

**Regional Conference
Handbook
2011-2012**

PRSSA Public Relations
Student Society
of America



August 2011

Dear PRSSA Member:

Congratulations on deciding to explore the opportunities of hosting a Regional Conference!

You have taken the first step on what I promise you will be an amazing adventure. As you begin to plan your Regional Conference, you will encounter countless opportunities for you and your Chapter. Planning a Regional Conference does require hard work and determination, however – what you will gain in return is priceless.

As in all great adventures, a map is helpful. The Regional Conference Handbook is here to be your map; to guide you and your Chapter on your journey, every step of the way. This handbook explains the planning process, bid form and all the steps before and after the bids are selected. If you are unsure of the next step to take, consult the handbook.

Planning a Regional Conference during the 2010-2011 academic year was one of the most rewarding experiences for me. Knowledge, connections and life lessons I learned while hosting a Regional Conference are still skills I use almost daily. The planning experience, networking opportunities and Chapter building will be things you and your Chapter will take with you long after graduation.

Please, do not hesitate to contact me at any time. I am here to guide you through the process and ensure you succeed. I look forward to helping you on your journey.

All the best,

A handwritten signature in cursive script that reads "Haley J. Higgs". The signature is written in black ink and is positioned below the text "All the best,".

Haley Higgs
Vice President of Regional Conferences
(478) 290-6074
haley.j.higgs@gmail.com

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So You Want to Host a Regional Conference

Regional Conferences are mini-conferences held by Chapters during the spring semester. A traditional Regional Conference consists of one to three days of sessions, networking events and socials. Planned, staffed and hosted by Chapter members, a Regional Conference offers you an opportunity to raise funds, enhance your event planning skills, broaden your network and strengthen relationships between PRSSA Chapters.

Pre-Planning Evaluation

Your event will need a strong foundation to succeed. Conduct an evaluation to determine if your Chapter has the time, finances and member commitment to host an event. Each Chapter's strengths vary, but the following guidelines apply to all:

- *Are our members interested in hosting a Regional Conference?*
Any conference needs a strong committee, an enthusiastic Chapter and supportive advisers. Consider whether Chapter participation will remain strong throughout the event.
- *Do we have adequate financial resources to host a Regional Conference?*
When planning a Regional Conference, you will need money for down payments, expenses and supplies. Consider whether you'll be able to adequately fundraise, secure sponsorships and/or charge registration fees to cover these costs. Collaborating with another organization or local PRSSA Chapter may offset your financial burden.
- *Do we have community support for the Regional Conferences?*
Most likely you will need local professionals and organizations — especially your PRSA Chapter — to support you as speakers, donors and advisers. How will you get this support?

Expectations for Host Chapters

Because Regional Conferences are nationally recognized events, PRSSA expects event coordinators and their committees to act ethically and professionally during the planning and execution of the event.

National Conference — At least one member of the Regional Conference planning committee should attend the Regional Conference Workshop on Sunday, Oct. 16, at the PRSSA 2011 National Conference in Orlando, FL. The workshop prepares coordinators and allows them to meet the vice president of Regional Conferences in person.

Communication — The vice president of Regional Conferences must receive regular updates from coordinators in a timely, professional manner before and after the event. Communication is critical to your success and the vice president of Regional Conference should be notified of problems immediately.

National Committee — A National Committee member will attend each Regional Conference to support the host Chapter and answer questions about National initiatives. Host Chapters are responsible for coordinating the accommodations, registration and local transportation of their assigned National Committee member.

Benefits of Hosting

Hosting a Regional Conference helps teach you national event-planning experience, build your résumé and expand your portfolio. They also offer the following Chapter benefits:

National Recognition – Chapters that are selected to host Regional Conferences are recognized during the PRSSA 2011 National Conference in Orlando, Fla. PRSSA Headquarters promotes Regional Conferences through its various national communication channels.

Dr. F.H. Teahan Award for Outstanding Regional Conference – Official Regional Conferences hosted in spring 2012 are eligible to apply for the 2012 Teahan Award for Outstanding Regional Conference. This award honors the Chapter that provided the best service to PRSSA members in its region. The prize is \$300 and a plaque for the Chapter.

Star Chapter Award – The Star Chapter Award promotes Chapter and member development. This honor, for which all Chapters may qualify each year, encourages Chapter leaders to provide professional development and networking programs, including Regional Conferences.

The Planning Process

Start your planning by considering what kind of event you want to host, when you are going to host it and how much money you want to invest. Be creative with your resources and showcase the strengths of your Chapter, region and committee.

When deciding what type of Conference to host, review previous conferences through the archives page on <http://www.prssa.org/events/past/>. Avoid dates that conflict with the PRSSA 2012 National Assembly or events at your target schools – spring break can severely reduce attendance. Examine the expected costs and income for your Chapter.

Discuss with your local PRSA sponsor Chapter that you are considering bidding to host a Regional Conference. Get their input and feedback regarding your ideas.

Decide whether to host alone or co-host. Hosting independently works well for Chapters with committed members and advisers, financial support and strong networks. Co-hosting allows Chapters to combine resources, and is most effective if Chapters are close together and already have a relationship. Co-hosting Chapters split costs and responsibilities.

Assemble a committee and divide the tasks evenly according to interests and capabilities. Possible committee positions include directors in public relations, hospitality, programming, promotions, logistics, finance and social activities.

Location, Transportation and Lodging

When choosing a location, consider the following:

- Travel and lodging options for attendees, speakers and your National Committee rep.
- Benefits of holding the event in a city or offsite location, staying on campus or using local PRSA Chapter facilities.

- Availability and affordability of a planning or supply room for committee during the event.
- Reserving a room block at a hotel or staying on-campus/housing guests with Chapter members.

National Initiatives in Regional Conferences

Diversity Initiative – PRSSA recognizes the importance of different experiences, perspectives and voices in making a viable Society that aids the profession and future professionals in serving increasingly diverse publics. PRSSA defines its role in diversity as follows:

To expand the objectives of this Society while actively recruiting and retaining members who can offer a variety of experiences through a broad spectrum of racial, ethnic, religious and sexual-orientation, the Society aims to encourage the educational success of our members to provide the professional world with educated, diverse students to form strong and effective relationships with a multicultural, global society.

Incorporating diversity into Regional Conferences can be fun and simple, and this year is required. Chapters must describe in their bid three ways they will incorporate diversity into their activity, and at least one idea must be executed. For help with incorporating diversity, review the PRSSA Diversity Toolkit (www.prssa.org/diversity) or contact JR Rochester, national vice president of advocacy (rochesterj06@students.ecu.edu).

High School Outreach – PRSSA engages future leaders through high school outreach. At a Regional Conference, high school students can learn about a career in public relations.

Community Service –Regional Conferences provide the ideal opportunity to fundraise for a good cause. The host Chapter(s) can use a raffle, donation collection box or other tactic to donate to a charity of their choice.

Other National Initiatives – PRSSA has many national initiatives. Visit www.prssa.org to review the Situation Analysis and learn about other programs and national initiatives.

Choose a Theme

Regional Conference programming is at the discretion of the host Chapter and the theme of the programming should determine the format of the event, with consideration of your Chapter's strengths and resources. This year's Regional Conferences must include a diversity element and other national initiatives. Possible themes include the following:

- *PRSA/PRSSA Forums* – Students and professionals discuss current public relations trends. Forums are good for promoting PRSA Associate Membership and mentoring.
- *Career Workshop* – Programming focuses on résumé improvement, etiquette and presentation skills. Your local PRSA Chapter may help with sessions and agency tours.
- *Professional Development* – Invite professionals to present case studies or share a proposal presentation. Student-run firms are great topics for this type of event.
- *Leadership Training* – Leadership training programs should allow members to exchange ideas, hear from professionals and get motivated for the upcoming year.
- *Case Study Competitions* – Engage teams in a contest to devise a public relations plan, improve a case or present a proposal to a client.

- *Technology Training* – Showcase emerging public relations tactics using the latest technology. Have professionals to explain how these tools are best used.
- *Special Interest* – Focus on a public relations specialty, such as finance or health care.

Programming

The Regional Conference your Chapter hosts will leave a lasting impression on attendees. Exceed expectations by adding excitement, creativity and talent to your event.

- *City Tour* – If your Regional Conference is in a city, incorporate city attractions in your programming to add individuality. Secure group rates and prepare a back-up plan for socials and other activities. Local tourism bureaus may suggest free activities.
- *Show and Tell* – Take attendees on a tour of your campus and Chapter facilities.
- *Speakers* – Invite a famous athlete, professional or media personality to speak.
- *Agency Tours* – Visit local agencies, media companies or corporations.
- *Speed Networking* – Give students a few minutes to meet a variety of professionals.
- *Career Fair* – Host a career fair where local professionals and students can network.
- *PRSSA/PRSA Benefits* – Educate attendees about various PRSSA and PRSA programs and services, especially the PRSA Associate Membership.
- *Panel Discussions* – Host a panel discussion on current events, public relations issues or professional development. Invite professionals and professors to participate.
- *Competition* – Present a case study and invite professionals to judge. Frequently, a sponsor will provide a case study and prizes in return for the work.
- *Community Service* – Spend time working on a community service activity. Giving back to your host locations helps to build bonds between members.
- *Awards Program* – Present awards to participating Chapters or individuals. Note that you are responsible for providing the awards given.

Promotions

Promotions are an important part of your event to secure participants and garner media attention. Social media tools including Twitter, Facebook, YouTube and LinkedIn should be used to post regular updates about the progress of your event and promotional videos. The consistency of promotional material throughout the planning process will increase participation and potentially attract additional sponsors.

Budgeting

An accurate budget is an essential part of planning a Regional Conference. Typical expenses include facility rental, catering, supplies, audio-visual equipment and publicity. Decide how much your Chapter will invest in the event and plan how to acquire the remaining funds through registration fees, Student-run firm profits, grants, sponsorships and fundraisers. For fundraising ideas, see the National FUNdraising Playbook at www.prssa.org/fundraising or contact Kendall Schmidt, vice president of Chapter development (kendallmschmidt@gmail.com).

Also seek in-kind donations or gifts from corporations, agencies, your school and/or your PRSA Chapter. These organizations may be able to provide facilities or rooms, prizes or printing.

Build meal costs into your registration fee or sponsorship profits. Be considerate of attendees with special dietary needs. You can reduce meal expenses by finding a firm or restaurant to sponsor or donate a meal, providing hors d'oeuvres instead of meals, or offering a boxed lunch.

Sample Budget

TOTAL EXPENSE			\$3,383.10
Promotion			
"Teaser" product for each chapter	50	\$3.00	\$150.00
Paper (in reams)	1.8	\$7.00	\$12.60
Flyers	500		
Mailings (2 with 3 pagegs each)	50	150	
National conference hand-outs (1/4 pg)	1000	250	
Envelopes	1	\$3.00	\$3.00
<i>Postage</i>			
Paper Mailing 1	50	\$0.44	\$22.00
"Teaser" Product Mailing 2	50	\$1.00	\$50.00
PRSA Invitations	75	\$0.44	\$33.00
Labels	1	\$7.00	\$7.00
<i>Printing/Copying charges</i>			\$50.00
<i>Display case materials</i>			
Duquesne			\$20.00
Point Park			\$20.00
Conference			
Folders			\$20.00
Paper	1.5	\$7.00	\$10.50
Campus Map	150		
Internship Fair map	150		
Satisfaction Survey	150		
Note paper	300		
Program			\$100.00
Nametags			\$15.00
Pens (personalized with logo)			\$150.00
Gifts for speakers			\$200.00
Crisis Comm. Prizes			\$75.00
Security			\$0.00
Reservation fee for Conference Venue			\$0.00
<i>Food</i>			
Breakfast (Continental buffet)	150	\$4.15	\$622.50
Lunch (Boxed)	150	\$8.75	\$1,312.50
<i>Snacks</i>			
Cookies	12	10	\$65.00
Veggie Tray	50	1	\$125.00
Misc.			
Thank You cards and postage			\$20.00
Hotel for National Committee Member			\$175.00
Dinner for National Committee Member			\$25.00
Parking passes for speakers			\$60.00
Reservation fee for Friday night Dinner			\$40.00

Scheduling

Your schedule is a big part of your planning. While you can make changes to your schedule after you've submitted your bid, most details should be confirmed. Consider the following:

- How can you best use your facilities resources, room space and location?
- How long will it take committees, volunteers and attendees to move between events?
- Who will speak? Having confirmed speakers shows preparation and effort.
- How exciting are various aspects of your programming to attendees?
- How will you balance free time, socials and professional events?
- When will your National Committee representative speak?
- When and how will you administer the evaluation survey provided by vice president of Regional Activities?

Sample Schedule

<i>Friday</i>	5:30–6:30 p.m.	<i>Registration and Welcome</i>
	6:45–11:30 p.m.	<i>Dinner, National Committee Presentation, Social</i>
<i>Saturday</i>	9:30–10:30 a.m.	<i>Session #1</i>
		1. PR in the Entertainment Industry
		2. Interpersonal Communications
		3. Nonprofit PR
	10:45–11:45 a.m.	<i>Session #2</i>
		1. Internet PR
		2. Corporate PR
		3. Recruiting Members
	12–1:30 p.m.	<i>Lunch on your own</i>
	2–3 p.m.	<i>Panel Discussion</i>
	3:15–4:15 p.m.	<i>Session #3</i>
		1. PR in the Hospital/Medical Industry
		2. PR and Ethics
		3. PRSA/PRSSA Networking
	6–8 p.m.	<i>Dinner and Awards Banquet, Closing Speaker</i>

Ready, Set, Bid!

Regional Conference bids for spring 2012 are due Sept. 9, 2011. The bid form should help you plan your event and reflect your Chapter's commitment to hosting a professional, diverse event. Past success does not guarantee your selection, though a record of quality programming does help. Include the following elements:

- *Letter of Recommendation* – This must be from your Chapter Faculty Adviser and express his or her confidence in the Chapter's plan, coordinators and committee.
- *Theme* – State and explain your theme. List possible speakers and programming.
- *Schedule* – Create a sample schedule with as much detail as possible.
- *Budget* – Describe your spending in detail including all necessary expenses, Chapter contributions, planned fundraisers, registration fees and estimated donations. Budget requirements include housing the National Committee member attending your Regional Conference.
- *Promotions Plan* – Explain how you plan to promote your event. Include social media.
- *Invited Chapters* – List the Chapters you plan to invite to your Regional Conference.
- *Registration* – Explain how you will reach your attendance goals. Include ideas other than promotions.
- *Coordinator(s) Bio* – Include a short biography for the Regional Conference coordinator(s). The coordinators must explain how they are qualified to organize the event.
- *Committee Info* – Include names, activities, responsibilities and contact information.
- *National Initiatives* – Chapters must state ways to incorporate diversity and other national initiatives into their Regional Conference.
- *Sponsorship* – Explain how you will gain sponsors for the event.
- *Optional Materials* – Attach any other material that enhances your application, such as possible promotional materials to be distributed at the PRSSA National Conference.

PRSSA Regions

PRSSA has ten regions (see map). To provide adequate opportunities for members across the country, PRSSA will choose one or two host Chapters per region. Chapters within each region will be judged against one another. Proximity, theme and the quality of the bid will be considered when choosing Regional Conferences.



Bid Submissions

Bids are due Sept. 9th by email to the following individuals:

Vice President of Regional
Conferences
Haley Higgs
(478) 290-6074
haley.j.higgs@gmail.com

PRSSA National President
Adam Aisner
(808) 721-1628
adam.aisner@gmail.com

Vice President of Education
Jeneen Garcia
(212) 460-1466
jeneen.garcia@prsa.org

Interviews

After submitting the Regional Conference bid, you will be scheduled for a phone interview with the vice president of Regional Conferences. This interview will give you an opportunity to sell your ideas and provide further information for consideration for the Regional Conferences selection process.

The interview will last approximately 15-20 minutes. The coordinator for the Regional Conference is required to participate. Any additional planning committee members may join the conversation as well, but are not required to participate.

The vice president of Regional Conferences will form a list of interview questions (based on the information in your bid) to help gain a better understanding of the proposed event. Each interview will be evaluated based on a quantitative rubric, much like the bid. A total of 50 points may be earned in the interview. Those points will be added to the points earned with the bid. Conference selection will be based off the total combined points of the Regional Conference bid and interview.

Selections

Regional Conference selections will be announced prior to the PRSSA 2011 National Conference in Orlando, Fla. At least one member of the Regional Conference planning committee should attend the Regional Activity Workshop and the Awards Ceremony and Dinner at the PRSSA 2011 National Conference in Orlando to receive important information.

Also, this is an important time to begin promoting your Chapter's Regional Conference; bringing fliers or other promotional items is encouraged. However, only the PRSSA 2011 National Conference host Chapter may sell products. Regional Conference items must be free-of-charge.

You Received a Bid, Now What?

Congratulations! Your Chapter was selected to host a Regional Conference. The following section is devoted to helping you finalize your committee plans, programming and logistics.

Timeline

Your first task is to assemble your committee and set a timeline for the rest of the planning. This timeline will keep your committee on schedule, allow the national vice president of Regional Conferences to see your progress, and becomes a great portfolio piece. Involve your advisers and bring your timeline to the PRSSA National Conference to discuss with the vice president of Regional Conferences. Use the following sample timeline as a reference, remembering you'll need to set dates for each task.

Six months prior

- Announce event.
- Begin work on logo and theme.

Three months prior

- Finalize logo and theme.
- Finalize registration fee, process and cancellation policy.
- Confirm keynote speaker, special guests and potential session presenters.
- Design communications materials.
- Get printing estimates.
- Create a communications timeline.
- Determine budget.
- Send mailing to students/Chapters.
- Invite high school students (if applicable).
- Launch website.
- Distribute fliers on campus.
- Seek potential sponsors.

Two months prior

- Visit classes to promote event.
- Recruit volunteers.
- Announce keynote speaker.
- Design remaining publicity materials.
- Create registration packet.
- Create program.

- Plan socials.
- Confirm catering.
- Hold Chapter fundraisers.
- Confirm session presenters.
- Send mailing to students/Chapters.
- Invite local Chapters by phone.

One month prior

- Determine session titles.
- Send registration reminder.
- Send reminders to speakers, vendors and sponsors.
- Print event program.

Two weeks prior

- Print nametags.
- Host a social to thank for committee members.
- Finalize all details.
- Reconfirm everything, including keynote speaker.
- Ensure guests have directions, hotel reservations and parking passes.

After

- Compile materials for Outstanding Regional Conference Teahan Award.
- Send thank you notes.
- Distribute the evaluation survey.

Finding Speakers

Where to Look

- Local PRSA members or other PR or marketing professionals
- Personal contacts
- PRSSA Chapter or university alumni
- Presenters/speakers at other events
- Speaker bureaus
- Chamber of Commerce
- Nonprofits or special interest groups
- Faculty, authors, athletes, celebrities
- Champions for PRSSA

Characteristics of Good Speakers

- Well known
- Knowledgeable of topic
- Experienced, interesting speaker
- Free

Characteristics of Good Panel Moderators

- Comfortable with a large audience
- Quick thinker
- Good at handling difficult participants, speakers.

Contacting Speakers

Making contact with a speaker is important. Seek them with etiquette and professionalism.

- *Initial Call* – Introduce yourself. Describe PRSSA and your Chapter, the program theme, your audience, the date, location and basic program outline. Explain how you'd like them to participate. Let them know how to contact you and when you need a response.
- *Follow-up* – Give the speaker a week to consider your proposal. If they decline, ask if they can recommend someone else. If they accept, get the correct spelling of their name, title, organization, email and mailing address.
- *Confirmation* – Send the confirmation by mail or email as soon as possible, with a copy of your brochure if it's finished. Confirm the speaker's participation, topic, and the session date and time. Describe your goals and audience again and tell them who else is speaking. Ask if they need audio/visual equipment, request a biography for introduction and publicity purposes, and ask if they'll be bringing guests or handout materials. All details should be determined one month before the program. (At this point, it may also be in your best interest to ask for a speaker contract to be signed.)

Logistics

This section provides insight into the many details you'll need to manage.

Audio/Visual

- Check costs at your facility. Compare at least three vendors.
- Ask members to lend equipment.
- Find out if you need adapter cords.
- Check if meeting room outlets work and test all equipment.
- Arrange for technical assistance and learn to operate the equipment.

Location

- Are the lighting and acoustics suitable?
- Will the room fit the attendees?
- Where will the speaker stand and sit?
- Do you need a podium?
- How should the room be set up?
- Will you need to change the room set-up?
- Do you have a supply area?
- Where can attendees store their things?
- Is there adequate parking and validation?
- Will you provide a coat check?

Registration

- Are your signs clearly marked?
- Does your staff know the registration policy and process?
- Are there enough seats for the registration staff?
- Does the registration staff have regularly scheduled breaks?
- Do you have enough program packets at the registration area?
- Do you have a waste baskets and pens/pencils for the waiting area?
- Do you have adequate money for change and some type of accounting system?
- Has one person been assigned to deposit cash at specific times in a safe box?
- Are volunteers assigned to sit at the registration desk during the actual program?
- Do you have sign-in sheets at both the on-site and advance registration desks?
- Do you have a computer available to make last minute changes to nametags, etc.?
- Do you have some system in place for managing lines at the registration area?
- Do all of your conference volunteers have easily noticeable nametags?

Program Packets

(The following may be included in your on-site or mailed registration packets.)

- Cover letter
- Program schedule
- Map of facility, area and city
- Name tag
- Speaker biographies and handouts
- Notepads and pens or pencils
- Public transportation information
- Hotel guide with group rates and contact info

Resources

Using the National Committee, PRSSA and PRSA will guarantee a support system to help your event succeed. PRSSA can promote your event through *FORUM*, the website, the Biweekly Update, Chapter News, Facebook, Twitter, LinkedIn and the National Committee. Contact any National Committee member with publicity, programming, financial or speaker ideas. If they cannot answer your question, they will help you find someone who can.

2012 Regional Conference Bid Form Due Friday, September 9, 2011



To bid to host a Regional Conference, you must submit this completed form and a letter of recommendation from your Faculty Adviser by the deadline of Friday, September 9, 2011. You may submit additional materials (logo, promotional material, etc.) that would assist in the selection process but only this form and the letter of recommendation are required. All materials submitted must be typed.

Email bid to: Vice President of Regional Conferences: haley.j.higgs@gmail.com
National President: adam.aisner@gmail.com
Vice President of Education: jeneen.garcia@prsa.org

Interviews with schools that submit a bid will take place from Friday, Sept. 16 and Friday, Sept. 30. Make sure you are available for this 15 minute interview during these two weeks. Bids selected to host 2012 Regional Conferences will be announced in early October.

At least one representative from the schools that submit a bid should plan to attend the Regional Conferences Workshop on Sunday, Oct. 16 at the PRSSA 2011 National Conference in Orlando, Fla. Contact Haley Higgs, the vice president of Regional Conferences, if you have questions or for more information.

Regional Conference Information

Host School(s): _____

Proposed Date(s) (must be in spring 2012): _____

Are these dates flexible? Yes No

Proposed Event Title: _____

Event Location: _____

Regional Conference Coordinator Information

Name: _____ Phone: _____

Address: _____

Email: _____

PRSSA Chapter Information

President: _____ Phone: _____

Email: _____

Address: _____

Faculty Adviser: _____ Phone: _____

Email: _____

Address: _____

Remember to attach a letter of recommendation from your Faculty Adviser to this application.

By submitting this bid, I commit to being available for regular contact by phone and email with the vice president of Regional Conferences and others during the pre- and post-planning.

Coordinator Signature(s) (electronic signatures permitted)

Bids will be evaluated on the information provided in this form and during the phone interview. Point values have been assigned to each of the sections below so the bids may be evaluated quantitatively and to allow the vice president of Regional Conferences to provide better feedback to all Chapters.

This form must be typed in Arial 10 point font, with no alterations to the size or format.

Logistics (25 points total)

In 250 words or fewer, explain your theme and possible speaker topics (10 points):

Provide an outline or schedule of your event (5 points):

Provide a detailed outline of your budget (10 points):

Registration & Participants (25 points total)

In 250 words or fewer, describe your registration policy, process and cancelation policy (5 points):

List all local PRSSA Chapters that you will encourage to attend (5 points):

In 350 words or fewer, describe your attendance goals and how you will achieve them (15 points):

Promotions (30 points total)

In 250 words or fewer, describe how you will publicize your Regional Conference (5 points):

Create a timeline for your Regional Conference promotions (10 points):

In 200 words or fewer, describe how you would promote your Regional Conference at the PRSSA 2011 National Conference in Orlando, FL (5 points):

In 200 words or fewer, describe how you will promote your Regional Conference using social media (10 points):

National Initiatives (20 points total)

In 250 words or fewer, describe three ways you will incorporate diversity into to your Regional Conference programming. Use PRSSA's Diversity Toolkit for a guide, www.prssa.org/diversity. (10 points)

In 250 words or fewer, describe other ways you could incorporate National initiatives (such as high school outreach and community service) into your Regional Conference (10 points):

Sponsorship (15 points total)

In 300 words or fewer, describe your sponsorship outreach plans:

Regional Conference Committee

In 300 words or fewer, provide a brief biography of the Regional Conference coordinator(s):

Provide the contact information below for other members of your Chapter who will assist with this event:

Name: _____ Phone: _____
Email: _____
Name: _____ Phone: _____
Email: _____
Name: _____ Phone: _____
Email: _____
Name: _____ Phone: _____
Email: _____
Name: _____ Phone: _____
Email: _____
Name: _____ Phone: _____
Email: _____

Provide at least five different time blocks when you are available for an interview with the vice president of Regional Conferences between Friday, Sept. 16 and Friday, Sept. 30:

1.	2.
3.	4.
5.	6.



ADVANCING THE PROFESSION AND THE FUTURE PROFESSIONAL.