



Hosting an Industry Liaison Group National Conference

An Industry Liaison Group National Conference is a four-day conference that provides an opportunity for Affirmative Action and Equal Employment Opportunity professionals from business, industry, not-for-profit organizations and educational institutions to join together with officials from federal government agencies that enforce Title VII laws and experts from the private sector to discuss mutual goals and objectives that focus on continuing education and enhancement of cooperative efforts. The venue provides opportunities for professional enrichment and networking for representatives of approximately 100 ILG Chapters nationally. Also, it provides a venue for a local ILG chapter or consortium of chapters to step to the forefront in ILG leadership and showcase extraordinary achievements and best practices made in their region.

Hosting an ILG national conference is a serious endeavor. The past successes and/or failures of previous ILG national conferences are no indication of how your conference will fare. Although hosting an ILG national conference involves some degree of risk, there are resources available to assist you in your planning efforts. A dedicated team willing to put in long hours, above and beyond their normal workday, is essential to making a successful conference. Hosting a conference takes time, commitment, and planning. It is strongly recommended that any chapter contemplating hosting a conference poll member companies to determine the potential level of support both financially as well as in time commitments for employees involved in the planning process. *As each conference and host committee is different, the following is meant to serve as a guide and offer tips and insights from previous conference hosts.*

Many conference hosts have elected to contract with a professional meeting and event planner to plan and execute many parts of the conference. An Executive Planning Committee comprised of members of the local ILG Chapter and federal government agency representatives should be formed early in the process to determine if a meeting planner is required, what services the meeting planner will deliver, and the specific responsibilities of the meeting planner. If a meeting planner is used, a request for bid should be prepared and bids solicited from potential firms. Consideration may be given to selecting local firms that have specific knowledge of local requirements, hotels, transportation, union involvement, and other logistical issues or you may consider a planner that has successfully planned a previous ILG national conference. Costs of meeting planners vary widely but generally they receive compensation via hotel commissions and a percentage of registrations from the conference. Meeting planners can be a valuable resource especially in areas such as managing conference registrations and negotiating with other service providers. *Talking with previous ILG conference hosts about their use of a meeting planner is highly recommended.*



Roles & Responsibilities:

Executive Planning Committee

No matter how skilled the conference chair may be, without a dedicated, supportive Executive Planning Committee a successful conference is in jeopardy. The Executive Planning Committee establishes the theme of the conference, establishes the overall conference budget as well as the budgets for individual committees, oversees all the various conference committees and is responsible for the overall execution of the conference. Both the conference chair and the Executive Planning Committee members must be willing to make at least a one year commitment of time to conference planning activities. While not a requirement, members of the Executive Planning Committee are often the chairs of the various committees described herein.

TIPS

- *The Executive Planning Committee is to not only include local OFCCP and EEOC officials in the process but to seek support from the Regional OFCCP and EEOC Directors as well.*
- *The local convention and tourism bureau and/or local chamber of commerce can provide valuable support and should be consulted to determine what services or guidance they are able to offer.*
- *It is also value-added to have other national & regional ILG members on your executive planning committee and sub-committees. This action support the national conference feel and look vs. a local conference. Also there is an expectation that the national & regional ILG people will promote and support the event. This action gets them engaged.*

Conference Chair

Essential to successful conference planning is having a chair or co-chairs to lead the effort. This person(s) needs to be highly organized and responsible with strong leadership skills that include strategic focus, motivating others, project execution, cross-organizational collaboration, and communications. Another primary requirement is that the individual(s) selected to chair the conference must have support from their employer to commit the required time to lead the event. Also, it is helpful that the chair and/or co-chairs have positive working relationships with the federal government agencies.

Conference Committees

While there is an advantage to committees being formed, managed locally and providing frequent reporting to the Executive Planning Committee, these actions can also be accomplished by conference calls and e-mails. As such, the contributions of non-local ILG support should also be considered. All committees are charged with the responsibility of working within their designated budgets. A wise decision is to have a chair and co-chair for each committee because during the long term nature of conference planning, individual jobs, careers and conference commitments may change. Chairs may also find it helpful to contact previous conference committee chairs to obtain “lessons learned” information. Potential committees and their basic responsibilities are described below.

Committee	Responsibilities
Program Committee	<p>This committee’s responsibilities can include the following:</p> <ul style="list-style-type: none"> - Determining the needs and expectations of the audience - Selecting keynote speakers - Designing workshops and securing workshop presenters, speaker bios and program descriptions - Securing HR certifications/credits (i.e. HRCI, CLE) - Determining audio-visual needs for speakers and workshops - Establishing pre-conference sessions and speakers - Balancing speakers from the OFCCP, EEOC, and AA/EEO consultants and practitioners - Including 1 or 2 nationally known inspirational type speakers that can deliver an impactful message consistent with the conference theme - Obtaining presentation materials from speakers for diversity & inclusion in conference materials - Securing members of the local ILG chapter to open and close workshop sessions with welcoming remarks and ensure post session evaluation forms (if used by the conference) are completed. - Oversight of layout for conference brochure - Securing corporate advertisements - Securing publisher for conference brochure - Obtaining letters of support of conference from mayor and other people of influence (conference chair, ILG Director, EEOC Director, OFCCP Secretary Deputy, etc) to place in brochure - Identifying/recruiting new government contractor & sub-contractor corporations to support the conference - Ensuring the quality of speakers - Review of conference contract <p><i>NOTE: Speaker fees vary widely but many will speak at nominal or no charge at all just to have the opportunity to address a large audience of AA/EEO practitioners. In addition to a speaking fee, speaker costs may also include costs for airline travel, lodging, meals and ground transportation (i.e., limo or car service). Speakers from government agencies typically do not accept fees though occasionally may request to have travel costs reimbursed.</i></p> <p><u>TIPS</u></p> <ul style="list-style-type: none"> • <i>A wise but slightly aggressive budget for well-known and highly admired speakers can significantly add to the potential success of the conference.</i> • <i>Insurance for board personal liability and overall conference planning meeting is extremely beneficial.</i>

Committee	Responsibilities
Finance Committee	<p>This committee’s responsibilities may include the following:</p> <ul style="list-style-type: none"> - Establishing 501c3 or 501c6 federal tax status (not for profit) for the hosting ILG - Establishing an overall conference budget - Establishing quantity discounts for multiple registrants from one company - Establishing bank accounts - Receiving funds from corporate sponsorships and registrations - Paying expenses - Buying director liability and event cancellation insurance if so decided by the Executive Planning Committee - Providing monthly accounting of accounts to the Executive Planning Committee - Review of conference contract - Setting up a merchant account for registration payments <p><u>TIPS</u></p> <ul style="list-style-type: none"> ▪ <i>The Finance Committee is to make financial commitments based on what is happening in the global, national and local economies as member participation, company sponsorships, and overall conference attendance may be impacted.</i> ▪ <i>Pay bills in full as you go vs. a deposit at the beginning and remainder at the end of the event (if your budget will allow).</i> ▪ <i>Select a bank that will give you added benefits. For instance, a member of your executive planning team may be an employee at a well established bank with strong community outreach efforts. That bank may offer you a checking account with no monthly checking fees, or no hold on checks.</i> ▪ <i>Secure state tax exemption</i>
Logistics Committee*	<p>This committee’s responsibilities may include the following:</p> <ul style="list-style-type: none"> - Determining with Executive Planning Committee the conference hotel which include considering the hotel’s physical location (safety, accessibility to local amenities/attractions, distance and transportation access from the airport, etc.) - Negotiating hotel room and parking rates - Estimating attendance and booking hotel room blocks - Arranging for potential “spill-over” hotel if room block exceeded - Selecting menus for conference meals and break outs - Estimating number of meals - Establishing overall budget for meals, audio-visual, entertainment, etc. - Arranging for meeting rooms - Coordinating all audio-visual needs with Program Committee - Arranging social activities, bands, entertainment and ground transportation for conference attendee to outside conference venue events - In coordination with the Registration Committee, determining if event ticketing is needed for outside and conference venue events - Obtaining special airline and rental car rates - Providing ground transportation for speakers - Making any required local security arrangements for speakers or activities - Providing lists of local attractions and restaurants for attendees - Dates of planned renovations, if applicable

Committee	Responsibilities
Logistics Committee* Cont.	<ul style="list-style-type: none"> - Any changes of hotel ownership being discussed? - Meeting space capacity for breakouts and general sessions - Review deposit requirements, attrition and indemnification clauses. Make sure nothing raises a red flag. - Ensure no competing organizations are booked at the hotel at time of booking - Ensure you have in writing that if rooms are resold, you will not pay penalties. Any cancellation penalties exclude tax and are based on lost profit not lost room revenue. - Create a event flow/timeline of deliverables to ensure your planning stays on track - Set up monthly, bi-weekly, or weekly status meetings – more frequent as meeting approaches - Select a photographer <p>Some things for the Logistics Committee to consider in planning include:</p> <ul style="list-style-type: none"> - Quality of guest and meeting rooms - Meeting room capacity (1 large room for plenary sessions and sufficient break out rooms for workshops and concurrent sessions) - Arranging for hotel workroom for conference registrations and assembly of conference give-away items and program items - Only booking ballrooms for evening events when necessary - Booking more guest and meeting rooms at beginning and releasing them as reservations and workshops are determined. Current economic conditions should be considered when reserving room blocks as hotels may be unwilling to reduce room blocks late in the process. Negotiate the ability to adjust room blocks with the hotel during the contracting process. - Make good estimates on number of meals as hotel will charge for all meals ordered even if not used - Review records from previous conferences to get an idea of guest and meeting room needs and meals actually served but always keep the present economic situation in mind when making decisions - Determining the number of drink tickets - Design, administration and analysis of conference survey - Selecting VIP car rental for pick-up and return of VIP conference attendees - Secure complimentary rooms for conference staff (allocation based on how many people register for conference) <p><u>TIPS</u></p> <ul style="list-style-type: none"> • <i>A significant decrease in audio visual equipment will be realized if you can secure laptop computers.</i> • <i>Try to secure Presidential Suite for conference chair. Additional meeting can be held in the room with staff. This is usually negotiated in the beginning as complimentary.</i>

Committee	Responsibilities
Registration Committee*	<p>This committee’s responsibilities may include the following:</p> <ul style="list-style-type: none"> - Determining registration procedures - Coordinating with Marketing Committee for all mailings - Receiving incoming registrations - Handling on-site registration and walk-in - Coordinating and assembling give-away items from sponsoring companies in conference bags (with Marketing/Communications Committee) - Establishing with Executive Planning Committee the break-even registration fee - Securing conference badges with lanyards - Secure a work area - Creating electronic payment receipt for attendees
<p><i>* NOTE: If the Executive Planning Committee elects to use a conference meeting/event planner, some of these responsibilities may become those of the meeting/event planner.</i></p>	
Marketing and Communication Committee	<p>This committee’s responsibilities may include the following:</p> <ul style="list-style-type: none"> - Working with the Executive Planning Committee and Program Committee to determine the conference theme - Obtaining lessons learned from previous conference Marketing and Communication Chairs - Designing and producing conference brochures, logos and letterhead - Designing and producing all registration materials - Designing and producing conference agendas - Designing, producing and assembling conference bags with give-away items and conference hand-out materials (with Registration Committee) - Accumulating and publishing workshop and plenary session handouts (with Program Committee) - Managing public relations and conference advertising - Marketing conference to vendors, consultants, past participants, professional associations, local and regional EEO/AA professionals - Selecting web designer - Designing conference promotion PowerPoint slide presentation - Secure NILG approval to use logo on website, and other promotional items - Retrieve electronic emailing listing from previous year’s ILG conference host <p>Things for the Marketing and Communication Committee to consider include:</p> <ul style="list-style-type: none"> - Timing of “Save the Date” mailings to potential attendees - Using email or regular mail to contact attendees - Avoiding use of bulk mail as timely delivery is unreliable even though less costly

Committee	Responsibilities
Corporate Sponsor Committee	<p>This committee’s responsibilities may include the following:</p> <ul style="list-style-type: none"> - Soliciting financial contributions from corporate sponsors - Establishing sponsorship levels and sponsorship events (meals, break outs, receptions, entertainment, etc.) - Developing solicitation materials in conjunction with Marketing and Communication Committee - Managing all fund raising activities for the conference - Soliciting, collecting, and organizing “in-kind” contributions that may include printing, financial/banking services, legal assistance, and giveaway items - Ensuring all sponsors receive acknowledgement in printed programs and other conference recognitions - Creating invoices to sponsors - Obtaining corporate banners to place in area where event sponsored is being held - Seeking out new corporate sponsors
Vendor/Exhibitor Committee	<p>The responsibilities of this committee may be stand alone or combined with another committee and may include the following:</p> <ul style="list-style-type: none"> - In conjunction with the Corporate Sponsor Committee and Marketing and Communication Committee marketing conference opportunities to vendors - Arranging for vendor exhibit space and receipt of exhibit materials with the hotel (in conjunction with the Logistics Committee) - Determining appropriate vendor exhibit fee (in conjunction with the Finance Committee) - Managing all communications with vendors and handle any vendor related issues/concerns - Coordinating the Vendor/Exhibitor welcome reception typically held the first (opening) night of the conference <p>NOTE: Vendor space should be allocated in a first come, first serve basis.</p>

Sample Timeline



Time Frame	Planning
Three Years Prior	<ul style="list-style-type: none"> - Obtain support from local ILG members and member companies to participate in hosting the conference - Determine dates for conference - Submit interest of hosting conference to the NILG Board - Obtain NILG approval of hosting conference - Incorporate local ILG as a 501c3 not for profit organization - Obtain tax exempt status letter (very valuable for saving money on purchases and hotel related expenses!) - Select conference Chair and committee chairs
Two Years Prior	<ul style="list-style-type: none"> - Select and contract with hotel - Determine conference theme - Begin marketing conference - Begin arranging speakers, workshops, and plenary sessions - Contract with entertainers and/or venues for events - Solicit support from the local convention and tourism bureau and/or chamber of commerce
One Year Prior	<ul style="list-style-type: none"> - Open registration - Deliver Conference marketing presentation to NILG Board - Program Committee begin work on Conference Program Agenda
Six Months Prior	<ul style="list-style-type: none"> - Select menus for meals - Finalize Program agenda and obtain speaker bios - Finalize all logistics
Five Months Prior to Conference Date	<ul style="list-style-type: none"> - Review attendee registration progress to goal and take appropriate steps to boost attendee presence, if necessary (solicit help of NILG Board Members to promote within their regions, etc.). - Review hotel registration status vs. goal and takes steps to address shortfall, if necessary - Program status review on-going - Budget status review on-going
Post Work – One Month After Conference & Later	<ul style="list-style-type: none"> - Ensure all residual bill are paid - Ensure itemization of account completed - Ensure Contribution to incoming ILG Conference is made - Ensure contribution to NILG made - Follow-up of analysis of survey data