

Program Planning

Checklist for Success

- Determine your meeting objectives
 - Generate revenue
 - Earn CRCE credits
 - View latest technology
 - Networking opportunities
 - Promote state society, AARC, the profession

- Know the factors that influence selection of meeting dates and location
 - Other meetings
 - Time of the year
 - Days of the week
 - Travel, hotel, meeting costs

- Learn to negotiate a win-win hotel contract
 - Do your homework
 - Understand the hotel's objectives
 - Know your meeting needs vs. wants

- Organize, delegate, and monitor progress
 - Prepare a timeline of tasks and due dates
 - Delegate responsibilities
 - Monitor progress and make adjustments

- Enhance your exhibit program
 - Announce dates and distribute guidelines early
 - Schedule special activities in the exhibit hall
 - Capitalize on post-meeting correspondence

- Find, select and confirm speakers
 - Start the search early
 - Use speakers more than once during the meeting
 - Confirm all details in writing

- Utilize available promotion avenues
 - State society newsletters and web site
 - Local Convention & Visitors Bureaus
 - AARC Society Meetings page and CRCE look up
 - USPS NetPost Services

TOTAL: A Successful Meeting!