

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

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

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

Conference Committee Position Description

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

Application procedure:

1. Complete online application
2. A resume or curriculum vitae (optional)
3. Disclosure of any potential conflicts of interest should be made with application
4. Signed confidentiality agreement

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