Planning for Your Fall Symposium

Chapter Webinar Series

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Agenda

- Working with Vendors (Sponsors & Exhibitors)
- Speaker Management Tips
- Managing Registration and Contact Hours
- Collecting Attendee Feedback
- Questions

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Why host a Chapter Symposium?

- Attendees can learn from experts in the field and check out the latest innovations in the industry, compare products, and make purchasing decisions.
- Chapter can earn revenue and publicity, while also offering networking opportunities for members.
- Local sponsors and exhibitors can benefit from a highly targeted market of prospective clients.

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Working with Vendors
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Working with Vendors (Sponsors and Exhibitors)

Questions a chapter must ask:

- Why would a vendor want to be involved with this event?
- What specific benefits can we offer a vendor?
- How can we maximize benefits so they outweigh the costs?
- Will vendors see a return on investment from participating in our event?

Working with Sponsors

What sponsorship opportunities can your chapter offer?

- Sponsor's logo on printed and electronic communications
- Publications and collateral materials
- Logo on chapter website and on all marketing collateral
- VIP opportunities (free parking, special invitations to receptions, etc.)
- Opportunity to address attendees at special events (2-3 minutes)
- Access to attendee mailing list (do not include phone and email)
- Exhibit table at the event
- Registration bag insert
- Opportunity to sponsor a F&B event (breakfast, lunch, reception)
- Free registrations for guests and/or colleagues
- Ability to distribute marketing collateral during event

Working with Exhibitors

Why do exhibitors participate?

- To sell products or services to attendees
- To gather leader for future sales
- To build relationships with clinical research professionals
- To brand their company and promote their corporate image, products, and services

Working with Exhibitors

What exhibitor opportunities can your chapter offer?

- Exhibitor tables/booths
- Name tag recognition
- Scheduled breaks with exhibitors
- Activities in the exhibit area
- Recognize exhibitors

Speaker Management Tips

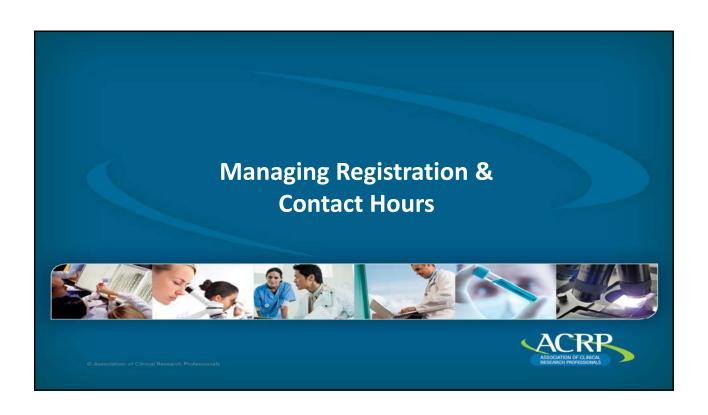# Negotiating Speaker Costs/Fees

- **Barter Items**
  - Complimentary hotel stay, donated by a member or the hotel itself
  - Meal for two (2) at a top-rated restaurant
  - Adverting on the chapter website, event program
  - Free exhibit space and volunteer to cover a table to sell/promote speaker books and/or services
- **Multiple Engagements for the same meeting**
- **Obtain sponsorships**
- **Provide marketing assistance**

Managing Speaker Deadlines

- Be straightforward and honest
- Consider a backup plan (alternate speakers)
- Establish both internal and external deadlines to allow flexibility of schedules
  - Request materials in advance of actual deadlines

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Managing Registration & Contact Hours

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Registration Options

- ACRP Registration
  - Registration prior to contact hour approval
    - Attendees must "register" twice
  - Registration after contact hour approval

- Third Party Registration Providers
  - Eventbrite (www.Eventbrite.com)
  - 123signup.com (www.123signup.com)
  - Eventsmart.com (https://eventsmart.com)

Contact Hours

- No charge to the Chapter, ACRP can approve chapter educational events for ACRP, CBRN and CME credits
- Submit Chapter Event Applications at least 30 days prior to your scheduled event
- Chapter members receive free ($0) contact hours for attending chapter events

Applications and instructions available on Chapter Resource Center

Contact Hour Fees (Chapter Events Only)

	0 – 3 Contact Hours	3 – 5.99 Contact Hours	6+ Contact Hours
Chapter Members	$0	$0	$0
Global Members	$15	$25	$35
Non-Members	$30	$40	$50

Event Management: Contact Hours (Evaluations)

- **NEW:** ACRP Learning Portal
  (learning.acrpnet.org)
  – ACRP new evaluation portal
  – replaces "My Tests, Evaluations, and Certificates" which will close October 1
  – Past certificates will be moved over to the new portal by the end of next week (August 28)

Collecting Attendee Feedback

Post-Conference Evaluations

- ACRP manages evaluations for contact hours
- Chapter should collect data relevant to program satisfaction

Free Survey Software

- Survey Monkey – www.surveymonkey.com

- Typeform – www.typeform.com

- Zoho – www.zoho.com/survey

- Survey Gizmo – www.surveygizmo.com

Sample Survey Questions

1. How relevant were the sessions to your current position?

2. How would you rate the overall effectiveness of the speakers?

3. Please provide suggestions for speakers and topics for next year's conference.

4. Please provide any other comments you have about your conference experience.

	Excellent	Good	Neutral	Fair	Poor	N/A
Conference location	○	○	○	○	○	○
Quality of sessions	○	○	○	○	○	○
Conference facility	○	○	○	○	○	○
Conference meals	○	○	○	○	○	○
Networking activities	○	○	○	○	○	○
Length of sessions	○	○	○	○	○	○
Conference materials	○	○	○	○	○	○

Frequently Asked Questions (FAQs)

- Where is the Chapter Event Application located?
- When should I submit my chapter event application for approval?
- If I'm having a panel discussion, does each panelist need to complete a conflict of interest (COI) form?
- Can my chapter open registration before contact hours are approved?
- Where can I find good speakers and content?
- Where can I find sample Fall Symposium agendas?

Thank You for being a Chapter Leader!

Questions?

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