

Conference Committee Position Description

Summary:

A Conference Committee composed of members with clearly defined responsibilities. Some of the Conference Committee members are also coordinators to subcommittees.

Committee Areas:

1. Exhibitors/Sponsors Selection & Logistics
2. Marketing & Printing
3. Speakers
4. Merchandise
5. Volunteers
6. Locals, Special Touches, Surprises & Activities
7. Conference Committee Coordinator

Subcommittees:

1. Exhibitors and Sponsors Team
2. Speakers Team
3. Volunteer Team

Exhibitors and Sponsors Chair and team

Responsibilities:

- Create a package for reaching out to potential exhibitors and sponsors
- Compose and lead a team of volunteers in charge of soliciting potential exhibitors and sponsors
- Provide the Conference Coordinator with a tracking document and updates on exhibitor selection
- Participate in calls with the Conference Coordinator and other relevant people
- Participate in meetings with the Conference Committee Members
- Provide selected exhibitors with the conference agenda, booth location, set up timing and details, and other relevant information
- Organize sponsor logos and provide to marketing for inclusion on the website and other marketing materials as promised.
- 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
- Work with marketing and printing to ensure that logos are included on print or digital materials at the event
- Secure a target of ten (10) paying exhibitors that are relevant to doulas and the conference theme

Conference Committee Position Description

Marketing & Printing Chair and Team

Responsibilities:

- Collaborate to develop marketing plan and schedule for 2020 conference
- 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
- Develop speaker slides, announcement slides, and other marketing materials
- Work with selected marketing vendor to format agenda and signage for the day of the event
- Participate in calls with conference committee and provide input on the conference planning process

Speaker Selection Chair and Committee

Responsibilities:

- Propose potential speakers to speaker selection committee
- 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 updates on speaker selection
- Lead review process to evaluate and score proposals with committee to select speaker line up.
- Have one-on-one calls with Conference Coordinator and other relevant people
- Participate calls with Conference Committee and provide input on the conference planning process
- Delegate/oversee coordination of collection of W9s, bios, copy of presentation and all other necessary documents to member of speakers team.
- Provide copies of presentations marketing coordinator
- Provide the Conference Committee 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
- 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
- Provide list of speakers to receive comp hotel rooms
- Provide speakers with directions to venue and other relevant materials

Conference Committee Position Description

- Work with volunteer coordinator to make sure speakers have speaker doulas and are taken care of on site

Merchandise Coordinator

Responsibilities:

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

Volunteer Chair and Team

Responsibilities:

- Responsible for on-site coordination of volunteers, Doula the volunteer doulas!
- Lead a team of volunteers who help the conference days runs smoothly
- Lead volunteer orientation and act as a support for the volunteer team
- Set up schedule for volunteers to staff conference as needed (registration desk, merchandise table, silent auction table etc.
Develop materials to support volunteer coordination on site
Check in with conference coordinator and staff during event to make sure needs are being met and make adjustments to teams as needed
- Work with special touches to recognize volunteers on site with swag and other recognition
- Assign volunteers to review rooms prior to sessions to ensure clean and properly set up
- Work to assist any attendees who are self-identified as having special needs
- Have calls with Conference Coordinator and relevant people
- Participate in calls with Conference Committee and provide input on the conference planning process

Locals, Special Touches, Surprises & Activities Chair and Team

Responsibilities:

- Provide suggestions to Conference Committee on ways to enhance the conference experience
- Provide suggestion to Conference Committee on possible activities (i.e. yoga, 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
- Consult with Marketing and PR Chairs prior to finalizing any products
- Have one-on-one calls with Conference Coordinator and other relevant people

Conference Committee Position Description

- Participate in calls with Conference Committee and provide input on the conference planning process

Conference Committee Coordinator

Responsibilities

- Responsible for overseeing the conference
- Facilitate meetings with Conference Committee
- Delegate note taking and oversee minutes and action items are shared with committee
- Hold one-on-one calls with all committee members
- Responsible for approving all payments made for conference
- Regularly hold calls with DONA Treasurer on expenses and income earned
- Review all marketing campaigns for conference and submit for PR Director approval (if applicable)
- Create conference work back schedule
- Liaison with hotel and staff on food selections, room requirements, etc.
- Ensure clear conference vision and direction
- Communicate conference details to Board of Directors

[Apply](#)