



Points of Interest... *Hosting a Meeting/Conference*

The intention of this document is to compile a list of things that worked and things that didn't, and the pros and cons of hosting a meeting or conference. We urge you to take a moment and share with us some of the things you would do again, as well as those things that didn't work out as expected. We hope this information will assist other Chapters when planning events.

CHAPTER: **Great Lakes Chapter (Michigan)**

Date of Event: Saturday, October 18, 2014 Time Event Held: 0700-16:15

of CNE's: 6.25 (2.45 pharmacology) and 0.5 hour for poster sessions

Location (Hotel/Restaurant/Town/State): Dearborn Inn, Dearborn, Michigan

of Attendees: 101 **Registration Fee (Mbr/Non):** \$85.00 for members and Trinity Health Employees (Trinity Health provided the contact hours); \$110.00 non members; \$45 APRN students (must provide student verification) These prices were for Early Bird Registration. After defined date, the price increased by \$10.00. There was also a cancellation policy of \$25 for processing of refunds

of Exhibitors: 18 Exhibitor Fee: \$250 (non pharma); \$995 and \$1499 for Pharmaceutical

of Sponsors: (as above)

Sponsor Levels/Fees: one sponsor/exhibitor sponsored a luncheon product theater

of Speakers: 6 Speaker Fees: Total of \$1500.0, 3 speakers accepted honorariums at \$500.00 ea., and 3 speakers donated their honorarium back to the chapter.

Registration Process: Paper and on-line registration used **If Online, Cost/Company:** Online credit card payment confirmation for registration through Authorize.net to the Treasurer. See below for associated costs .

Payment Process: Check and Credit Card. Cost/Company: First Data Merchant Services-Processes credit cards with our bank and interfaces with Authorize.net which is the payment gateway account between our website and First Data. First Data monthly fee: \$9.95 but increases with credit card processing during high usage months/\$39.95 yearly fee. Authorize.net monthly fee \$20.00 and increases slightly with high usage months.

Why that company, were others researched: seemed to provide better options than other companies we explored.

GAPNA National Office
East Holly Avenue, Box 56, Pitman, NJ 08071
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Marketing venues: GAPNA & Great Lakes Chapter websites, MICNP Conference and website, Brochures sent to all NP's in lower Michigan (from mailing list). Brochures also sent to SON in SE Michigan. Advertised at annual NP Student Mentorship Night and discussed at every Quarterly Education/Business meeting. Some pharma reps also marketed for us by referring NP's that they serviced to the conference.

Cost:

Expenses: \$13,300.22 Revenues: \$20,747.50 Net Profit: \$7,447.28

Conference Brochures: \$1,104.22 and Postage: \$1,183.69

Things you would change or do differently next time:

- Microphone with stand in the middle of the symposium for participants to use for asking questions. The use of the roving microphone was not effective because by the time the planning committee person made it to the person asking the question it was too lengthy of a time.
- Obtain next year's date of conference prior to symposium (this was attempted multiple times with the Conference site contact however was not successful)
- We thought we had clear directions to the raffle but there was some confusion: include flyer in the handouts that lists the price of the tickets, the purpose of the raffle "student scholarships" and the prizes available to win
- More time allotted for vendors and poster viewing
- Announce award winners at lunch time (Poster winner will still need to be at the end and or at afternoon break time to allow for evaluation by selected individuals to evaluate)
- Switch buffet lunch into exhibitor hall
- Bring push pins (long) for posters
- Certificate of appreciation to all poster contributors and gift card

Things that went smoothly:

- Timing of speakers, topics, and scripting for each planning committees roles i.e. introduction of speakers, announcements etc.
- First time having non-pharmaceutical vendors and this was well received
- Thank you cards for speakers and vendors expressing our appreciation
- Planning committee monthly calls – 7 people on committee assisted with dispersing of activities; two co-chairs; agenda and minute taker for every minute; three individuals responsible for contacting vendors

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- If your conference is near a holiday and or a Hallmark date i.e. Sweetest Day, try to recognize this in some way. We placed heart containers on each table filled with goodies and this was appreciated.
- Prior to announcing the raffle winners – announce how much money was collected for the student scholarship
- Pictures of award winners on screen when award winner announced
- Sending list of attendee names to vendor who was supporting luncheon to prevent sign-up of participants prior to lunch
- Conference site: Great location, food was fabulous; A-V person available in conference room; great support from conference site representatives
- Told by one of our best sponsors that we are the only organization (nationally) that provides a thank you card for each sponsor/exhibitor
- Evaluation form included: Pearls learned from each presentation; Section with bullet points titled “Interested In” with sections to check such as Volunteering for programs, planning conference committee, Leadership position, Speaker for monthly program, assisting with Student Membership program etc. with a spot for name, phone number and e-mail address.
- Conference brochure included a section for Department/Individual responsible for paying if not attendee – this helped in collecting funds if not payee in full by time of conference
- Survey Monkey prior to conference for interest in having a Friday evening symposium prior to Saturday full day
- Solicit volunteers from the chapter to assist with speaker introductions, registration, staffing chapter booth, distributing CE certificates.

Who can be contacted with questions: MJ Favot (President); Tonya Harbision (Treasurer); Alice Early (Board), Michelle Moccia (Past-President)

Other/Comments:

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