Operating Procedure 03 – ASC Annual International Conference Guidelines

Purpose: To provide guidance for the execution of the ASC Annual International Conference.

[Reference Article X of the ASC By-laws]
[Reference OP 06 - Region Directors for Regional Conference information.]

1. **General**

    a. The Conference Host representative shall present the proposed schedule of events and conference facilities to the Board for approval at the midyear Board meeting.

    b. The 1st Vice President shall have the responsibility for planning, coordination, and oversight of the conference program.

    c. The 1st Vice President shall have general oversight responsibility for the host's logistical support for the conference.

    d. The ASC Annual International Conference Proceedings Editor/Publisher shall coordinate the paper presentations with the Conference Host.

    e. The Board shall select the Conference Host from host proposals at least two years prior to the ASC Annual International Conference.

2. **ASC Annual International Conference**

    a. Selection of conference host

        1. Any ASC member or group of ASC members may make a request to host the ASC Annual International Conference. Location of the conference will be determined by the host. The 2nd Vice President shall be responsible for solicitation of conference proposals within five business of the conclusion of the annual mid-year meeting.
        2. The solicitation will indicate that ASC will be making selections for the conference host institution at least two years in advance. Institutions responding to the solicitation should indicate if they are submitting only for a specific year, or if they are submitting for either year.

        3. A prospective conference host should submit a response per the Request for Proposals (RFP). The full proposal is due at the pre-board meeting of the ASC International Conference that year as indicated in the solicitation.

        4. The ASC Board reserves the right to award or reject proposals based on the merits of the proposal.

    b. Proposal Contents

        1. The ASC Board will select from the RFP respondents the best proposal meeting the needs of the ASC. Factors considered (at a minimum) by the Board shall include the

host institution, the facilities, conference location, costs, dates and the quality of the proposed program.

2. The Board will make its selection at the annual post-conference Board meeting. The selected host will be notified within two weeks of the post-conference Board meeting such that the respondent may begin to prepare a formal detailed conference plan for presentation at the next year's pre-conference meeting.

3. The proposal should include (but not limited to) the following:

    a. An oral and written presentation with sufficient copies of pertinent information. If necessary, a telephonic presentation may be made.

    b. An Invitation letter signed by the hosting institution's conference chair.

    c. A Proposed Conference Theme

    d. Brief description of the host's capability to execute responsibilities.

    e. Available conference facilities.

    f. Other information that might encourage approval, i.e., local attractions.

c. Timeline for Actions to Host The ASC International Annual Conference

    1. Three or Four Years Prior To Conference:

        a. The 2nd Vice President shall put out call(s) to member institutions interested in hosting the Conference.

    2. Two or Three Years Prior To Conference:

        a. Conference host presents formal proposal to ASC Board at post-conference board meeting.

        b. Responses to the 2nd Vice President RFP are received prior to the pre-conference Board meeting.

        c. ASC Board, through the 1st Vice President states requirements, negotiates changes, if necessary, and approves proposal.

        d. ASC President announces selected Conference Host, location and date to membership as soon as possible following selection by the Board and confirmation by the proposing Conference Host.

        e. Conference Host reserves conference hotel and meeting facilities and starts planning process.

    3. One Year Prior To Conference:

    a. In coordination with the 1st Vice President, Conference Host representative briefs Board at post-conference meeting on status of conference planning and receives information related to desired conference program.

    b. Conference Host appoints conference committees, establishes budget, and generates a conference home page.

4. Six Months Prior To Conference:

    a. Conference Host representative briefs Board at mid-year meeting on conference plans, local program, and unresolved problems.

    b. ASC 1st Vice President has responsibility for professional program content and coordinates program activities and requirements with Conference Host representative.

    c. ASC President assigns board member responsibilities for conference program tasks as necessary.

    d. ASC Proceedings Editor shall coordinate with the Conference Host and put out calls for paper moderators.

    e. Conference Host mails (if applicable) and sets up electronic conference information packet and registration forms to ASC membership in corporation with the 1st Vice President and Web Master.

5. 0-6 Months Prior To Conference:

    a. OP 03A - Annual International Conference Grant administration

    b. OP 07 – Awards administration

d. Responsibilities of Conference Host Representative

1. General: The Conference Host representative shall be responsible for planning and execution of the logistical requirements and the local social events for the ASC Annual International Conference in accord with ASC OP 03 - Annual International Conference Guidelines and ASC OP 03A - Annual International Conference Grant.

   The Conference Host representative shall report to the ASC 1st Vice President who shall determine/review the conference-meeting program for content and schedule.

2. Meetings: The Conference Host representative shall attend, either in person or telephonically, the Board of Directors post-conference and mid-year meetings during the year prior to hosting the annual conference to review/present planning, progress and schedules.

3. Tasks: The following tasks are typical of those required to fulfill Conference Host responsibilities:

a. Conference theme.

b. Coordination of speakers, presenters, guests, other seminars, etc.

c. Cooperation and coordination with other co-hosts (e.g. Sigma Lambda, Chi, MEAC, Architecture Plus Construction Alliance, CIB, etc).

d. Publicity/public relations.

e. Conference home page (to be published within one week after the Board mid-year meeting prior to the conference).

f. Registration form - design, distribution, listing.

g. Financial - Coordination with the ASC Finance Manager of the receipt of revenues by ASC and payment of expenses incurred.

h. Conference sponsors.

i. Hotel - reservation, coordination for number and cost of guest rooms, ground travel to airport, room layout, etc.

j. Meeting rooms.

k. Equipment - audio-visual, computer, modem, fax, printer, copier.

l. Equipment - needs assessment, set-up, security, recovery.

m. Meals - menus, table arrangement.

n. Refreshments for conference break periods.

o. Public and private transportation - vans, drivers.

p. Social events - tours and entertainment.

q. Conference Host exhibits and tour of host facilities/campus.

r. Student assistance.

s. Industry exhibitors - communication and coordination.

t. Program design, printing, and distribution.

u. Attendee packets - token gift, name tags, program, map, proceedings, receipts.

v. Spouse/Guest program.

w. Reception desk - guest facilitators, late registrations.

       x.   Letters of appreciation.

       y.   Budgeting and financial recap. Detail expenses report to be provided.

       z.   Conference evaluation and report.

3. Financial Planning

a. Seed money, to cover initial conference expenses, not to exceed $2,000.00 without prior Board approval, may be obtained from the ASC Finance Manager. The seed money must be returned to ASC after the conference. A full accounting of all cash receipts and disbursements will be maintained (the Conference Host may not charge any administrative or overhead expense to the conference) by the Conference Host and the ASC.

b. A final financial report shall be compiled by the Conference Host in conjunction with the ASC at the completion of the Conference and delivered to the ASC Finance Manager no later than June 1. Upon receipt of the financial report (See Table A), the ASC Board of Directors will review and the portion of profit/ (loss) will be shared between the Conference Host and ASC equally. This process is to be completed by June 30.

4. Budget

a. The Conference Host shall prepare a budget and determine conference registration fees with the objective of having the conference break even. The cost of credit card fees for processing registrations, the Student Grants (i.e. OP 03A - Annual International Conference Grant), and ASC Award plaques (i.e. OP 07 - Awards) are to be included as conference expenses. The ASC 1st Vice President has oversight responsibility for the conference financial budget. Note: ASC Lifetime Achievement Awardee and spouse travel is paid by ASC, however, registrations for the awardee and spouse are paid by the conference host. Conference hosts will absorb registration fees for previous ASC Lifetime Achievement awardees for any conference they attend.

5. Conference Sponsors

a. A conference may be enhanced without raising the registration fee by enlisting local construction industry to financially sponsor specific conference events. Industry involvement in conference activities must support and be in accord with the purpose of ASC and have prior Board approval. The Conference Host shall coordinate and account for all sponsor donations, whether cash or in-kind (e.g. services donated).

6. Hotel/Conference Facilities

a. The Conference Host must obtain tentative hotel and meeting room reservations prior to making the proposal to the board two years prior to the conference. Obtain reservation and group room rate confirmation in writing as soon as possible after approval of the conference location. University meeting rooms and conference facilities has often been used to lower costs. Local circumstances will dictate the options available. The hotel contract is to be reviewed and approved by ASC 1st Vice President and ASC Finance Manager before final signature by the Conference Host.

7. **Publicity/Public Relations**

   a. The Conference Host shall plan a short presentation highlighting their conference to the attendees of the general membership meeting at the conference prior to yours. Provide Chamber of Commerce or Department of Tourism brochures if available. Produce a conference home page linked to the ASC home page and provide additional links to their program, school, and the surrounding attractions. In early November, the Conference Host shall provide sufficient registration information to each member school. Include the tentative conference program and all the information necessary to registering for the conference and making hotel and transportation arrangements.

8. **Transportation**

   a. The public ground transportation available to meet the needs of the attendees must be included with the conference registration packet. Attempt to obtain a reduced conference rate for airline travel. Make arrangements for using University vans to shuttle participants locally, if necessary. Provide details such as time schedules and pickup points on a map, if possible.

9. **Meals**

   a. Select menus and provide estimates on number of meals. Determine latest available time to determine cost and number of meals. Anticipate some no-shows so to minimize charges for uneaten meals. This is particularly likely for the Saturday morning breakfast. Most restaurant managers will be able to quickly provide added place settings if the meal count was low. Meals should also include a lunch or dinner for the invited guest speakers.

10. **Program**

    a. The ASC 1st Vice President has overall responsibility for the conference program content, but is dependent on the Conference Host representative for program arrangements such as room assignments and locally sponsored events. The program's content should be outlined by the Conference Host at the post-conference board meeting, one year prior to the event, and refined to include times at the mid-year meeting, approximately six months prior to the event.

11. **Guest Speakers**

    a. The Conference Host shall coordinate with the ASC 1st Vice President in the selection of guest speakers and the coordination of their needs. There shall be no registration fee for invited guest speakers.

12. **Visual Aids / Multi-Media Equipment**

    a. All speakers should be asked for their equipment needs, and the equipment made available at the appropriate time and place. The ASC Proceedings Editor will determine the equipment needs of those presenting papers. All speakers will have appointed moderators selected by the Conference Host in coordination with the Proceedings Editor and the 1st Vice President. The moderator's duties include assuring that the speaker's

equipment needs are met. (See Table A.) Include costs of equipment in the conference budget, if necessary.

13. Computer and Copier Support

a. Internet access for attendees is required during the conference. Make arrangements for a computer with internet access service and a printer. The Conference Host is to provide a sufficient number of projectors with the capability to facilitate conference presentations. In addition, the Conference Host needs to arrange for a copier or copy service.

14. Registration fee will be determined by Conference Host and the ASC Board of Directors.

a. Maintain a list of attendees, their institution, and fees paid as they register. Registrations will likely come in slowly, even if there is a reduced fee for early registration. Expect some to register upon arrival. Have enough persons at the conference registration table to handle pre-registered attendees as well as those not registered. Prepare attendee packets prior to arrival to include at least nametags, the latest program schedule, maps, published proceedings, token gift, and a receipt for the registration fee. Have a person on standby to help resolve problems. As soon as registration is completed, attendees appreciate having a list of all who attended the conference.

15. Facilitation / Student Support

a. It is helpful to have host faculty and students identified by a unique color name tag or badge ribbon and readily available to provide assistance to attendees. Students often provide valuable host services such as van driver, tour guide, or messenger.

16. Name Tags

a. All conference participants should be provided with a plastic covered nametag that identifies the name and institution of the person. Print the first or nickname in the center with large bold font, so that it is easily read. First-time attendees, Board of Directors, guests, speakers, exhibitors, and hosts need to be provided with unique color and/or ribbon on their nametags.

17. Guest/Spouses' Program

a. Attendance by guest/spouses varies depending on location, but particularly where local attractions are of high interest. The conference attendance may be raised by offering activities for guest/spouse attendees. A registration fee can be charged for the guest/spouse activities to cover costs incurred.

18. Exhibitors

a. Fees:

   1. Charge higher for non-members. In addition, all exhibitor representatives shall pay the conference registration fee. Exhibitor and registration fees shall be paid to the ASC. Non-profit construction related organizations will be provided complimentary

exhibit space on a space-available basis. Each organization representative shall pay the conference registration fee.

b. Conference Host Responsibilities:

1. Identify industrial members and other non-members who may desire to exhibit their product or service to construction educators at the ASC Annual International Conference.

2. Identify space at conference facility to accommodate exhibitors. Select space that provides security for display materials as well as visibility to attendees. Visibility may be enhanced by having the refreshments during program breaks in the display area.

3. Send communications (i.e. letter/electronic) to prospective exhibitors providing conference registration information, exhibitor registration information, and other information such as:

   a. Contact person to answer exhibitor's questions.

   b. Days and hours when exhibits will be displayed.

   c. Size of exhibit space and table provided.

   d. Accessibility of electrical power.

   e. Number of attendees anticipated.

   f. Person and address to receive shipments of exhibitor materials.

4. Arrange with hotel or other conference facilitator to receive and store exhibitor materials that are shipped for the conference.

5. Determine availability of shipping service for exhibitor materials after the conference.

6. Advise and coordinate needs of exhibitors.

7. Recognition of Exhibitors: Provide name tags. List exhibitor companies in the printed conference program. List exhibitor representatives on the list of conference attendees.

8. Recognize and thank the exhibitors for their contribution to the conference at an appropriate time in the conference. Make the exhibitors feel welcome.

9. Post-Conference Reports

a. Send a report to the ASC 1st Vice President (e-mail is acceptable) containing the conference evaluation results, a list of the attendees, and your recommendations for future conference planning. Send a financial report to the ASC Finance Manager with an information copy to the 1st Vice President to be completed no later than June 1 (see Table 2).

10. Individual Conference Refunds

    a. Faculty registration fee refunds shall be made if requested and received three weeks or more prior to the conference starting date. Refunds after that date shall be made for reasons such as illness or family emergency as determined by the conference host. This policy shall be printed on the conference registration form.

Table 1:

PAPER PRESENTATION MODERATOR INSTRUCTIONS
Moderator Responsibilities: Maintain the program schedule
Assist the speaker

Normally, **30 minutes is scheduled for each presentation** including the time for questions and answers:

- 5 minutes for preparation
- 15 minutes for presentation
- 10 minutes for questions

It is important that the presentations start and end on time. To assist the speaker to do a good job, it is best that you meet with the speaker, or at least communicate with the speaker, well before the presentation to introduce you, offer assistance, and obtain sufficient biographical information to make a brief introduction.

Technique to maintain the schedule:
Check the program for scheduled times and start your introduction of the speaker on time. Have a pre-planned unobtrusive signal arrangement with the speaker to communicate 10, 5, and 1-minute warnings. One way is to stand and take a position to the side or behind the audience at the 10-minute warning, raise your hand showing five fingers for the 5-minute warning, and walk slowly to join the speaker at the front of the audience when one minute remains. If questions are still coming when it is time to end, suggest that the interested parties meet privately with the speaker during the break. Then thank the speaker for the presentation and the audience for their interest.

Additional considerations to assist the speaker:
Check the room at least one hour prior to the presentation to ensure that the speaker's required equipment is in the room and in working order, or that assurances have been made to provide the equipment as required.
Arrive at the room 5-10 minutes before the presentation to assist the speaker and attend to any last minute details.

Operate projection equipment if desired.

Dim and brighten the room lighting as required during the course of the presentation. If a microphone is used, be familiar with or make arrange for adjustments, if they become necessary.

Announce during the introduction how the speaker would like to handle questions and answers - during or after the talk. If the audience is reluctant to ask questions and if the speaker is relying on questions for discussion, ask a question that will possibly prompt more questions from the audience.

Table 2:

ASC Annual International Conference- (Host) - (Date)				
Income and (Loss) Statement				
Description	%	Amount	Subtotal	Net Total
REVENUE:				
Registration Revenue:				
Conference Attendees	##			
Exhibitors	##			
Donation Revenue	##			
			$ -	
EXPENSES:				
Personnel	##			
Graduate Awards	##	**Up to $3,000**		
Transportation	##			
Supplies	##			
Giveaway Items	##			
ASC Awards	##			
Registrations for ASC Lifetime Achievement Awardees	##			
Web Development	##			
Signage	##			
AV Equipment	##			
Entertainment	##			
Meals for Pre- and Post-Conf. Board mtgs. Including rental of the room.	##			
Printing	##			
Conference Facility/Food/Drink	##			
Credit Card Fees	##			
Miscellaneous Expenses	##			
			$ -	
		NET INCOME (LOSS)		**$ -**