designer	
Confirm photographer(s) for conference.	Co-Chairs, VP Conference	
SITE VISIT #3: Optional, if determined to be necessary	Co-Chairs, VP Conferences, Conference Manager	
1 MONTH PRIOR TO CONFERENCE		
Review mobile workshop registration after close of regular registration; discuss adjusting or canceling workshops with low attendance.	Co-Chairs, Mobile Workshops Chair, Conference Manager	

Develop schedule for announcements and sponsor acknowledgments at Diversity Summit, Opening and Closing Plenaries, Awards Ceremony and other special events.	VP Conferences, Co-Chairs, Chapter President	
Prepare sponsorship slides to be shown at beginning of special events.	VP Conferences, Sponsorship Chairs, Graphic Designer	
Prepare volunteers list and assignments; recruit additional volunteers as needed.	Volunteers/Students Chair, Conference Manager	
Collate badges and tickets for attendees, speakers, exhibitors, and special guests.	Administrative Coordinator, Graphic Designer	
Promote student attendance at beginning of fall term.	Volunteers/Students Chair	
Finalize expected attendance and food/beverage orders at Opening Reception and special events.	Co-Chairs, Special Events Chair, VP Conferences, Conference Manager	
FOLLOWING THE CONFERENCE (within 3 months)		
Debrief conference.	CHC, VP Conferences, Contractors	
Post-conference CHC appreciation event.	Co-Chairs	
Prepare and distribute post-conference survey to attendees.	VP Conferences, Administrative Coordinator	
Archive CM evaluations from mobile app for possible APA audit.	CM Coordinator, Administrative Coordinator	
Post and announce PowerPoint presentations and recorded sessions on Chapter website.	Administrative Coordinator, VP Professional Development, Distance Education Director	
Prepare post-conference article for Cal Planner.	Co-Chairs, Publicity Chair, VP Public Information, Graphic Designer	
Prepare Closure Report, Profit & Loss Statement, and profit distribution for Board approval	CHC, VP Conferences, Conference Manager, Bookkeeper	
Send thank you notes to keynote speakers, sponsors, special guests, etc.	Co-Chairs, Sponsorship Chairs, VP Conferences	