ADRP Regional Conference Job Descriptions

This document is primarily intended for use in planning a 1-2 day regional conference. For a smaller regional event, some of the roles and tasks identified here will not be relevant. In addition, the Chair/Co-Chairs may find that additional duties are necessary and may add to committee responsibilities as needed.

The ADRP Office is your partner throughout your entire regional event experience. The whole team is available to support you in hosting a successful event. Reach out to them directly with any questions at office@adrp.net. See more at adrp.net/contact-adrp. To ensure regular and seamless communication, a representative of the ADRP Office will attend the kick-off committee call and may also attend full committee calls/meetings and subcommittee meetings where necessary. The ADRP Board has entrusted the ADRP Office with the final say on regional event activities, including, but not limited to: budget, registration pricing, date, venue, and timeline.

The ADRP Board has delegated the management of the day-to-day operations of ADRP, including regional events, to the ADRP Office team. Depending on the size/format of your event, an ADRP Board Liaison may be appointed to join committee meetings and attend your event. The liaison is not a working member of your committee, but rather serves as a connector between you and the Board. The liaison reports event progress at monthly Board meetings and will be available to welcome your audience on behalf of the Board at your regional event. The liaison represents the Board and should not be asked to communicate with the ADRP Office about your event.

Regional Conference Committee Composition: Recruitment and Diversity

The ADRP Board recommends the following composition of regional conference committees to best represent diversity and inclusion in our membership:
- Include at least one member within the first or second year of their ADRP membership who has had at least one previous ADRP volunteer experience.
- Include at least one veteran ADRP volunteer and member who brings historical perspective to the task at hand – preferably for the content committee.
- The Chair/Co-Chairs should consider diversity in organization type, geography, and demographic diversity (race, ethnicity, age, gender, etc.) of members if possible.
- These guidelines apply to the recruitment of all volunteers for the regional conference.
- In addition to Chair/Co-Chairs, it is recommended that the Regional Conference committee consist of 5-10 additional volunteers. As volunteers, a larger committee will

ensure Chair/Co-Chairs and Subcommittee Leads will have adequate support throughout the experience, and no single person will be tasked with too much.

● Please refer to the **ADRP Volunteer/Speaker Discount & Reimbursement Policy** as it relates to regional events if you would like to use event discounts and/or reimbursement as a recruitment tool.

Responsibilities for Regional Conference Chair/Co-Chairs

Task	Chair/Co-Chairs
Serve as Primary Contact(s) with ADRP Office	Serve as lead in communicating with the ADRP Office. **Delegate tasks to subcommittee members as needed.** ● To streamline communication, it is recommended that only Chairs/Co-Chairs and Subcommittee Leads communicate with the ADRP Office. ● The ADRP Office uses a ticketing system for emails sent to office@adrp.net. While volunteers will most often work with 1-3 staff members who specialize in different areas (logistics, budget, marketing, etc.), the ticketing system allows anyone on the team to step in and assist when needed. The current staff listing and their area of responsibility can be found here: adrp.net/contact-adrp. ● If, at any time, a Volunteer has a concern about an ADRP Office staff member, please contact the ADRP Executive Director directly.
Recruit Committee	Recruit committee volunteers and appoint Leads for the following subcommittees: 1. Logistics 2. Content 3. Communications 4. Sponsorships 5. Attendee Experience Review the **ADRP Regional Conference Job Descriptions** with the committee, especially Leads. Co-Chairs will hold ultimate oversight and responsibility for the work of Leads/subcommittees, with each Co-Chair overseeing 2-3 specific Leads/subcommittees as determined by mutual agreement. Co-Chairs can also serve as a subcommittee Lead if desired/needed.
Set Committee Meetings &	Set agendas for all committee calls as needed and one-on-one calls

Task	Chair/Co-Chairs
Agendas	with subcommittees. ● Volunteers shall invite an ADRP Office representative and the Board liaison to attend all core committee meetings, and any subcommittee meetings as necessary. ● Volunteers are welcome to use their personal or organizational communication systems, so long as all communication amongst committee members occurs via email, Basecamp, Zoom, or phone. Other communication programs can be utilized so long as all committee members, the ADRP Office representative, and Board liaison can access them. ● **Note: the ADRP Office cannot receive ACTION ITEMS sent via Basecamp or Google Drive. Please utilize the office@adrp.net address for any action items or requests.** ● If needed, the ADRP Office can make their Zoom account available for committee meetings.
Select Date & Event Format	Propose regional conference date, schedule, and format, i.e. number and length of sessions, breaks, keynotes/plenary sessions, networking etc. ● The ADRP Office will need to approve the proposed date suggested by the volunteer(s) and then will post on the ADRP website. ● Volunteer hosts will select a date that does not interfere with previously scheduled ADRP offerings. ADRP can accommodate two regional events per month, with no more than one event per week. Regionals may not occur within six weeks of the ADRP International Conference on either side. This may also be dependent on venue selection and budget approval.
Create Timeline	Once a date is approved, use the **ADRP Sample Regional Conference Planning Timeline** to develop a draft conference "To Do" timeline, identifying all tasks and deadlines, including communications. ● The ADRP Office will review and approve your timeline, and may need to modify some deadlines in order to support your event while also supporting other ADRP activities.
Research & Select Venue	Research and identify venue location and work with ADRP Office to secure date, pay deposit, and sign contract(s). ● We recommend using the institution of the volunteer host or

Task	Chair/Co-Chairs
	other institutional space deemed appropriate and determined to fit within the constraints of the event budget. Free space is ideal. It is recommended that the chosen city/venue be in a centralized location and near public transportation and/or the airport. ● Venue ideas should be discussed with the ADRP Office before a contract is requested. ● If a venue requires a deposit, provide the contract and pertinent information to the ADRP Office, allowing at least two weeks for the deposit to be paid. ● If a venue requires event liability insurance, provide the pertinent information to the ADRP Office, allowing at least one month for the insurance contract to be purchased. ● All contracts must be approved and signed by the ADRP Office. Please allow at least one week for review.
Develop Budget	Use the **ADRP Sample Regional Conference Budget** to develop a draft budget to be shared with the ADRP Office for review and approval. Work with ADRP Office to manage the budget to provide an outstanding experience for all attendees and communicate budget items as appropriate to subcommittees. ● **In developing your budget, and in particular registration prices, the ADRP Board encourages you to strive for a net positive revenue, and at a minimum, a "break-even" goal.** ● **The ADRP Board has entrusted the ADRP Office with the final say on budget approval.** ● It is very important to consider all costs (food, venue/rental, linens, audio/visual needs, printing, postage, speaker fees and travel, and food service fees and taxes, etc.) when creating your budget. Service fees and taxes can appear on quotes as ++. ADRP will financially support all reasonable costs for breakfast, lunch, and/or reception fare. Registration costs should also be factored in. ● The ADRP Office will provide advice on budget development. They will offer recommendations based on prior years, other regionals, and market performance for your area. Once all of the known expenses are identified and the number of expected attendees (or maximum number the venue can fit) are factored in, the ADRP Office will determine the member/non-

Task	Chair/Co-Chairs
	member/committee member registration rates. ● When the final budget is approved by the ADRP Office and registration opened, invoices, deposits, and other expenses will be paid by the ADRP Office, so volunteers can avoid out-of-pocket expenses.
Maintain Files	Maintain files for current and future committee member use. ● Volunteers are asked to utilize ADRP's preferred platforms for sharing of files: Basecamp and Google Drive. ● The ADRP Office will provide access to a folder in Basecamp to share files for your regional event. You also have access to ADRP's Google Drive: Committees Google Drive to share dynamic files. Tip: when you want to share a file in Google Drive, select "Anyone with the link - Editor." This will allow users to access and edit without having a gmail account or a pin number to access. ● Note: the ADRP Office cannot receive communications sent via Basecamp or Google Drive. Please utilize the office@adrp.net address for any communication or requests.
Secure Keynote	Research and recommend keynote/plenary speaker(s) and serve as point of contact.
Serve as Event Host	Oversee preparation of podium script for welcome, announcements, and introductions. ● Serve as primary podium speaker during the regional conference, providing welcomes, updates, and housekeeping points as needed.
Review Registration Reports	The ADRP Office will create a registration form online for your event, collect registrations, and provide registration reports to the volunteer(s). ● The office will provide [bi-weekly] registration updates with names and institutions to the committee. ● Note: ADRP is not able to collect payment in non-US dollars. For events held in Canada, only online credit card payments can be accepted, and only in US dollars. The exchange rate will be factored into the registration rates.
Represent ADRP and Promote Event	Serve as regional conference ambassadors through personal networks and professional engagements prior to and during the

Task	Chair/Co-Chairs
	regional conference. ● Share and repost regional conference social media content as prepared and posted by committee members. ● Participate in regular regional conference updates to the Board Liaison and ADRP leadership and collaborate on key conference initiatives. ● Attend and/or participate in all-attendee gatherings.
Post-Event Responsibilities	Participate in any post-conference evaluation sessions and volunteer exit survey. ● If you would like to ask specific survey questions, please email the ADRP Office with your content. If not, the office will use a standard survey template. Chair/Co-Chairs are asked to produce a brief summary highlighting key take-aways and success stories following their regional event. This information will be shared with the greater ADRP community via social media and/or The Hub monthly newsletter. At the conclusion of the regional conference: ● Schedule a debrief ● Request all evaluation and volunteer exit survey answers to review ● Nominate potential Co-Chairs for the following year, including self-nomination if desired ● Upload any documents to Basecamp for next year's Co-Chairs and committee to reference. ● Create an exit document of lessons learned for upcoming chairs.

Responsibilities for Regional Conference Subcommittee Leads

Task	Logistics Lead
Serve as Venue Contact	Serve as lead in communicating with the venue, including but not limited to: catering, room set-up, signage placement, AV needs, etc. **Delegate tasks to subcommittee members as needed.**

Task	Logistics Lead
	● Note: All food selections must provide options for special dietary needs (e.g. vegetarian, vegan, gluten-free, etc.) as needed. Some venues will require use of their in-house caterer. Make sure to ask the venue about catering rules, and share with the ADRP Office any cut-off dates for guarantees.
Create Day-Of Timeline & Assignments	Create a day-of timeline, committee and/or volunteer assignments, and floor plan(s) as necessary. ● Assign at least two individuals to registration who should be prepared to take payment from walk-in attendees and from registrants who the ADRP Office have reported as owing their registration payment.
Coordinate Vendor Locations with Sponsorships Lead	Communicate regularly with Sponsorship Lead regarding number of vendor spots and specific arrangements.
Coordinate AV Needs & Speaker Locations	Identify and finalize all AV needs and room assignments for welcome, keynote, individual speakers, etc. ● Collaborate with Content Lead for specific speaker needs and room assignments based on topic, audience, etc.
Identify Day-Of Signage	Identify day-of signage needed and work with Communications Lead to produce.
Oversee Supplies	Work with all Subcommittee Leads and the ADRP Office to ensure all supplies will be delivered to the venue and/or picked up by a committee member.
Communicate Budget Updates	Adhere to budget and update Co-Chairs regarding expectations and/or changes.
Post-Event Responsibilities	Settle all final expenses with the ADRP Office. Save all established documents for future use (day of timelines, signage, etc)

Task	Communications Lead
Serve as	Serve as lead in communicating with ADRP Office and subcommittee

Task	Communications Lead
Communications Contact	Leads for all regional conference communication needs. **Delegate tasks to subcommittee members as needed.**
Maintain Communications Timeline	Communications Lead should work with ADRP Office Marketing Staff Member(s) to coordinate and maintain the timeline for preparing and/or updating all communications materials by assigned deadlines.
Liaise with Subcommittee Leads	Work with other Leads to obtain communications content and liaise with ADRP Office to push content out to members and non-members as appropriate.
Create Marketing Copy	Volunteers are responsible for creating all marketing copy for e-blasts as well as content for the website. Content must be delivered via email to the ADRP Office at least 48 hours before the date of posting. The ADRP Office will create a webpage and/or calendar page for your event. The ADRP Office will design and send out all materials. Each event includes: ● Save the Date e-blast (all ADRP) ● Launch RFP e-blast ● RFP Reminder e-blast (2) ● Launch Registration e-blast (all ADRP) ● Reminder e-blast (targeted to your region) ● "Last chance to register" e-blast (targeted to your region) ● Attendee Know Before You Go e-blast ● Sponsor Know Before You Go e-blast ● Content delivered through regular ADRP Event Update e-blasts *Social media posts are managed by ADRP's MarCom Committee (volunteer-led). The Communications Lead should coordinate with the committee to promote the regional event on social media.
Create Program Content	In close coordination with the ADRP Office, compile all content in final form for the regional program and deliver to the ADRP Office at least three weeks out. The ADRP Office will design the program with one round of edits. The ADRP Office will work with the Communications Lead to determine printing and delivery to the venue.

Task	Communications Lead
	ADRP encourages you to Go Green with your regional event and consider utilizing digital or hybrid program options!
Communicate Budget Updates	Adhere to budget and update Co-Chairs regarding expectations and/or changes.
Post-Event Responsibilities	Provide final program to ADRP Office for CFRE credit purposes. Save all established documents for future use (email templates, signage, program, etc)

Task	Sponsorships Lead
Liaise with ADRP Sponsorship Committee	Liaise with ADRP's overall Sponsorship Committee Chair/Co-Chairs to ensure there is no duplication/overlap in soliciting sponsors for other ADRP activities. For example, ADRP Platinum Sponsors may have regional events included in their sponsorship package.
Serve as Sponsor Contact	Serve as lead in communicating with sponsors. **Delegate tasks to subcommittee members as needed.**
Set Sponsorship Goal	Along with Co-Chairs, set a sponsorship goal, accounting for venue space limitations. This needs to be completed as part of the budgeting phase.
Create Sponsorship Prospectus	Work with ADRP Office to update Sponsorship Opportunities document(s). The office will also create an online sponsorship form, collect payments/sign ups, and provide a sponsor tracking sheet to volunteers.
Solicit & Secure Sponsors	Review existing sponsorship opportunities and develop new ones where possible. ● Sponsors and exhibitors are an excellent addition to any event to help vendors connect with attendees and generate revenue for regional events. ● We do not recommend offering sponsorships for events with fewer than 50 attendees. ● It helps if volunteers do personal outreach to potential sponsors. ● Exhibitors should only be recruited if there is space in the

Task	Sponsorships Lead
	venue to accommodate a comfortable area for them that will maximize attendee foot traffic to their tables. ● Offers of in-kind sponsorships should be sent to the ADRP Office for consideration and acceptance.
Secure Sponsor Logos	Work with Communications Lead and ADRP Office to add sponsor logos to the conference program and website.
Manage Sponsor Needs	Work with Logistics Lead for any special needs, deliveries, and site access for vendors.
Greet Sponsors	Greet all vendors on day-of, thank them for their support, and manage any last-minute needs or requests.
Communicate Budget Updates	Adhere to budget and update Co-Chairs regarding expectations and/or changes.
Post-Event Responsibilities	Sponsor/Exhibitor Communication: Evaluation/Thank You. Save all established documents for future use (updated sponsor tracking, etc)

Task	Content Lead
Serve as Speaker Contact	Serve as lead in communicating with the speakers, including those not selected (except keynote). Lead the entire content process, from RFP to event completion. **Delegate tasks to subcommittee members as needed.**
Coordinate RFP Creation with Communications Lead	Update Request for Proposals (RFPs) with assistance of Communications Lead.
Solicit Speakers	Develop and/or solicit specific speakers for targeted topics of interest to membership. ● Liaise with ADRP Office for potential speakers, including past or declined conference and webinar presenters. ● As a volunteer host, you may need to personally solicit speakers and not rely solely upon response to a Request for Proposals. ● Please be sure to factor speaker discounts according to

Task	Content Lead
	ADRP's Volunteer/Speaker Discount and Reimbursement Policy. ● Establish learning objectives. For example, if you have sufficient content, you can implement "tracks" such as: Skill Building, Leadership & Management, and Social Responsibility.
Lead RFP Process	Lead RFP selection process, create schedule for full committee review, and develop ranking system, if necessary. ● Proposals for speakers must be submitted to the ADRP Office. ● The ADRP Office can help solicit proposals from other individuals who may be interested in speaking at this event by sending out a call for proposals. ● The office will then send the responses to volunteers for review, vetting, and selection. ● Hosts will be provided with ADRP-branded presentation slide templates for use by all presenters.
Obtain Speaker Materials	Obtain all necessary abstracts, biographies, photos, and presentations from selected presenters by pre-determined deadline and provide to Communications Lead for conference program. ● Once all items are secured, send them to the ADRP Office to update files and add them to the website.
Assign Presentation Schedule	Assign presentation schedule and committee members to lead introductions, if desired. ● Communicate with selected presenters confirming session time slots, arrival details and any other day of details. ● Confirm speaker AV needs. ● Collaborate with Logistics Lead for specific speaker needs and room assignments based on topic, audience, etc.
Day-Of Prep	Ensure all presentations are preloaded on laptops for day-of and be prepared with backups.
Communicate Budget Updates	Adhere to budget and update Co-Chairs regarding expectations and/or changes.
Post-Event Responsibilities	Send presentations to ADRP Office to post on website for all attendees.

Task	Attendee Experience Lead
Attendee Experience Contact	Serve as lead in planning and executing attendee experience activities, including, but not limited to happy hour, pre-conference dinner, post-conference dinner etc. **Delegate tasks to subcommittee members as needed.**
Provide Local Information for Attendees	Research and provide information about the local environment, such as restaurants, transportation, and activities for attendees from out of the area.
Research Accommodations	Identify hotel(s) close to the venue and work with ADRP Office to book special rates. The ADRP Office will only sign courtesy room rate contracts and cannot be financially liable for any attrition.
Reserve Additional Venue(s)	Reserve additional venue(s) for a pre- or post-conference dinner, happy-hour, etc.
Communicate Budget Updates	Adhere to budget and update Co-Chairs regarding expectations and/or changes.
Post-Event Responsibilities	Work with ADRP Office to update/revise a post-conference survey. If you would like to ask specific survey questions, please email the ADRP Office with your content. If not, the office will use a standard survey template.