

## Planning an ITEA Workshop/Conference

### Identified

- Program Chair
- Chapter Support
- Technical Chair(s)

### Identified

- Format of the Program – conference or workshop?

Please keep in mind the following: **Conferences** gather speakers who share their experiences and industry knowledge in a case study approach. They describe their business situation, the challenge they were looking to overcome, the solution they applied and how their results have been to date. Usually, each speaker presents for 45-minutes to an hour. This gives the audience an overview of the case study at a high level. In a **workshop**, the content is focused more on what participants can do to implement a solution or process themselves (though case studies are effective illustrations during a workshop) and tend to take a longer, deeper and more detailed view at the case study. **Workshops** generally have participants walk away with actionable plans to implement upon return to their offices.

### Identify

Location (city and venue)

*Please note: The venue can only be identified once the program format has been drafted to ensure that the RFP is written to the specifications for the vision of the program.*

### Draft Call for Papers/Abstracts and Exhibits

Focus, target audience, theme, verbiage on each topic, hotel, sponsorships, golf (if applicable), and registration information.

Take into consideration the following items in the initial planning meeting:

- Format – Panels, Tracks, General Sessions, Speakers (how many which days)
  - Consider: Monday travel day – Tuesday golf (if applicable/November in Baltimore may not be conducive to golf conditions) and tutorials – Wednesday & Thursday conference – Friday travel day
- Tutorials – Based on how many rooms we have or vice versa
- Best Paper Award – to encourage papers for *ITEA Journal*
- Exhibits? Contact Exhibits Manager at ITEA Executive Office to discuss
- Tour?
- Who will be the coordinator of the Abstracts?

**Production Schedule** – Provided to team 18 – 12 months in advance

- CFP
- Brochure

### Budget

Executive Office to provide draft by end of July – Edits and changes through the Events Committee Chair to be submitted to the Ways and Means Committee by August for Board.