ATLANTIC PROVINCES LIBRARY

ASSOCIATION CONFERENCE MANUAL

Revised February, 2016

[St John’s Conference Planning Committee, 2015 & Halifax Conference Planning Committee, 2016]

**ATLANTIC PROVINCES LIBRARY ASSOCIATION CONFERENCE MANUAL**

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1. **PURPOSE OF MANUAL**

This manual is intended to serve two functions:

* 1. To provide guidance to persons coordinating various aspects of the conference (*e.g.* registration, accommodations, exhibits).
  2. To provide a timetable of events around which the Program Committee and the Local Arrangements Committee can plan their activities.

Each section contains an amalgam of recommendations, hints, and procedures. These have been gleaned from previous conveners and are offered as guidelines and words of wisdom. The APLA conference is a personal experience and each local organizing group has added its only distinctive touch. It is this personal initiative and creativity which have made the conferences memorable and which cannot be adequately relayed in a manual.

Appendix 1 (Past Conference Information at a Glance) must be updated annually by the APLA secretary following the Fall Executive Meeting. The revised manual should be subsequently distributed to conference planning committees. Other content revisions are to be made as needed by the APLA secretary upon advice of the conference committees.

Atlantic Provinces Library Association

Note: Original version written by the 1997 APLA Conference Committee (Charles Cameron, Karen Lippold, Mary Chalker, Alison Mews, Bernadine Conran, Suzanne Sexty, Kimberley Hammond, Joy Tillotson, Marguerite Jones)

1. **INTRODUCTION**
   1. ***ABOUT APLA***

APLA is one of the oldest library organizations in North America with a diverse membership representing all levels of interest and participation. The association's mission is to promote the interests of libraries in the Atlantic Provinces while fostering the development of librarians, library technicians and information professionals through cooperative efforts and the promotion of library interests.

* 1. ***MANDATE OF THE ASSOCIATION***

The objectives of the Association are outlined in the memorandum of Association as follows:

* + 1. To promote library and information service throughout the Provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland;
    2. To serve the interests of all who work in the region's libraries and for all those who are interested in library and information services in the Atlantic Provinces;
    3. To cooperate with library associations and other organizations on matters of mutual concern.
  1. ***MISSION STATEMENT AND STRATEGIC GOALS***

The following mission statement and strategic goals were adopted at the 1992 Ordinary General Meeting of the Association in Halifax, NS. The goals are numbered for reference only, and the order does not indicate priority.

The Atlantic Provinces Library Association represents, promotes, and supports the interests and concerns of the library community in the Atlantic Provinces.

**1: Regional Voice Role -** To structure and position APLA so that the Association can effectively serve its mandate as a regional voice.

**2: Communication -** To improve internal and external communications.

**3: Value of Libraries -** To promote the value and worth of the library and its workers.

**4: Interest Groups -** To improve the effectiveness of the interest groups.

**5: Continuing Education -** To develop an effective continuing education programme.

1. **PURPOSE OF THE APLA CONFERENCE**

The APLA annual conference strives to promote the goals and objectives of the Association by providing:

* + a formal occasion for the Atlantic Provinces Library Association to hold its Ordinary General Meeting and to conduct the business of the Association;
  + a setting where APLA committees and interest groups may meet and share their experiences with the Association at large;
  + a setting for workshops of an educational and thought-provoking nature;
  + a forum for the discussion of issues of concern to the library community - some of which may lead to resolutions;
  + a setting for informal exchanges of ideas of concern to library workers.

The aim of the conference as a whole is to provide a relaxed atmosphere where learning, and networking, can take place without pressure, and to carry forward this aim by providing a conference that is well organized.

There is a sample conference schedule, and a list of meetings which normally take place during the conference, at the end of this section.

1. **CONFERENCE OVERVIEW**

Tables 1 and 2 below provides an overview of how the conference normally unfolds and who is responsible. More detailed information is provided in subsequent sections.

* 1. ***PRECONFERENCE***

***TABLE 1 SAMPLE PRE-CONFERENCE SCHEDULE AND RESPONSIBILITIES***

|  |  |  |  |
| --- | --- | --- | --- |
| **Time** | **Event** | **Arranged by** | |
| **Preconference** | | | |
| 9:00 am-4:00 pm | 1-2 pre-conference sessions, workshops or tours (additional charge) | | Program committee |
| 9:00 am-7:00 pm | Optional social event/s usually sight-seeing related (additional charge) | | Entertainment committee |
| 12:00 pm-7:00 pm | Conference registration desk open | | Registration committee |
| depending on venue | Exhibitor set up | | Exhibit committee |
| 4:00 pm-6:00 pm | APLA Executive business meeting | | Program committee w/APLA Exec |
| 7:00 pm-11:00 pm | Welcome Reception | | Entertainment committee |

* 1. ***CONFERENCE***

**Table 2 Sample conference schedule and responsibilities**

|  |  |  |
| --- | --- | --- |
| **Time** | **Event** | **Arranged by** |
| **Conference – Day 1** | | |
| 8:00 am-5:00 pm | Conference registration desk open | Registration committee |
| 8:00 am-10:00 am | Exhibitor set up | Exhibit committee |
| 8:00 am-9:00 am | Breakfast | Entertainment committee |
| 9:00 am-9:10 am | APLA President Welcome | Program committee w/APLA President |
| 9:10 am-10:15 am | Keynote speaker | Program / Local Arrangements |
| 10:15 am-4:00 pm | Exhibits open | Exhibit committee |
| 10:15 am-11:00 am | Grand Opening of the Exhibits / refreshment break | Exhibit & Entertainment committees |
| 11:00 am-Noon | 3-4 concurrent sessions | Program / Local Arrangements |
| Noon-1:30 pm | Lunch | Entertainment committee |
| 1:30 pm-2:30 pm | 3-4 concurrent sessions | Program / Local Arrangements |
| 2:30 pm-3:30 pm | 3-4 concurrent sessions | Program / Local Arrangements |
| 3:30 pm-4:00 pm | Refreshment break | Entertainment committees |
| 4:00 pm-5:00 pm | 3-4 concurrent sessions | Program / Local Arrangements |
| 5:00 pm-6:00 pm | SIMAA meeting | Program committee w/SIMAA |
| Evening | Various facilitated social events | Entertainment committee |
| **Conference – Day 2** | | |
| 8:00 am-5:30 pm | Conference registration desk open | Registration committee |
| 8:00 am-2:00 pm | Exhibits open | Exhibit committee |
| 8:00 am-9:00am | Breakfast | Entertainment committee |
| 9:00 am-10:00 am | 3-4 concurrent sessions | Program / Local Arrangements |
| 10:00 am-10:30 am | Refreshment break | Entertainment committees |
| 10:30 am-11:30 am | 3-4 concurrent sessions | Program / Local Arrangements |
| 11:30 am-12:30 am | 3-4 concurrent sessions | Program / Local Arrangements |
| 12:30 pm -2:00 pm | Lunch | Entertainment committees |
| 2:00 pm-3:00 pm | 3-4 concurrent sessions | Program / Local Arrangements |
| 3:00 pm-3:30 pm | Refreshment break | Entertainment committees |
| 3:30 pm | Exhibitor teardown | Exhibit committee |
| 3:30 pm-4:30 pm | 3-4 concurrent sessions | Program / Local Arrangements |
| 4:30 pm-5:00 pm | APLA Pre-resolutions meeting | Program committee w/APLA President |
| 6:30 pm-Midnight | APLA Merit Award & Social | Entertainment committee |
| **Conference – Day 3** | | |
| 8:00 am–9:00 am | Breakfast | Entertainment committee |
| 9:00 am–10:00 am | 3-4 concurrent sessions | Program / Local Arrangements |
| 10:00 am-10:30 am | Break | Entertainment committee |
| 10:30 am-10:40 pm | Closing remark (APLA President and/or Conference Coordinator) | Program / Local Arrangements |
| 10:40 am-12:00 pm | Closing Keynote Speaker | Program / Local Arrangements |
| 12:00 pm-12:45 pm | Lunch | Entertainment committee |
| 12:45 am-2:00 pm | APLA OGM | Program / Local Arrangements |

## SITE & VENUE SELECTION

The executive of APLA chooses the city/town of the annual conference. Traditionally, the conference has rotated among three provincial groupings: Newfoundland/Prince Edward Island; New Brunswick; Nova Scotia. The Newfoundland/Prince Edward Island grouping was arranged because of the lopsidedness of holding a conference every fourth year in these provinces where there is a disproportionately low number of libraries compared with the other provinces.

Either the executive approaches area librarians in the province whose turn it is to host the conference or librarians from the province will volunteer to host the conference. The conference committee selects the conference venue.

The following criteria should be examined in assessing the suitability of a conference location:

* + accessibility (i.e., air, rail, bus)
  + availability of local librarians to coordinate local arrangements;
  + availability of suitable meeting facilities;
  + availability of accommodations for between 100 and 200 delegates;
  + availability of food services for the above delegates;
  + availability of display areas and the ability to meet exhibitor’s technical requirements.

Well in advance of accepting the responsibility for the conference, ensure that there are available facilities both for the sessions and for accommodations. It is also wise to ensure that the administrators of the parent institutions where the volunteers work are supportive of having their staff work on the committees.

**The recommended deadline to have a venue chosen and confirmed is the date of the previous year’s conference.** For example, if you were planning the 2015 Annual Conference, the conference venue would normally be announced at the 2014 Annual Conference, one-year in advance.

## CONFERENCE DATE SELECTION

The date of the annual conference is regulated by article 17 of the *Memorandum of Association*

and Standing Order 8.29 (May 1996 revision). They read:

Article 17, *Memorandum of Association*: “There shall be held a general meeting of the members of the Association at least once in every calendar year, at such time and place as may be determined by the Executive and not more than 15 months after the preceding general meeting.” According to article 18 this “general meeting” shall be called the “ordinary general meeting.”

Standing Order 8.29: “The ordinary general meeting of APLA will be held in May unless otherwise decided by the Executive in a particular year.”

**The recommended deadline to have the conference dates selected is the date of the previous year’s conference.** For example, if you were planning the 2015 Annual Conference, the dates of the 2015 conference would normally be announced at the 2014 Annual Conference, one-year in advance.

1. **CONFERENCE COMMITTEE**

The titles may change, but in most instances the Conference Committee has been comprised of the Conference Coordinator (or Chair), Secretary, Treasurer, and various subcommittees.

The subcommittees generally include:

* Program
* Registration
* Exhibits & Sponsorship
* Local Arrangements
* Promotions, Public Relations and Publicity
* Entertainment

Each subcommittee should have a Chair, either appointed by the Conference Coordinator or selected by the subcommittee members. Much of the composition of these committees will depend on whether the conference is to be held in a hotel or a university campus.

If possible, the committee should include people from a variety of libraries and from various organizational levels within these institutions. Planning an APLA conference provides an excellent opportunity for people who would not normally work together to do so.

* 1. ***CONFERENCE COORDINATOR***

Selection can be made any number of ways, but ensure that a single person is in charge. It may be one of the subcommittee members or it may be someone who has no other responsibility than to keep everyone on track.

### Tasks

1. Recruit committee members.
2. Call meetings and set agenda items.
3. Ensure adherence to timetables and deadlines, particularly the venue/dates selection.
4. Signing of contracts.
5. Be the primary point of contact for conference enquiries (e.g. monitor the conference email account)
6. Ensure Exhibitors are visible. Its key that attendees are encouraged to visit with exhibitors. This can be best achieved by arranging breaks and lunches in as close proximity to exhibitors as possible. Visit with exhibitors during the conference. Thanks them for attending and ensure they have everything they need.
7. Welcome delegates during Opening Remarks, and make Closing Remarks.
8. Arrange for invitations and program details to be sent to the presidents of other associations including the provincial and territorial library associations. This should be coordinated with the President and may be sent by the President.
9. Ensure that the recipient of the First Timer grant receives tickets to the Merit Award & Social when the grant is not sufficient to cover the cost of this event. Ensure that the Merit Award winner receives a free ticket to the Merit Award & Social, for themself and a guest.
10. Gather together subcommittee reports at end of conference and either produce one report or submit the various ones to the APLA Executive and the coordinator for the next conference.
11. Forward suggestions for revisions to the Conference Manual to the APLA secretary.
    1. ***SECRETARY***

This can be a member of one of the subcommittees or someone without any other responsibilities. Duties include keeping and circulating minutes for all the general planning meetings and maintain the list of contact people (committee members and APLA executive members).

## *PROGRAM SUBCOMMITTEE*

The Program Subcommittee is responsible for arranging the program. The program may or may not include a preconference session. If there is a preconference session, it should be coordinated through the Program Subcommittee.

**Selection of conference theme/logo:** Theme and logo selection should be done together with the rest of the conference committee (see Appendix 1 for past conference themes). Guidelines for theme/logo:

**Timely and relevant:** The theme should be timely and relevant to the interests of all APLA members and other members of the local library community.

**Common thread:** Every effort should be made to relate all aspects of the conference to the theme in order to ensure that the overall result is cohesive, meaningful, and, therefore marketable.

**Bilingual:** Consideration should be given to expressing the theme in both English and French.

**Format:** Variations of logo should be created so that it can appear on the conference website, all correspondence, the program, and any merchandise that may to be sold. *This should be coordinated with the Promotions, Public Relations and Publicity subcommittee.*

**General Program planning guidelines:** There are some general guidelines to keep in mind when planning the program.

**Reflect conference theme:** All workshops should reflect the conference theme. If sessions are widely divergent in subject matter, then a conference theme should be created to reflect the actual program content.

**Be inclusive:** Every person associated with a library, including trustees, librarians, and library assistants should find something useful in the program.

**Provide usable ideas:** The primary goal of the conference is to provide useable ideas. The program may have both theoretical and practical components, but each delegate should be able to carry away something which will be useful in the workplace.

**Select engaging speakers:** If possible, get people who are “making things happen” as presenters. Focus particularly on those who can talk lucidly and with some élan.

**Audience participation:** When possible, arrange sessions which will require a degree of audience participation.

**Variety of session types:** Concurrent session types might include: lecture, panel, lightening round, round-table discussion, hands-on workshop, or poster presentation.

**Call for proposals:** The program subcommittee prepares the information for the call for proposals, including the online submission form, and determines the deadline for submission. The program subcommittee evaluates the proposals and sends out acceptance/rejection emails. This subcommittee is also responsible for determining the needs of speakers (e.g. room set-up, technical requirement, etc.) and communicating them to the Local Arrangements Subcommittee.

**Speaker Bios & Pics**: Get bios from pre-conference speakers, Keynotes, and presenters as well as pictures for the program and website and forward to the Promotions, Public Relations and Publicity committee.

**Budget:** Alert the Treasurer to any program budget considerations.

**Pre-Conference Sessions**: The program subcommittee arranges for pre-conference sessions such as educational tours or workshops. These pre-conference sessions have an additional fee and are not covered by the conference registration. Fees are determined on a cost-recovery basis.

**Selection of keynote speaker/s**: Consulting with the conference committee, 1-2 keynote speakers should be selected in keeping with the conference theme.

**Keynote or pre-conference speakers’ expenses:** Normally, APLA members who are asked to speak are not reimbursed nor is the registration fee waived. This should be clearly communicated to all speakers when they are asked to participate. Guidelines for speaker’s expenses were approved at the executive meeting of February 1988 (item 6.7), revised by the 1995/96 executive and are given below. These guidelines should be followed for conference speakers.

1. Transportation

A speaker will normally receive regular economy airfare with APLA doing the booking; ground transportation to and from the airport and other ground transportation as required.

1. Accommodations and Meals

A speaker will normally be paid for one night’s accommodations at a hotel of APLA’s choice and be reimbursed for meal costs as follows:

Breakfast $ 8.00

Lunch 10.00

Dinner 20.00

1. The guidelines are subject to negotiation and payments should take into consideration individual circumstances and the overall financial position of the association. Speakers whose expenses are being paid from other sources should not be reimbursed again. An honorarium can also be considered in addition to, or in lieu of, expenses.

**APLA Meetings and Social Events:** There are a number of meetings and social events that take place annually at the APLA conference the program subcommittee should be aware of:

* Executive meeting
* Welcome reception
* Pre-resolutions meeting
* Merit Award & Social

**Meetings of non APLA groups:**

Council of Atlantic University Librarians/Consel directeur(trices) de bibliothèque université Atlantique (CAUL/CDBUA), coordinate with Chair. Need room and may need food. Any expenses should be covered by CAUL/CDBUA.

Dalhousie School of Information Management Alumni Association (SIMAA) - coordinate with President of the alumni association (check with Dalhousie to find out who it is). Need room and may need food. Any expenses should be covered by the alumni association.

**Select/organize moderators:** All sessions should have a moderator to introduce the speaker(s), keep the session on track and on time, encourage questions and other suitable

participation, and thank the speaker(s).

Moderator responsibilities:

* Moderator emails speaker(s) prior to the session to ensure that everyone is clear as to where the room is and how the session will run.
* Moderator ensures that the room is ready for the session (*e.g.* that the equipment is in place and operating and that the speaker(s) knows how to operate the equipment, and that there is water).
* Moderator will make any house-keeping announcements and thanks any sponsors.
* Moderator will stay for the session and will be prepared to assist the speaker(s) in the event of trouble with the equipment.
* Moderator will be given the honorarium/gift to be presented to the speaker(s).

**Moderator Announcements:** In conjunction with other subcommittees, provide moderators withnecessary announcementssuch as: sponsors to thank, reminders about that day’s social events, or other information.

**Create a program**: Program should be made available online and accessible on a smartphone or other device. *This should be coordinated with the Promotions, Public Relations and Publicity subcommittee.* **Finalizing the program to coincide with registration is recommended**. It is up to the committee whether to go “paperless” or to provide paper copies of the program to all attendees, however it is recommended to at least have some paper copies of the program available at the registration desk. Program should include:

* + information about each session - speaker(s) titles and institutions, title of session, brief description, times, locations
  + a map of the venue and a map of the exhibition area
  + list of sponsors
  + information about all social events

**Thank speakers & moderators:** Arrange honorariums/gifts and thank-you cards to be presented to all speakers. After the conference, thank you emails should be sent to all moderators, and anyone else who helped the subcommittee.

**Complete reports:** A written report should be submitted to the Conference Coordinator as quickly as possible, but no later than one month after the conference. This report should contain observations on the conference, recommendations for future conferences and suggestions for changes to the conference manual.

## 

## *Registration Subcommittee*

The registration subcommittee is responsible for coordinating all preregistration and registration information and for coordinating on-site registration.

### Establish fee structure and refund policy:

**Speakers:** Normally, APLA members who are asked to speak are not reimbursed nor is the registration fee waived. If this is the case, it should be clearly communicated to all speakers when they are asked to participate.

**Conference committee:** Normally, members of the Conference Committee are not exempt from paying the registration and other fees. When this is the case, it should be clearly communicated to all volunteers when they are asked to participate.

**Conference Fees:** There should be a differential, between the fee for APLA members and that for non APLA members of at least the cost of APLA membership. Fees might include:

*Early bird* - APLA members (personal and institutional); non-APLA members

*Late fees* - for APLA members (personal and institutional)

- non APLA members

*Student* (may apply earlybird and late fee) - anyone registered in a library school or technical program.

*Block* (might be used to attract registration from non library groups - see sample letter at the end of this section).

**Refunds:** Each Conference Committee will have to make its own policy. It is important to keep in mind that it is not the intent of the conference to make money for the Association. With this in mind, the practice in the past has been to refund registration fees - sometimes even after the conference – although it is best to set a refund deadline. Refunds are not normally given for meals unless the ticket can be resold.

**Budget:** Alert the Treasurer to any registration budget considerations (e.g. conference badges, printing/photocopying materials, conference bags and materials, etc.).

**Registration form**: The registration subcommittee is responsible for creating the online registration form, working closely with the program and entertainment subcommittees. Online payment can be made through APLA’s Paypal account. Some important pieces of information to remember to include in the registration form are:

-Opt in/opt out to share contact information with exhibitors

-Dietary considerations

-pre-conference sessions that require additional fees

-social events (to determine catering numbers)

**Registration Packet:** Determine and organize what will go into the registration packet in coordination with the other subcommittees. This might include:

* Final program (optional)
* Name tag & badge holder
* Map of city and conference site showing all locations relevant to the conference
* Guide to fitness facilities
* Restaurant and entertainment guide
* Local transportation information
* Tickets to social events
* Promotions coupons from local businesses
* “swag” donated by exhibitors or sponsors or local businesses

**Name Tags**: In coordination with Promotions, Public Relations, and Publicity Subcommittee, print delegate nametags. It is helpful to add ribbons or buttons designating: keynotes, speakers, first time attendees, APLA Exec members, volunteers, and Conference Committee members.

**Registration Booth:** Coordinate the activities of the registration booth at the conference, **including scheduling members of the conference committee and other volunteers to staff the registration booth**.

**Complete subcommittee report:** A written report should be submitted to the Conference Coordinator as quickly as possible, but no later than one month after the conference. This report should contain observations on the conference, recommendations for future conferences and suggestions for changes to the conference manual.

* 1. ***EXHIBITS & SPONSORSHP SUBCOMMITTEE***

This is arguably the most important subcommittee, as without our exhibitors and sponsors, the APLA Annual Conference would not be possible. The Exhibits & Sponsorship Subcommittee is responsible for attracting exhibitors to the conference, providing for on-site facilities and anything else that is necessary to ensure that the exhibitors are able to present their products to the registrants. Exhibitors are business people - they expect to show a profit either in the long or the short run. If they feel satisfied, they will continue to come to the APLA conferences.

The committee is also responsible for soliciting donations from both exhibitors and other businesses organizations. Potential sponsors might include: university libraries, community colleges, public libraries, provincial government departments, library associations, and local businesses.

**Ensure Exhibitor Location Maximizes Visibility & Interactivity**: Its key that attendees are encouraged to visit with exhibitors. This can be best achieved by arranging breaks and lunches in as close proximity to exhibitors as possible.

**Establish the exhibitor’s fee & deadline:** The general fee should be based on cost plus some revenue for the conference. Additional costs incurred on behalf of the exhibitor (charges for Internet connection, rental equipment, etc.) should be passed on to the exhibitor. Establishing a deadline by which exhibitors are required to pay is recommended.

**Budget:** Alert the Treasurer to any exhibits budget considerations.

**Exhibitors & Sponsors Registration Form**: The Exhibits & Sponsorship Subcommittee may create a registration form or work with the Registration Subcommittee.

**Contact potential exhibitors:** The initial letter should be an invitation giving location and dates of conference, booth fee, etc. as well as a link to the online Exhibitors & Sponsors Registration Form. Request the name/contact info of the specific individual/s who will be attending the conference. Often the person responsible for registering is not the actual exhibitor who attends. Make sure information is communicated to the individual/s who will be on site.

**Contact potential sponsors:** The initial letter should be an invitation giving location and dates of conference, sponsorship tiers, etc. as well as a link to the online Exhibitors & Sponsors Registration Form. Sponsorship tiers are generally:

* Quartz Sponsor ($1500 or more)
  + Inclusion of materials in registration package
  + Acknowledgement at Opening Plenary
  + Prominent logo and description on all printed materials and website
  + 2 free banquet tickets
  + 2 free beverages at Opening Reception
* Labradorite Sponsor ($1000-1499)
  + Medium logo and description on program and website
  + 1 free banquet ticket
  + 2 free beverages at Opening Reception
* Amethyst Sponsor ($500-999)
  + Minimum contribution level for social event or lunch sponsorship
  + Logo on program and website
  + 2 free beverages at the Opening Reception
* Hematite Sponsor ($499 or less)
  + Logo on program and website

**Communication & Follow-up:** Contact exhibitors and sponsors regularly. Determine the needs of exhibitors, including Internet connections, electrical connections, and other equipment. This should be conveyed to the Local Arrangement Subcommittee. Determine cost and convey this information to the exhibitors.

**Logos:** Obtain logos fromExhibitors & Sponsors and forward to Promotions subcommittee.

**Solicit exhibitors to sponsor various events:** The exhibitors can be asked to sponsor anything from refreshment breaks, to lunches, to plenary sessions. They might also be interested in providing the conference bags or prizes that can be drawn for during the conference.

**Establish layout of exhibit booths:** Provide Program Subcommittee map of exhibit area and list of exhibitors for inclusion in program and website. Arrange the area so that competing companies are not placed next to each other.

**APLA Booth**: Reserve one booth for APLA to promote membership, our Grow a Library fund, and next year’s conference.

**Set-up:** Arrange for set up of the facility including tables, piping, and dividers. Arrange to have volunteers available to assist with setting up and taking down exhibits. Be prepared to assist exhibitors in getting their materials back home after the conference. For those leaving materials behind that require shipping, find out what shipper they wish to use, their account number with that shipper, and how fast they want it back. All these shipments should be sent collect.

Keep details on the shipments as they leave in case there is a need for follow-up. Ensure that the area is attractive - arrange for tables, piping, dividers and other display equipment.

**Security:** Find an area as close to the exhibit area as possible for the secure storage of exhibit materials prior to the conference and at the end of the conference. Arrange for security of exhibits before, during and after the conference. Have a policy on security and insurance.

Generally exhibitors are required to pay their own insurance costs (for transportation, loss, damage, etc.). Their insurance should cover both on-site and off-site accidents. APLA is responsible for routine security. If an exhibitor feels that extraordinary security is required arrange for it and bill the exhibitor. Ensure that the equipment area is secured at night.

**Coordinate with Promotions committee:** Ensure that Promotions, Public Relations, and Publicity Subcommittee has information to credit sponsors of various events, such as the refreshment breaks. All sponsors should be listed in program and on website.

**Thank exhibitors & sponsors:** After the conference, thank you notes or emails should be sent to all exhibitors and sponsors.

**Complete subcommittee reports:** A written report should be submitted to the Conference Coordinator as quickly as possible, but no later than one month after the conference. This report should contain observations on the conference, recommendations for future conferences and suggestions for changes to the conference manual.

* 1. ***LOCAL ARRANGEMENTS COMMITTEE***

The Local Arrangements Subcommittee is responsible for liaising with the venue; booking rooms; arranging for accommodations facilities for delegates; coordinating transportation needs if required; providing information about accommodations, transportation, and parking; AV requirements; arranging technical support; determining WiFi availability of venue; recruiting and organizing volunteers to assist during the conference; signage at conference site; and various other duties depending on whether the conference is at a hotel or a university campus. Generally the workload of this committee is greater when the conference is not held at hotel.

**Budget:** Alert the Treasurer to any budget considerations.

**Venue**: Members of the Local Arrangements Subcommittee should tour the venue and determine what rooms will be required, parking availability, WiFi, AV requirements and other considerations.

**Accommodation:** Determine the number and types of rooms needed for the delegates in hotels and/or campus residences. Establish the rates for rooms in hotel and/or campus residences.

Negotiate with the hotel(s) and/or campus residences for details such as room rates for multiple or single occupancy. Be sure to obtain written confirmation of the obligations of each party together with a clear statement of any penalties which might apply for cancellation, damages, etc. Be sure to check for special conference rates/discounts. Some hotels and campuses will provide a free room for the Conference Coordinator.

**Transportation**: Arrange any necessary transportation, such as buses to and from social events.

**Recreation:** Determine what kinds of recreation facilities will be available to registrants - either at the venue or other locations. If special arrangements are required, such as guest passes and *per diem* payments, establish how to relay that information to delegates.

**Parking:** Arrange for parking at venue if necessary.

**Internet access:** Determine WiFi availability at venue.

**AV & Technical Support**: Determine what AV is provided by the venue and what additional AV will be required and what the cost will be. Obtain from the Program subcommittee what speakers AV needs are. Coordinate technical support during the conference.

**Room Set-up:** Obtain from the Program subcommittee what speakers room set-up needs are and arrange this with the venue.

**Poster Session Set-up**: If there are poster sessions, arrange for rental and set-up of poster display equipment.

**Signage & Venue Maps**: Create and place signage at venue to assist delegates when necessary that give directions within and between buildings, indicate room usage by the name of the session or meeting, or point the way to hard to find locations. Create a venue map for the website and program.

**Water**: Ensure there is water available for speakers.

**Coordination with Promotions Subcommittee:** Provide Promotions, Public Relations, and Publicity Subcommittee with information about accommodations, transportation, parking, WiFi, etc. for the conference website.

**Complete subcommittee reports:** A written report should be submitted to the Conference Coordinator as quickly as possible, but no later than one month after the conference. This report should contain observations on the conference, recommendations for future conferences and suggestions for changes to the conference manual.

* 1. ***PROMOTIONS, PUBLIC RELATIONS, AND PUBLICITY SUBCOMMITTEE***

The Promotions, Public Relations, and Publicity Subcommittee is responsible for promoting the conference; designing promotional material; creating and maintaining the conference website; social media; sponsorship promotion; and other activities related to promotions, public relations, and publicity.

**Budget:** Alert the Treasurer to any Promotions, Public Relations, and Publicity budget considerations.

**Prepare conference promotional materials:** The best opportunity for promoting the conference is at the previous year’s APLA conference. The Promotions, Public Relations, and Publicity Subcommittee should have materials prepared one year in advance such as bookmarks, buttons, etc. to give to conference delegates with the theme, dates, and venue of next year’s conference. Other opportunities to distribute conference promotional materials include at other conferences and events leading up to the APLA Annual Conference.

**Conference Website**: Prepare a website for the conference. Ensure a link from the APLA website and the previous year’s conference site if possible. As information becomes available from the various subcommittees, add and update the information at the site. Purchasing a domain name (which has to be renewed annually) is not recommended. Using a free service, such as Wordpress, allows the conference site to remain accessible in future.

Previous conference websites:

<https://apla2016.wordpress.com/>

<https://apla2015.wordpress.com/>

<https://apla2014.wordpress.com/>

<http://apla2013.ca/apla2013.ca/index/index.html>

<http://libconference.acadiau.ca/APLA2012/>

**Listservs**: Utilize the APLA-list, as well as those of other provincial associations. Have the APLA Provincial VPs forward information to their provincial association listservs. Utilize [The Partnership](http://www.thepartnership.ca/web/PARTNERSHIP) listserv (Canada’s national network of provincial and territorial library associations). When possible distribute information to university and public libraries’ and other association listservs.

**Social Media**: Determine a hashtag for the conference (e.g. #APLA2015). It is recommended to use the APLA Twitter account for promoting the conference as it already has a large established group of followers instead of trying to create a new Twitter account from scratch. Obtain the Twitter password from the APLA Communications Coordinator. The Promotions, Public Relations, and Publicity Subcommittee is also free to use any other social media that it deems appropriate. Members of this committee should be using social media during the conference to promote and encourage discussion around keynotes and concurrent sessions, to promote the exhibitors, and post photos of conference attendees, social events, etc.

**APLA Bulletin**: Include articles in the *APLA Bulletin*. For example, one suggested schedule might be:

* + - November/December issue - information about the conference in general, *e.g.* theme, venue.
    - January/February issue - information about the keynote, program, and registration.
    - March/April issue - highlight social events.
    - May/June issue - information needed upon arrival at site, *e.g.* location of registration desk, parking, preconference sessions.

**Name Tags**: In coordination with Registration Subcommittee, design delegate nametags. It is helpful to add ribbons or buttons designating: keynotes, speakers, first time attendees, APLA Exec members, volunteers, and Conference Committee members.

**Registration packets:** Assist in the preparation of materials to be included in the registration packets as applicable.

**Event Tickets:** Prepare tickets for paid social events (coordinate with Entertainment Subcommittee).

**Promote Sponsors:** Make a power point slide with sponsors to be displayed at keynote or other plenary sessions, and any necessary signage with sponsors logos at breaks, etc.

**Photos**: Take pictures during the conference. Highlights from the conference should be submitted to the *APLA Bulletin*.

**Complete subcommittee reports:** A written report should be submitted to the Conference Coordinator as quickly as possible, but no later than one month after the conference. This report should contain observations on the conference and recommendations for future conferences. Provide conference convener with revisions to the Conference Manual and with samples of all materials which are included in the manual.

* 1. ***ENTERTAINMENT SUB COMMITTEE***

The Entertainment Subcommittee is responsible for coordinating all refreshment breaks, meals and social events during the conference including the Welcome Reception and the Merit Award & Social. The Entertainment Subcommittee is also responsible for arranging any additional conference entertainment which may be offered before, during or after the conference.

**Budget:** Prepare a tentative budget for the Treasurer. Revenues may include sponsored meals or breaks, or social events that are paid for by the registrant, such as the Merit Award & Social. When setting the prices for these, consider them as revenue generating to help defray the cost of non revenue events such as the Welcome Reception. Expenditures would include drink tickets, breakfasts, lunches, refreshment breaks, and entertainment.

**Food and beverage:** Negotiate arrangements for meals and refreshment breaks, including cost, menus, liquor service. Ensure that there are alternatives for persons with special dietary needs.

**Entertainment:** Arrange entertainment for the Welcome Reception and the Merit Awards & Social.

**Additional Social Events:** The Entertainment Subcommittee may decide to arrange additional social events for the pre-conference, such as a sight-seeing tour, or on the evening of Day 1 of the conference. These events are not included with conference registration. Any costs associated with these additional social events are passed on to attendees on a cost recovery basis. Some optional social events may include: a “Dine Around”, a pub crawl, a walking tour, or a boat tour.

**Registration:** Prepare information for registration form:

* Information on social events that require prepayment and those that do not.
* Remember to ask if there are any special dietary needs.
* Sign-up/registration for any additional special events and/or tours.

**Promotions:** Provide Promotions, Public Relations, and Publicity subcommittee with information about the entertainment and social events to be put on the conference Webpage.

Remember to update it as necessary.

**Complete subcommittee reports:** A written report should be submitted to the Conference Coordinator as quickly as possible, but no later than one month after the conference. This report should contain observations on the conference and recommendations for future conferences. Provide conference convener with revisions to the Conference Manual and with samples of all materials which are included in the manual.

## *7.9 TREASURER*

The Treasurer is responsible for coordinating all budgets and controlling revenues and expenditures.

**To start:** Set up bank account(s) and establish signing authority. Create and maintain a ledger. Acquire an advance (seed money) from the APLA executive. This seed money is usually $1500, but can be less. The request for the seed money should be sent to the APLA Treasurer with a copy to the President as convener of the Finance Committee.

**Review of finances:** Prepare a review of the finances of previous conferences for presentation to the Conference Committee. This will provide the subcommittees with a guideline from which to prepare their budgets.

**Budget:** Establish a conference budget and revise it as necessary. See appendix ii for a sample budget.

**Updates to APLA Executive:** Keep the APLA executive advised of the financial situation by preparing a report for the executive meetings.

### Repay the seed money

**Complete subcommittee reports:** A written report should be submitted to the Conference Coordinator as quickly as possible, but no later than one month after the conference. This report should contain observations on the conference, recommendations for future conferences and suggestions for changes to the conference manual.

## 8. TIMETABLE FOR PLANNING

This section is intended as a guide and only the most general information is given. There are more activities noted in the early months, because this is when the preliminary work is done - after that there is constant updating and refining. Every committee should be continuously updating the budget and the conference website.

More complete information as to the responsibilities of the subcommittees is given in the individual sections. The words “final” and “finalize” should be taken advisedly as nothing will be final until the last thank you note is written and the bank account is closed. Flexibility is a necessary trait for all committee members.

Table 3 Timeline for planning

|  |  |  |
| --- | --- | --- |
| **Month** | **Subcommittee** | **Description** |
| **February- March** | **General** | Designate someone to be coordinator for the conference. Designate someone to be treasurer and to be secretary. Other committee members should decide which subcommittees they are interested in and subcommittees should designate a chair. Read reports from earlier conferences. Read *Conference Manual*. |
|  | **Program** | Brainstorm theme and ideas for a logo. |
|  | **Local Arrangements** | Your top priority is securing a venue! Make a shortlist of potential sites (hotels, conference centres, university campuses). Contact potential venues to get availability, a quote, and to set up a tour of the space. |
|  | **Treasurer** | Establish a bank account and cheque-signing authority. Get seed money from the APLA Treasurer. |
| **April** | **Program** | Theme should be decided on. |
|  | **Promotions, PR & Publicity** | Working with Program subcommittee, design promotional materials (logo, website banner, etc.) that work with the theme. |
| **May** | **Local Arrangements** | Venue and dates should be confirmed. |
|  | **Promotions, PR & Publicity** | Website should be live. Promotional materials (e.g. bookmarks, buttons) should be ready for distribution at APLA Annual Conference. |
| **July-August** | **Program** | Start brainstorming potential keynote speaker/s and pre-conference sessions. Keynotes’ schedules can get booked up a year in advance! |
|  | **Entertainment** | Start thinking about the two key social events: Welcome Reception and Merit Awards & Social. Locations and entertainment can get booked up a year in advance! |
|  | **Exhibits & Sponsorship** | Determine exhibitors’ fee and sponsorship tiers. Draft letters to potential Exhibitors & Sponsors. Create list of potential Exhibitors & Sponsors. |
|  | **Promotions, PR & Publicity** | Distribute conference info through listservs |

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| **Month** | **Subcommittee** | **Description** |
| **September - October** | **General** | All subcommittees should submit tentative budgets to the Treasurer. |
|  | **Treasurer** | Prepare a tentativebudget. Ensure that all budgets are in and prepare a conference budget. |
|  | **Program** | Be finalizing keynote speaker/s. |
|  | **Promotions, PR & Publicity** | Article for APLA Bulletin. Promote keynotes and Welcome Reception and Merit Awards & Social. |
|  | **Coordinator** | Prepare Conference Progress Report for APLA Exec Fall Meeting |
|  | **Exhibits & Sponsorship** | Send letters to potential exhibitors and sponsors. Prepare an exhibitors and sponsors registration form. |
|  | **Entertainment** | Book facilities and entertainment for two key social events: Welcome Reception and Merit Awards & Social. |
| **November** | **Program** | Send out call for proposals |
|  | **Promotions, PR & Publicity** | Promote call for proposals |
|  | **Exhibits & Sponsorship** | Follow up on letters sent to potential exhibitors, in particular on those who did not respond, but have previously exhibited. |
|  | **Entertainment** | Start gathering info on additional social events (pre-conference and Day 1 evening) |
|  | **Registration** | Start working on online registration form |
| **December** | **Promotions, PR & Publicity** | Prepare article for January/February issue of the *APLA Bulletin* |
| **January** | **Program** | Call for proposals closes. Evaluate submissions and contact all presenters. Finalize pre-conference sessions. |
|  | **Exhibits & Sponsorship** | Continue to solicit sponsorships (and exhibitors if not all booths sold). |
|  | **Entertainment** | Finalize all social events. |

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| **Month** | **Subcommittee** | **Description** |
|  | **Registration** | Get all necessary info from subcommittees to finalize registration form |
| **February** | **Program** | Finalize program |
|  | **Promotion, PR & Publicity** | Prepare article for March/April issue of the *APLA Bulletin* |
|  | **Registration** | Registration opens! |
|  | **Local Arrangements** | Review Exhibitor requirements, speaker requirements, finalize AV requirements |
|  | **Coordinator** | Prepare Conference Progress Report for APLA Exec Winter Meeting |
| **March/April** | **Local Arrangements** | Recruit volunteers. |
|  | **Entertainment** | Arrange food for meals & breaks and social events. |
|  | **Registration** | Gather together contents of registration packet. Arrange scheduling for staffing Registration Desk. Prepare gifts/thank-you cards for speakers. |
|  | **Promotion, PR & Publicity** | Prepare article for May/June issue of the *APLA Bulletin.* Prepare tickets. |
|  | **Local Arrangements** | Prepare venue signage. |
| **May** | **Entertainment** | Finalizing food arrangements and numbers. |
| **June/July** | **Coordinator** | Write thank you notes. Write reports and suggestions for changes to conference manual and submit to APLA executive. Pass on conference report to next conference planning committee. |
|  | **Exhibits & Sponsorship** | Write thank you notes to exhibitors & sponsors. |
|  | **Treasurer** | Wrap up finances, return seed money to APLA treasurer. |

**APPENDIX 1 PAST CONFERENCE INFORMATION AT A GLANCE**

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| **Date** | **Venue** | **Registrants (#)** | **Registration/ Exhibitor’s Fee** | **Theme** | **Keynote/s** |
| June 10-13, 2015 | St. John’s, NL Memorial University | 107 | Full Member $265 (without banquet $240)  Full Non $295  (without banquet $270)  Full Stud. $85  day Member $110  day Non $130  day Stud. $50  Exhibitor fee: $500 | Powered by Change | Lisa Moore (author) / Cheryl Stenstrom |
| June 3-6,  2014 | Moncton, NB Delta Beauséjour Hotel |  | Full member $265 (no banquet $240)  Full non $295 (no banquet $270)  Full stud. $85  Day member $110  Day non $130  Day stud. $50 | Prenez l’avant-scene / Step into the Spotlight | Maureen O’Reilly (TPL CUPE 4948) / Terry O’Reilly (CBC) |
| May 14-17, 2013 | Charlottetown, PEI  UPEI Campus |  | Full Member $179.99  Full non  $239.99  Full student  $84.99  Day member $99.99  Day non  $129.99  Day student  $49.99  Full Speaker  $164.99 | Go Organic! Locally Sourced Libraries / Adoptez le Bio! Bibliotheques purement locales | Sandra Singh, Director of Vancouver Public Libraries / Amber MacArthur (author) |
| May 22-25, 2012 | Wolfville, NS, Acadia |  |  | Discovering Hidden Treasurers / Decouverte de tresors caches | Bill Greenlaw Executive Director Archives, Museums & Library NS / Amy McKay (author) |
| May 16-18, 2011 | St. John’s, NL,  Sheraton Hotel |  |  | On the Edge | Michael Crummey (author)/Ryan Deschamps (HPL) |
| May 13-  15, 2010 | Saint John, NB, Saint John Trade and Convention Centre | 179 | Early $150/205 Late $170/225 Student $65/75 | Riding the Tide: Adapting and Thriving in a Sea of Change/Aller avec la marée: s'adapter et s'épanouir dans une mer en changement | John Teskey (President of CLA, Director of Libraries UNB) |
| June 10-  13, 2009 | Halifax, NS, Halifax Marriott Harbourfront Hotel | 271 | Early $150/205 Late $170/225 Student $65/75 Exhibitors fee  $400  single/$750 double | Sharing: The Library Experience/ Partager: L’expérience en bibliothèque | Paul Kennedy (CBC host of *Ideas*) |
| May 8-11,  2008 | CharlottetownPEI  Delta Prince Edward | 228 | Early $150/205 Late $170/225 Student $75 Exhibitor’s fee  $400  single/$700 double | Libraries Exposed  /Pleins Feux sur les Bibliothèque | Michael Geist (copyright expert) |
| May 23-  28, 2007 | St. John’s, NL Mile One Conference Centre | [CLA/APLA/  NLLA National Conference] |  | Retain-Recruit- Restructure/Regene rating the Library Community | Linda Duxbury (a leading workplace health researcher); Mary Pratt (artist); Kare Anderson (TV commentator and public speaker) |
| May 25-  28, 2006 | Fredericton, NB, Delta Fredericton Hotel | 220 |  | Make a Difference! Grow a Library/ Ayez un Impact!  Développez votre bibliothèque | Lewis, Stephen (UN Secretary-General's Special Envoy for HIV/AIDS in Africa) |
| May 25-  29, 2005 | Halifax, NS, Westin Nova Scotian Hotel | 292 |  | Our Libraries, Our Communities | Stephen Kimber (journalist) |
| May 14-  18, 2004 | Moncton, NB |  |  | Destination Exploration | Maurice Basque (Director, Centre d’etudes acadiennes, UMoncton) |
| 2003 | St. John’s, NL  Marine Institute |  |  | The View from Here / Vue d’en haut | Dr. Fiona Black (DAL SLIS) |
| June 19-  20, 2002 | Halifax, NS, World Trade and Convention Centre | [Joint APLA/CLA | $285 |  |  |

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| --- | --- | --- | --- | --- | --- |
| May 31-June 3,  2001 | CharlottetownPEI Delta Prince Edward Hotel & Convention Centre | 300 | Early $110/$165 Late $135/$190 Student $60 | Convergence: Make the Connections / faites les connexions | Stephen Abram /  Roch Carrier (National Librarian) |
| May 25-  28, 2000 | Antigonish, NS,  St. Francis Xavier University |  |  | Talking About People | Stephen Coffman (Director FYI, County of Los Angeles Public Library) |
| May 27-30, 1999 | Saint John, NB |  |  | Shore Leave ‘99 | Bill Richardson (CBC) |
| May 21-24, 1998 | Wolfville, NS, Acadia University |  |  | Reflection: Yesterday, Today, Tomorrow | Clifford Lynch (Coalition of Networked Info) |
| May 22-  25, 1997 | St. John’s, NL, Memorial University of NL | 148 (129 full,  19 one-day) | Registration Early $100/155 Late $125/180 Student $60 Exhibitors fee  $175 | Wired/Connecté | Dyer, Gwynne (Historian/ Journalist) |
| 1996 | Halifax, NS | [Held in conjunction with CLA] |  |  | Sail into our future |
| May 25-  28, 1995 | Charlottetown, PEI, University of PEI | 250 |  | Building Better Bridges – Forging Stronger Links | Menzies, Heather (writer) |
| May 25-  29, 1994 | Baddeck, NS Inverary Inn & Gisele’s Country Inn |  |  | Back to Reality:  Serving Users in a  Virtual World | Dr. Catherine Ross (Dean Grad Studies, Western) |
| May 27-  30, 1993 | Fredericton, NB, Lord Beaverbrook Hotel | 266 |  | Lobbying for libraries/Lobbyisme pour les bibliothèque | Roma Harris (School of Library and Information Science, University of Western Ontario) |
| May 8-10,  1992 | Halifax, NS, Halifax Hilton Hotel | 400 |  | Fiche & chips: a menu for the future | Dr. Blaise Cronin |
| May 23-  26, 1991 | Corner Brook, NL Sir Wilfred Grenfell College | 156 |  | Bridging/Servir de pont | Jean Little (Author) Building bridges to literacy |
| May 10-  13, 1990 | Moncton, NB, Hotel Beauséjour | 234 |  | At the Crossroads of Knowledge/  Au carrefour des connaissances | A. Alan Borovoy (General Counsel, Canadian Civil Liberties Association) |

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| 1989 | Charlottetown, PEI, Prince Edward Hotel |  | $70 | Achievements of the Past Challenges for the Future | Penny McKee (CEO, Peterborough Public Library) |
| June 16-20, 1988 | Halifax, NS | [Held in conjunction with CLA] |  |  |  |
| May 28-  31, 1987 | Saint John, NB, Conference Centre |  |  | A Future Glance | Beverly Lynch (University Librarian of Illinois at Chicago and Past-President, ALA) |
| May 29-  June 1,  1986 | St. John’s NL, Battery Hotel |  |  | Towards a More Effective Library Service | Ron Gross (Co- Chair, University Seminar on Innovation in Education, Columbia University) |
| May 30-  June 2,  1985 | Fredericton, NB, University of NB | 194 |  | Learning for life | Tough, Allen (OISE) |
| 1984 | Charlottetown, PEI, University of PEI |  |  |  |  |
| May 26-  29, 1983 | Halifax, NS, Dalhousie University |  |  | Interactive communications in libraries | Brenner, Everett; Cameron, Ann |
| May 13-  16, 1982 | Sackville, NB, Mount Allison University |  |  | Public relations in today’s economic world | Sheila Laidlaw (Sigmund Samuel Librarian, U of T) |
| May 22-  24, 1981 | Wolfville, NS, Acadia University |  |  | Discovering regional riches |  |
| May 2-4,  1980 | Corner Brook, NL, Sir Wilfred Grenfell College |  |  | Libraries and the law |  |
| May 4-6,  1979 | Moncton, NB, Université de Moncton |  |  |  |  |
| May 5-7,  1978 | Halifax, NS, Dalhousie University | 232 |  |  | Sherrill Cheda “Changing the Library Environment” |
| May 6-8,  1977 | Charlottetown, PEI, University of Prince Edward Island | 125 |  | Stretching the Library Dollar | Deputy Minister, Canada Dept Communications |

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| May 14-  16, 1976 | St. John’s, NL, St. Bride’s College | 95 |  |  |  |
| May 29-  June 1,  1975 | St. Thomas University Fredericton, NB | 150 |  |  |  |
| May 24-  26, 1974 | Saint Mary’s University Halifax, NS | 178 |  |  |  |
| May 4-6,  1973 | Confederation Centre Charlottetown, PEI | 110 |  |  | Golieb, A. E. (Department of Communications) |
| May 27-  28, 1972 | Memorial University St. John’s, NL | 100 |  |  |  |
| May 14-  16, 1971 | Mount Allison University Sackville, NB | 115 |  |  |  |
|  |  |  |  |  |  |
| Aug 30-31, 1965 | St. John’s, NL Memorial University |  |  | ------------------- ---- | ------------------- ---- |
| Oct 4-6,  1964 | Halifax, NS SMU & Halifax Memorial Library | 64 |  | ------------------- ---- | ------------------- ---- |
|  |  |  |  |  |  |
| May 21-22, 1962 | Charlottetown, PEI Prince of Wales College | 50 |  | ------------------- ---- | ------------------- ---- |
| Aug 28-29, 1958 | St. John’s, NL NL Hotel |  |  | ------------------- ---- | ------------------- ---- |
| 1935 (1st annual) |  |  |  |  |  |