

Summary: A Conference Committee composed of ten (10) members with clearly defined responsibilities. Some of the Conference Committee members are also coordinators to subcommittees.

Committee Members:

1. Exhibitor Selection & Logistics Chair
2. Sponsor Selection Chair
3. Marketing & Printing Coordinator
4. Speaker Selection Chair
5. Speaker Logistics Coordinator (in person portion)
6. Speaker Logistics Coordinator (virtual conference portion)
7. Merchandise Coordinator
8. Day of Conference Volunteer Chair
9. Surprises & Activities Coordinator
10. Conference Committee Coordinator

Coordinators of subcommittees:

1. Exhibitor Selection & Logistics Chair
2. Sponsor Selection Chair
3. Speaker Selection Chair
4. Day of Conference Volunteer Chair
5. Conference Committee Coordinator

1. Exhibitor Selection & Logistics Chair

Responsibilities

- Create a package for reaching out to potential exhibitors
- Compose and lead a team of up to four volunteers in charge of soliciting potential exhibitors
- Provide the Conference Committee with a tracking document weekly and updates on exhibitor selection
- Participate in monthly one-on-one calls with the Conference Coordinator
- Participate in weekly meetings with the Conference Committee Members
- Provide selected exhibitors with the conference agenda, booth location, set up timing and details, and other relevant information
- Schedule group or one-on-one calls with exhibitors to answer any question they have on set up logistics
- On the day of the event, walking around the exhibitor area and talk with exhibitors to ensure they have everything they need
- Secure a target of ten (10) paying exhibitors that are relevant to doulas and the conference theme

2. Sponsor Selection Chair

Responsibilities

- Create a package of sponsorship opportunities (aside from exhibiting) to present to potential sponsors. This package should include items like cocktail sponsors, activity sponsors, etc.
- Lead a team of at least two committee members in reaching out to potential sponsors
- Provide the Conference Committee with a tracking document weekly and updates on exhibitor selection
- Work with Conference Coordinator and Marketing Chair to get sponsorship logos online and in printed materials (agendas, website, conference signage, etc.)
- Participate in monthly one-on-one calls with Conference Coordinator
- Participate in weekly calls with conference committee and provide input on the conference planning process

3. Marketing & Printing Chair

Responsibilities

- Communicate social media strategy with Conference Committee
- Work closely with Publications to put announcements and marketing ads in the *International Doula*
- Work closely with Publications to send emails to subscribers on the DONA email distribution list
- Explore creative ideas to get DONA members excited about the conference
- Work with marketing vendor on developing a conference logo
- Work with marketing vendor on creating conference slides for all speakers
- Work with selected marketing vendor to format agenda and signage for the day of the event
- Participate in weekly calls with conference committee and provide input on the conference planning process

4. Speaker Selection Chair

Responsibilities

- Propose potential speakers to conference committee for virtual and in-person conferences
- Develop a letter and information package for reaching out to potential speakers and submit to Publications for approval
- Lead a committee that divides the task of reaching out to potential speakers
- Provide the Conference Committee with a tracking document weekly and updates on speaker selection

- Evaluate and score proposal for speakers and share evaluations with committee to approve speakers
- Have monthly one-on-one calls with Conference Coordinator
- Participate in weekly calls with Conference Committee and provide input on the conference planning process

5. In-person Conference Speaker Logistics Coordinator

Responsibilities

- Sit on speaker selection committee
- When notified by the Speaker Selection Chair that a speaker has been selected, liaison with that speaker to receive W9s, bios, copy of presentation and all other necessary documents.
- Provide copies of presentations to audio visual company
- Provide the Conference Committee with a tracking document weekly and updates on what documents are missing for speakers
- Track amount being promised to each speaker and share with Conference Committee
- Notify Bostrom of all the checks that need to be created for speakers
- Distribute checks to speakers on the day of the conference
- Create thank you letters for speakers and source small speaker gifts
- Work with President to get thank you letters signed by President and distributed to speakers
- Book complimentary hotel rooms for all speakers
- Provide speakers with directions to venue and other relevant information (i.e. information on parking, wifi, etc.)

6. Virtual Conference Speaker Logistics Coordinator

Responsibilities

- Sit on speaker selection committee
- When notified by the Speaker Selection Chair that a speaker has been selected, liaison with that speaker to receive W9s, bios, and videos for virtual conference platform
- Submit videos to AV company (Bits on the Wire) for uploading for subtitles
- Provide the Conference Committee with a tracking document weekly and updates on what documents are missing for speakers
- Track amount being promised to each speaker and share with Conference Committee
- Notify Bostrom of all the checks that need to be created for speakers and confirm that payment was made
- Create thank you letters for speakers and source small speaker gifts
- Work with President to get thank you letters signed by President and distributed to speakers by mail

7. Merchandise Coordinator

Responsibilities

- Work with Marketing Chair on developing a conference t-shirt
- Work with Marketing Chair on ideas for marketing conference t-shirt
- Source swag items for all attendees
- Have monthly one-on-one calls with Conference Coordinator
- Participate in weekly calls with conference committee and provide input on the conference planning process

8. Day of Conference Volunteer Chair

Responsibilities

- Responsible for on-site coordination of rooms, registration table
- Lead a team of five (5) volunteers who help the conference days runs smoothly
- Set up schedule for volunteers to staff registration desk
- Assign volunteers to review rooms prior to sessions to ensure clean and properly set up
- Assign volunteers to review that food and beverages delivered are labeled and delivered as agreed upon
- Work to assist any attendees who are self-identified as having special needs
- Have monthly one-on-one calls with Conference Coordinator
- Participate in weekly calls with Conference Committee and provide input on the conference planning process

9. Surprises & Activities Chair

Responsibilities

- Provide suggestions to Conference Committee on ways to enhance the conference experience
- Provide suggestion to Conference Committee on possible activities (i.e. yoga, walks on the beach, local tourist destinations) that will be available to conference attendees
- Work closely with Conference Committee to plot small delights for conference attendees
- Brainstorm ideas on how music, art and culture can be integrated into the conference experience
- Work through the logistics of booking activities and necessary transportation
- Develop systems for tracking attendees who are participating in special activities
- Consult with Marketing and PR Chairs prior to finalizing any products
- Have monthly one-on-one calls with Conference Coordinator
- Participate in weekly calls with Conference Committee and provide input on the conference planning process

10. Conference Committee Co-Coordinator

Responsibilities

- Responsible for overseeing the whole conference
- Facilitate weekly meetings with Conference Committee
- Provide minutes and action items post conference calls
- Monthly calls one-on-one calls with all committee members
- Responsible for approving all payments made for conference
- Weekly call with DONA Treasurer on expenses and income earned
- Review all marketing campaigns for conference and submit for PR Director approval
- Create conference work back schedule
- Liaison with hotel on food selections, room requirements, etc.
- Ensure clear conference vision and direction
- Communicate conference details to Board of Directors
- Select conference mobile app
- Create post-conference survey