



CONFERENCE PLANNING TEAM

Conference Chair: Mary Nadarski

- Recruit and provide guidance to members of the PLANC Conference Committee
- Create and maintain conference budget
- Identify and negotiate contracts for conference city and host hotel
- Create, implement, evaluate, and document processes for conference planning

Program Chair: Kevin Freeman

- Develop a program theme, educational tracks, and learning objectives
- Develop and implement a program submission and review process
- Recruit and provide guidance to program team
- Create program schedule and assign spaces

OPERATIONS TEAM

Marketing and Outreach

- Develop and manage communications flow to Pre-Law Advisors and Law School Representatives
- Develop and implement social media strategy before and during the conference
- Develop, implement, and manage conference app
- Promote activities during the conference and announce updates when necessary
- Implement conference communications strategy for website, twitter, email, and mailings

Registration

- Set-up conference registration system using online software
- Maintain conference registration
- Track and develop reports on conference registrants for reporting to conference chair, program chair, and various APLA representatives
- Produce nametags
- Manage registration table during conference

Sponsorships

- Develop and implement fundraising plan to secure financial sponsorships
- Develop and implement a donor recognition program
- Develop and implement a swag plan to secure and distribute giveaway donations
- Obtain graphics, images, and any descriptions necessary for use in online and print materials



PROGRAM TEAM

Featured Speakers

- Identify potential featured speakers to complement conference curriculum and solicit their attendance
- Make arrangements for travel and lodging for speakers as needed
- Serve as on-site hosts for featured speakers

Local Arrangements

- Source vendors and coordinate transportation needs throughout the conference
- Collaborate with local law schools to secure session facilities, school tours
- Collaborate with local CVB to provide resources and information about local/evening options to conference attendees

Program Guide

- Develop a design theme for the program
- Compile and edit information for print program
- Compile and input program information, presentations, and sponsorships for online program
- Oversee publication of print program

Site Logistics

- Manage space assignments at all conference sites
- Coordinate and manage audio/visual orders at all conference sites
- Coordinate and manage food and beverage orders

Volunteers

- Organize bus captain volunteers to manage buses when traveling from hotel to law schools/return
- Serve as on-site guides for conference attendees at hotel-based functions
- Serve as on-site guides for conference attendees during law school visits