

APPENDIX C - MEETING DEVELOPMENT AND MARKETING TIMELINE & CHECKLIST

1 Year Out

- 1) Appoint Planning Committee members - Set meeting date and location for first meeting.

9 Months Out

Hold first Planning Committee meeting to:

- 1) Review previous years' information including evaluation forms and post-budget performance review.
- 2) Establish meeting objectives and scope of program.
- 3) **Select meeting date and location.**
- 4) Determine audience(s): members, past attendees, industry and government leaders.
- 5) Identify meeting theme.
- 6) Establish a working budget and set fees for registration, exhibitors, special events, etc.
- 7) Develop program and agenda.
- 8) Select speaker topics and speakers.
- 9) Assemble exhibitor prospect list.
- 10) Prepare a master schedule of all activities including preparation of promotional materials and deadlines.
- 11) Assign program area responsibilities.
- 12) Send AOAC "Speaker Request" and "Visit Report" forms to AOAC Membership Coordinator, Section Programs.

6 - 8 Months Out

- 1) **Identify a facility and negotiate a facilities contract.**
- 2) Draft invitation letters to speakers and exhibitors.
- 3) Send meeting details to the AOAC Manager, Section Programs so information can be added to the AOAC *Inside Laboratory Management* magazine calendar and the AOAC web site.
- 4) Contact AOAC Manager, Section Programs to request a list and/or labels for meeting promotion.
- 5) Review procedures for registration.
- 6) Begin preparation of meeting brochure including copy, layout and design.

4 - 5 Months Out

- 1) Finalize speakers and exhibitors.
- 2) Send confirmation letters and exhibitors prospectus.
- 3) Print promotional materials.
- 4) **Mail promotional materials** including program agenda, registration form and "Call for Papers".
- 5) Broadcast fax and/or e-mail meeting details to targeted potential meeting attendees.
- 6) Send press release to related organizations.
- 7) Finalize speakers and exhibitors.
- 8) Confirm door prizes and potential door prize contributors.
- 9) Set time for Section Executive Committee meeting.
- 10) Send brochure and Section Executive Committee meeting details to AOAC Manager, Section Programs.

90 Days Out

- 1) Follow-up on "Call for Papers".
- 2) **Send second mailing of promotional materials.**
- 3) Determine meeting space availability for sessions, posters, exhibitors, registration, meals and breaks.
- 4) Create an exhibitor map.
- 5) Finalize special event activities.
- 6) Arrange insurance coverage, if needed.

60 Days Out

- 1) Order badges, signs, gifts and other meeting supplies.
- 2) Select banquet food and beverage requirements and finalize on-site arrangements.
- 3) Send shipping details to exhibitors, speakers and AOAC Membership Coordinator, Section Programs.
- 4) Arrange staffing and volunteers for registration.
- 5) Send second mailing of promotional materials.

30 Days Out

- 1) Assemble on-site materials: registration, programs, badges, evaluation forms and AOAC promotional materials.
- 2) Provide site with final list of audio-visual requirements and finalize food guarantees.

2 Weeks Out

- 1) Ship materials to meeting site
- 2) Review room list with meeting site staff.
- 3) Prepare list of meeting registrants

On-Site

- 1) Check materials shipped in advance.
- 2) Meet with site staff to confirm arrangements and review set-up details.
- 3) Meet with exhibitors for set-up
- 4) Collect door prizes.
- 5) Prepare registration materials.
- 6) Provide an accessible area for attendees to return evaluation forms.

Post Meeting

- 1) Send thank you letters to speakers, volunteers, sponsors, exhibitors, suppliers and facility.
- 2) Review meeting evaluation forms and perform post-budget performance review.
- 3) Send meeting attendee list, (3) copies of the Final Program, Financial statements, Executive Committee meeting minutes, Updated Executive Committee roster (with positions and terms) to AOAC Membership Coordinator, Section Programs within 30 days of meeting date.