WSBA Advancement Department

PROGRAM CHAIR TIMELINE

SEMINAR NAME_____

SEMINAR THEME _____

- ❑ **= Chair activity**
- • **= WSBA staff activity. Seminar Development Specialist = Lead**

12 months or more	
	❑ Section's Executive Committee develops the annual education calendar. ❑ Work with WSBA-ADV to place program date on seminar calendar. ❑ If seminar is not at the WSBA-CLE Conference Center, work with WSBA-ADV on target locales. Midyear seminars can schedule 3 years out.
6 months or more	
Date	❑ Meet with Lead to establish seminar timeline; brainstorm theme, structure, and outcomes. Collaborate on title. ❑ With Lead, develop seminar topic and subtopic outline; brainstorm session formats (panel, deep-dive topics, interactive hypotheticals, open discussions, point/counterpoint, demonstrations, role play, breakouts, etc.) ❑ Brainstorm methods for involving both in-house and webcast participants. ❑ Develop brainstorm list of faculty; begin inviting faculty. ❑ When inviting faculty: o Emphasize they are faculty, with *high quality* written materials expected. A copy of the PowerPoint is only a supplement. o Inform faculty they can get up to 10 credits for their prep time. o Tell them the theme/title of the seminar and work together to determine what the participants will learn from their presentation. o Ask them to present for 45/60/75 minutes – and leave at least 5 minutes to interact with participants. o Brainstorm interesting ways to structure their presentations (See Chapter 2 of the Faculty Guide) o Review due dates for their topic title/description, written chapter and bio (one month out) and PowerPoint and other media (one week out). o Brainstorm a jazzy title and description for their session or ask them to think about that and get it to you within 3 – 5 days. ❑ Lead sends chairs their Chair Packet, which includes timeline.
4 months or more	
Date	❑ Continue developing title, theme and seminar schedule. Continue inviting faculty; keep confirmed faculty engaged with information on general program developments. ❑ Provide Lead with faculty's contact information and session descriptions as they are confirmed. ❑ Provide Lead with 1st draft of seminar schedule and faculty (pending and confirmed)

3 months or more	
Date	❑ Finalize title, seminar schedule, seminar descriptions and faculty with Lead. ❑ Lead creates draft brochure; Chairs to edit and comment. • Welcome letters sent to confirmed faculty.
2 months or more	
Date	• Initial mailing of brochure (dependent upon program/faculty confirmations). ❑ 1st Faculty Call: Seminar theme; connections with other sessions; panels; preparing your topic and written materials; seminar schedule, etc. ❑ Chairs meet with panels; confirm topics and format with faculty; review written materials deadline (one month out) and PowerPoint/Media (one week out).
4 - 6 weeks	
Date **Date**	❑ Faculty delivers coursebook chapters and bio to Seminar Developer. Chairs assist with unresponsive faculty. ❑ Attend 2nd faculty call; review Webcast/In-house presentation best practices; review media needs and schedule of the day; create connections between sessions; develop rapport among faculty and WSBA staff. ❑ 2nd brochure mailing (dependent upon program/faculty confirmations). ❑ Inform Lead of any special needs (accessibility, dietary, schedule).
3 weeks or more	
	• Program broadcast email goes out to selected members.
1 week out	
Date	• Program Coordinator contacts faculty for PowerPoint/media and confirms AV needs. ❑ Chairs divide seminar roles: introductions; microphones, greeting faculty and participants.
Day of Seminar	
Date	❑ Arrive at least 30 minutes before start of seminar. ❑ Check in at registration desk; meet with Webcast team; review housekeeping notes; get timing cards and microphones; review other details with Lead. ❑ Greet participants and faculty; introduce faculty; act as moderator and spur questions as needed; assist with faculty's last-minute needs. ❑ Run the microphone to in-house participants with questions. ❑ Enjoy the seminar. You earned it.
After Seminar	
Date **Date**	• WSBA staff sends thank-you letters to faculty. • Lead sends preliminary financials to Chair(s) and Section Executives • Lead sends final financials to Chair(s) and Section Executives; transfers funds