



CONFERENCE PLANNING MANUAL

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CONFERENCE PLANNING MANUAL

CONFERENCE PLANNING POLICY

Chapter 1

IIMC'S ANNUAL CONFERENCE PHILOSOPHY

The Annual Conference is an IIMC program offered to its members and their guests on behalf of the IIMC membership and Board of Directors. The Conference Planning Manual is a living document subject to change to allow for Conference growth.

CONFERENCE PLANNING MANUAL

The Conference's main purpose is to provide quality education and Academy programs, an exhibit hall and a variety of opportunities for IIMC members to network with their colleagues. This major event is intended to raise money to supplement IIMC's existing programs, to develop new ones and to implement new products and services to benefit IIMC members.

PLANNING/PROGRAM DEVELOPMENT

IIMC is responsible for planning, developing and implementing programs, financing, marketing, evaluating and administering activities at its Annual Conferences.

CONTRACTS

These tasks are carried out in collaboration between IIMC and its partners -- Municipal Clerks from the Host City, State, Province or Country where the Conference is held. IIMC also relies on other individuals (sponsors), learning institutions and organizations to aid in producing a first-class event.

IIMC approves and signs all contracts for services, goods or materials which are IIMC's financial responsibility.

The Host City and/or CVB cannot add rebates to the sleeping room rates without IIMC's expressed permission.

Hotel Assignments/Room Rates:

IIMC is solely responsible for selecting its Conference Host and Overflow hotels, for assigning space within the hotels and for negotiating concessions and setting group rates.

Financial responsibility for Annual Conferences are shared among IIMC and other individuals and groups who may benefit from, or choose to support, Conference activities.

Meeting Space Assignments:

IIMC is solely responsible for assigning all meeting space within its Conference hotel(s) and convention center.

FINANCIAL RESPONSIBILITY

Financial responsibility for Annual Conferences is shared among IIMC, Host Cities, Host Municipal Clerk State, Provincial or Country Associations, and other individuals and groups who may benefit from, or choose to support, Conference activities.

Annual Conference costs are recovered in full through Conference registration and other fees, individual and group contributions of time and resources, business fees, voluntary contributions, and other sources of support.

IIMC seeks a financial profit from Conference income.

CANCELLATIONS

IIMC reserves the right to cancel or postpone any Annual Conference due to circumstances beyond its control in accordance with contractual obligations.



CONFERENCE PLANNING MANUAL

CONFERENCE PLANNING POLICY

Chapter 1 (continued)

ASSIGNMENTS

Fees:
Schedules:
Duties:
Registration:
Badges:
Office Materials:
Safe Deposit Box/Receipts:
Security:

IIMC establishes all registration fees, the Conference daily schedule; receives and deposits all monies; maintains Conference records; sends registration acknowledgments and conference updates to Delegates; develops volunteer needs list, hours, duties, etc.; arranges space for registration work area, storage and IIMC office; assigns Host Committee workroom; prepares individual registration envelopes with registration cards, badges and ribbons and event tickets.

IIMC arranges for a safe deposit box, IIMC office materials, controls cash receipts and deposits, oversees Delegate and Guest registration, and arranges security for the area.

CONFERENCE EVALUATIONS

IIMC is responsible for creating, administering and processing a Conference evaluation plan with IIMC's Education & Personal Growth and Research Committees.

IIMC will analyze and report evaluation results to IIMC members, Committees and presenters.

CONFERENCE TOURS

IIMC is responsible for selecting and contracting with the local tour operator to provide pre and post and daily guest/spouse Conference Tours; promoting tours in various publications; and arranging for on site tour operator.

HOTEL ACCOMMODATIONS

IIMC arranges hotel accommodations for IIMC staff, President, President Elect and Vice President, and invited Region XI guests in contracted hotel rooms.

BOARD REPORTS

Host Committee is responsible for submitting reports twice yearly -- annual conference and mid-year meeting.

BOARD MEETINGS

IIMC schedules and arranges meeting space, provides audio visual needs, prepares agendas and materials for IIMC Board meetings (there are two planned meetings).

MARKETING/PROMOTION (SEE CHAPTER 8)

IIMC is responsible for the overall Conference marketing, promotion and public relations program. This includes directing the writing, designing and printing of all materials in the *News Digest*, Preliminary Program, Conference Program, IIMC web site and other literature.

INVOCATION/PUBLIC PRAYER GUIDELINES

All sit-down, plated meal functions require an invocator to administer a non-denominational prayer. See attached Public Prayer in a Pluralistic Society: Guidelines for Civic Occasions. See Attached.



CONFERENCE PLANNING MANUAL

IIMC SITE VISITS Chapter 2

IIMC/HOST COMMITTEE RESPONSIBILITIES

During IIMC's Site Visit, IIMC staff will meet with the Host Committee to discuss the Annual Conference. As part of the Site Visit's goals, IIMC needs to visit and inspect the following venues:

- Conference hotels,
- Convention Center if it will be used,
- Exhibit Hall,
- Breakout rooms for concurrent education sessions,
- All-Conference event venue,
- Opening Reception venue TBD annually
- Annual Banquet venue, and
- Opening Ceremony venue.

IIMC will also need to meet with the following groups:

- Host Committee Chairs,
- All-Conference Event caterers,
- Annual Banquet caterers,
- Luncheon caterers,
- Tour operators, if any,
- CVB personnel assigned to the Conference,
- Transportation providers,
- Hotel management and staff to Conference, and
- Decorators (Exhibit Hall).



CONFERENCE PLANNING MANUAL

EXHIBIT PROGRAM Chapter 3

EXHIBIT HALL PURPOSE

The purpose of an IIMC Exhibit Hall is to recruit regional, national and international vendors to display their current products or introduce new ones to IIMC Conference attendees. The Exhibit Hall encourages any vendor who deals directly or indirectly with local government units and Municipal Clerks.

HOST COMMITTEE RESPONSIBILITIES

Provide IIMC with a list of names of local or regional exhibitors who are interested in exhibiting at the Annual Conference.

Exhibit Hall Entertainment:

Provide IIMC with Exhibit Hall entertainment and assumes financial responsibility, keeping in mind Conference theme and International tastes.

IIMC RESPONSIBILITIES

IIMC will develop a promotional package (exhibitor program w/letter and contract) to be mailed no later than December prior to the Conference. IIMC will also:

- Establish the cost of the Exhibit Program and will notify the Host Committee of potential number of vendors;
- Contact IIMC regular and potential exhibitors;
- Market the Exhibit Hall program to all vendors including the prospective vendor list from Host Committee;
- Inform the Host Committee when specific vendors are approached so Host Committee and IIMC can collaborate on follow-up and Exhibit Hall details.
- Contract Exhibit Hall service providers (i.e., decorators, caterers, etc.);
- Coordinate Exhibit Hall Grand Opening;
- Provide security for exhibit area; and
- All costs associated with Exhibit Hall setup decorations.

IIMC will coordinate these functions with the Host Committee when required.

Revenue:

IIMC retains all revenues from the Exhibit Hall.

HOST BOOTH:

IIMC will provide Host Committee one complimentary booth at all Annual Conferences beginning with the first Conference after your City has been awarded the bid. IIMC will provide Host City one complimentary double booth at Conference preceding yours and a single booth for your Conference.



CONFERENCE PLANNING MANUAL

HOST COMMITTEE SPONSORED EVENTS/GIFTS Chapter 4

HOST COMMITTEE RESPONSIBILITIES

The following lists all events, programs, gifts and prizes which require the Host Committee to either provide at its own costs or to acquire sponsorship or funding sources to ensure these items are accomplished.

Host Committee Meetings:

All Host Committee meetings prior to the Conference. These Meetings are scheduled by Host Committee Chair/Host Clerk as necessary. Minutes of each meeting of the Host Committee shall be forwarded to the IIMC Conference Planner.

Host Booth:

You must staff your host Booth annually at the Conference beginning with the first Conference after your City has been awarded the bid.

Special Events:

Special events or enhancements approved by IIMC.

Opening Ceremony:

Acquiring flagpoles (16) uniform in size and flag stands; and the host city, state and US flags with emblem on top. These need to remain for the duration of the conference.

Speakers:

Any speakers(s) fee(s) that host Committee recommends whose fees exceed IIMC's budget. Special speaker(s) fees approved by IIMC.

Door Prizes/Optional Gifts:

Optional. However, if the Host Committee decides on providing Delegates with gifts or door prizes, then it is their financial responsibility to acquire these items. Door prizes are distributed as part of the Exhibit Program. Host Committee gifts may be included in Delegate tote bags.

Banners:

IIMC must approve the hanging of any Conference theme banner, display, sponsor placards or use of the IIMC or other logos, etc. prior to the printing of such matter.



CONFERENCE PLANNING MANUAL

HOST COMMITTEE SPONSORED EVENTS/GIFTS Chapter 4 (continued)

HOST COMMITTEE RESPONSIBILITIES (CONTINUED)

IIMC SITE VISITS

The Host City/CVB must provide IIMC staff complimentary accommodations (includes hotel lodging, transportation around your city, meals and other related expenses) for a "pre-conference site visit" (scheduled for June or July).

IIMC RESPONSIBILITIES

IIMC will provide the host city with sponsorship guidelines. This will include which companies can be approached for sponsorship and where the hosts can and cannot recognize their sponsors, i.e., banners, printed brochures, programs, etc.



CONFERENCE PLANNING MANUAL

FINANCE Chapter 5

HOST COMMITTEE RESPONSIBILITIES

Host City Conference Planner:

All costs incurred if it employs its own conference planner or consulting firm. Consultant is bound by all guidelines contained within this Manual.

Host City Sponsorship

Host Committee's financial obligations are outlined in Chapter 4. IIMC encourages Host Committee to solicit sponsorships from local business to help meet these costs.

Enhancement Responsibilities

Host Committee must consult with IIMC staff regarding Conference enhancements.

IIMC RESPONSIBILITIES

IIMC is responsible for the Conference budget. IIMC also:

- Confirms and preapproves all expenditures incurred by the Host Committee relating to items which are not specific Host Committee responsibilities outlined in Chapter 4;
- Maintains Conference accounts and financial records;
- Contract with hotel(s), convention center, special event facilities and any other related service;
- Arranges insurance to cover event venues;
- Pays for any permit required for any event during conference and reviews all other Conference insurance coverage; and
- Reviews insurance coverage of transportation and tour companies.

IIMC Sponsorship:

IIMC is responsible for seeking Conference sponsors to help offset Conference expenses.



CONFERENCE PLANNING MANUAL

EDUCATION SESSIONS

Chapter 6

HOST COMMITTEE RESPONSIBILITIES

- Recruit and provide a roster of Host Education Committee members to IIMC (or per timetable) prior to first site visit.
- Meet with IIMC Staff at each Annual Conference to discuss the education program.
- Meet with IIMC's Education Department to discuss program ideas, Conference possible presenters and working relationships.
- Consult with IIMC's Education Department on special presenters and topics.

Key Speakers:

- Identify and recommend possible presenters to IIMC. IIMC will confirm and obtain required presenter biographical data, photo and other information.
- Collaborate with IIMC staff in hosting speakers on site, visiting presentation venues, and introducing speakers to Conference Delegates as needed.



CONFERENCE PLANNING MANUAL

EDUCATION SESSIONS

Chapter 6 (continued)

IIMC RESPONSIBILITIES

- Coordinate and administer all aspects of the education program in collaboration with IIMC's Conference Education Committee and the Host Education Committee.
- Meet with Host Committee and Host Education Committee.
- IIMC will consult with Committee Chairs, Board of Directors, Institute Directors and others on preferred sessions and speakers.
- Select concurrent and Academy seminars, contact proposed presenters and design education programs.
- Confirm presenters, conveners, sessions, fees and expenses and finalize presenter contracts.
- Schedule speaker housing, session room, audio/visual needs and other accommodations.
- Prepare and maintain individual files on education sessions and presenters.
- Evaluation sheets surveying each individual sessions are recommended.
- Develop master program schedule of education sessions including dates, times, locations, convener information, audio visual requirements and other support information.
- Administer education program on-site.
- Conduct education sessions and Conference evaluations as preferred, and report survey results.
- Coordinate on-site speaker greeting, transportation and hotel arrangements.



CONFERENCE PLANNING MANUAL

GENERAL SESSIONS AND EVENTS

Chapter 7

HOST COMMITTEE RESPONSIBILITIES

Opening Reception:

The Host Committee is responsible for coordinating either all or part of the following events during the Conference week.

The Host Committee collaborates with IIMC in planning the function's food, music, decorations, permits, and any other related materials.

Opening Ceremony:

The Opening Ceremony is scheduled for (2 hours). Attendees include all Delegates, Guests, Institute Directors, Exhibitors, Sponsors, IIMC Staff, Host Committee and Volunteers.

The Host Committee assists IIMC with the planning, rehearsing and executing of the program. Assistance includes:

- Suggesting site (exhibit hall, theater, auditorium, etc.);
- Collaborating with IIMC on a production plan;
- Providing host city flavor (entertainment) suggestions;
- Recommending and, upon approval, obtaining emcee, invocator, entertainment, keynote and other speakers;
- Arranging greeting of local talent and speakers;
- Providing volunteers to usher, assist backstage moving chairs or musical instruments on and off stage on cue, assist with flag to pole assembly and distribution during rehearsals and actual ceremony;
- Assisting with planning the Parade of Flags if venue lends itself to having the Parade;

Meal Events:

- Selecting and arranging for invocators. The invocators are not paid, however, a meal is offered.



CONFERENCE PLANNING MANUAL

GENERAL SESSIONS AND EVENTS

Chapter 7 (continued)

HOST COMMITTEE RESPONSIBILITIES (CONT.)

Regional Dinners:

This is an optional evening event to be coordinated by IIMC's Regional Directors. The Host Committee suggests restaurants and provides approximate meal costs upon request.

All Conference Event:

The Host Committee is responsible for:

- Suggesting venue (see Site Visit - Chapter 10),
- Coordinating, planning and scheduling the program with IIMC,
- Providing food, beverage, entertainment suggestions,
- Providing assistance with acquiring any necessary permits on IIMC's behalf (see Chapter 4),
- Providing volunteers, and
- Assisting with transportation loading.

Annual Banquet:

The Annual Banquet is held on the last evening of the Conference. A one-hour No-Host Reception precedes the Banquet. The Host Committee is responsible for:

- Acquiring invocator,
- Acquiring accompaniment (such as bag pipers) for procession,
- Recommending banquet entertainment if needed with IIMC's approval, and
- Providing volunteers to help with badge checking and ticket taking.

MCEF Walk/Run

Recommend route, assist with acquiring permits and other requirements of Host City, obtain refreshments for participants (bottled water, juice, fruit, etc.)



CONFERENCE PLANNING MANUAL

GENERAL SESSIONS AND EVENTS

Chapter 7 (continued)

IIMC RESPONSIBILITIES

IIMC will work with the Host Committee to coordinate the following events.

Opening Reception:

IIMC will coordinate with the Host Committee the planning of the Opening Reception. IIMC is responsible for financing the event, providing the event is within IIMC's budget.

Opening Ceremony:

IIMC, in collaboration with the Host Committee, is responsible for planning, overseeing and executing the Opening Ceremony program. IIMC is responsible for:

- Incorporating the Conference theme in the Ceremony;
- Approving musical accompaniment and light design;
- Developing "prompt script" from speeches acquired, entertainment and selected music and lighting agreed upon and staging requirements;
- Directing (issue all cues) the show;
- Scheduling production meetings and two rehearsals - technical (light and music technicians and backstage hands) and general rehearsal;
- Confirming speakers and entertainment recommendations from the Host Committee;
- Confirming speaker greeting;
- Assigns and instructs volunteers;
- Designing and directing the Parade of Flags;
- Providing national anthems;
- Providing flag bearers;
- Confirming speakers (if any);
- Confirm Invocator;
- Budgeting for and discuss room decorations with Host Committee (if necessary);
- Arranging meal space, menus and audio/visual needs;



CONFERENCE PLANNING MANUAL

GENERAL SESSIONS AND EVENTS

Chapter 7 (continued)

IIMC RESPONSIBILITIES (CONT.)

Opening Ceremony (cont):

- Overseeing setup; and
- Preparing event agendas and convener scripts.

Regional Dinners:

IIMC is not involved in coordinating Regional Dinners. However, IIMC will direct questions on restaurants and costs to the Host Committee.

All-Conference Event:

- Confirm and contact venue, menu and entertainment;
- Arrange and schedule transportation;
- Sign contracts, make deposits; and
- Provide venue insurance coverage.

Annual Banquet:

- Arrange space, menu, audio/visual and decorations;
- Plan and contract entertainment;
- Oversee setup of head table and head table line up; and
- Prepare agenda and assist with script for emcee.



CONFERENCE PLANNING MANUAL

MARKETING AND PROMOTION

Chapter 8

HOST COMMITTEE RESPONSIBILITIES

The Host Committee will obtain publication and program deadlines from IIMC and collaborate with IIMC's requests to:

- Provide materials/photos for *News Digest*, preliminary program and IIMC's web site;
- Provide conference information for final program;
- Collaborate with convention and visitors bureau to provide internet link;
- Provide promotional Conference material at prior year's conference;
- Obtain materials to include in the Tote Bag (local maps, restaurant guides, local information, specialty item host gift or conference memento and other giveaway);
- Arrange for volunteers to stuff and distribute Tote Bags;
- Collaborate with IIMC Communications Director in dealing with the media.
- In collaboration with IIMC, Develop Conference theme and logo,

IIMC RESPONSIBILITIES:

- Collaborate with Host Committee, CVB representatives and others during site visit;
- Establish Conference marketing/promotion plan and implement schedule;
- Promote Conference in *News Digest*;
- Write, design, print Conference preliminary program;
- Write, design and print Conference final program;
- Prepare and disseminate news releases; and
- Coordinate official Conference photographer; and
- Design, purchase or arrange donation of Conference bags to be given to all registered Delegates, retired members, Institute Directors, Exhibitors and staff.

Host Kits - Tote Bags:



CONFERENCE PLANNING MANUAL

REGISTRATION/IIMC OFFICE/HOSPITALITY

Chapter 9

HOST COMMITTEE RESPONSIBILITIES

The Host Committee is responsible for providing IIMC with Conference equipment (either as in-kind or donated services), volunteers and other items to ensure a smooth Conference operation. It is preferable that the Host Committee wear outfits which will distinguish them from the rest of the Delegates and to promote volunteer visibility. Here is a list of activities which require the efforts of the Host Committee's volunteers:

Volunteer Help During Conference:

- Assist IIMC Staff at registration desk and in office;
- Provide local people who know the area and can help with directions and other city information; (e.g., host Clerk, tourism bureau, etc.); and
- Assemble delegate packets.

Equipment For Conference:

Provide the following equipment for the following areas:

- IIMC OFFICE
 - 3 laptops OR 2 PCs and 1 laptop
(All with Microsoft Office 2007 - Outlook, Word, Excel and Powerpoint, also need internet ready)
 - 2 laser printers (all PC/laptops need to print)
 - 1 copier, 60+ppm, staple capability (w/extra staples)
 - 3 cartons of copier paper
- Arrange on-call service for companies, printers and copiers to be available beginning Friday through Thursday from 7 a.m. to 9 p.m.;

Hosts And Hostesses:

IIMC will supply a listing of daily activities and the number of volunteers needed to the Host Committee regarding events for which guides, official greeters, badge checkers and ticket takers are needed. Here are events requiring guides, ticket takers, badge checkers and Greeters:

Greeters:

- Registration, Opening Ceremony, General and Plenary Sessions, Annual Business Meeting/Breakfast, All Conference Event, Exhibit Hall, Annual Banquet, Opening Reception, Off-Site programs, and meal functions.



CONFERENCE PLANNING MANUAL

REGISTRATION/IIMC OFFICE/HOSPITALITY

Chapter 9 (continued)

HOST COMMITTEE RESPONSIBILITIES (CONT.)

Airport Guides:	<ul style="list-style-type: none">• Arrange for greeters to be available when the majority of Delegates are arriving to direct them to transportation shuttles and to answer basic questions, etc.
Pre-and Post Conference Tours:	<ul style="list-style-type: none">• Recommend tours and tour operators.
IIMC Annual Board Meeting:	The current Host Clerk welcomes the Board of Directors at IIMC's Annual Board Meeting.
IIMC Annual Business Meeting:	The future Host Clerk is responsible for attending the Annual Business Meeting and providing an official invitation to next year's Conference.
Delegate Orientation Meeting:	The Host Clerk is responsible for attending the Delegate Orientation Meeting.
Conference Evaluation Forms:	The Education Department will coordinate with conveners at each session in distributing and collecting session and Conference evaluation forms.



CONFERENCE PLANNING MANUAL

HOST SUB-COMMITTEES

POSSIBLE SUB-COMMITTEES

The following are suggestions for creating sub-committees within the Host Committee to help with conference activities.

BUDGET/FINANCE

Coordinate and oversee all Host Committee finances and fundraising activities.

DOOR PRIZES

Secure door prizes, assign responsibilities for drawings at exhibit breaks or other scheduled times.

EDUCATION

Work with local and state educational institutions, municipal leagues, etc. Recommend instructors with outstanding program content, presentation.

EXHIBIT PROGRAM

Assist IIMC in contacting local exhibitors for exhibit hall as needed and collaborate with IIMC on theme ideas for Exhibit Hall.

GUEST/SPOUSE PROGRAMS

Recommend guest and spouse programs and tours. Recommend and work with Transportation Committee.

HOSPITALITY/VOLUNTEERS

Recommend and assist in planning social events, greet Delegates, direct traffic in hotel and prepare Conference signs.

PUBLICITY

Acquire promotional materials (articles/photos) for *News Digest*.

REGISTRATION

Assist in registration during Conference, help prepare Delegate packets.

TRANSPORTATION

Coordinate with IIMC all ground transportation pursuant to established policies and arrangements with IIMC HQ.

If needed, provide local bus guides if not provided by ground operator.