



Annual Conference Chair / Co-Chair

Position Summary:

Serve as a member of the State Council responsible for managing all activities related to planning and implementing the Annual Conference.

Responsibilities:

- Attend additional State Council Meetings, such as Strategic Planning or training sessions.
- Represent SHRM by conducting all activities in accordance with the National and State code of ethics and conduct, and by using sound business principles and judgment in conducting all SHRM-related business.
- Appoint qualified individuals to manage specific functions related to the annual conference with the objective of selecting individuals throughout the state (See “Functional Committees” below).
- Hold regular meetings with the Steering Committee to ensure alignment on budget, keynote speakers, etc.
- Manage the conference financials to meet the expectations outlined by the State Council.
- Provide professional development opportunities to attendees in line with the direction of SHRM and HR Virginia State Council.
- Provide leadership and direction to Annual Conference Committee Chairs and Members.
- Monitor all activities related to the Annual Conference.
- Perform other duties as assigned by the State Council President.

Functional Committees, as related to the Annual Conference:

- Programs / Certification Committee**
Through a Request for Proposal (RFP) process, secure three to five keynote speakers, along with approximately 55 concurrent speakers highlighting current and relevant topics centered around both SHRM’s and HRCI’s bodies of knowledge, as well as topics

in keeping with the conference's overall theme. Prepare schedule for selected keynote speakers and concurrent sessions; organize needed information. Collect bios, headshots, presentations, and materials from all speakers for the conference website/app. Responsible for managing all speakers' needs before and during the conference. Certification Director submits for recertification credits through SHRM and HRCI.

Arrangements Committee

Partner with outside vendors including hotel, food & beverage, A/V, etc. Arrange special events and activities. Ensure all rooms as well as the Partner Exhibit area(s), are continuously ready for business.

Marketing/Publicity and Social Media Committee

Prepare releases and SHRM eblasts marketing the conference, showcasing keynote speakers and sessions, and ensure lines of communication are easily available and clear in their delivery for attendees, and speakers. Responsible for writing all attendee communications. Ensure that the conference is branded as an HR Virginia event appropriately. Capture analytics as available.

Volunteers/Moderators Committee

Secure volunteers to assist in various ways throughout the conference, ensuring all attendees and speakers are assisted as needed. Duties range from introducing each speaker session, or otherwise assisting with the registration booth needs, answering attendees' questions, assisting with the SHRM bookstore (setup, customer service, pack up), etc., if applicable. Responsible for set-up and Volunteer coordination of the HR Virginia / SHRM booth.

Registration Committee

Work closely with Treasurer and Arrangements Committees to ensure accuracy of registration information. Monitor all conference registrations and send communication as requested with attendees, and speakers. Secure all name badges/lanyards/accessories/special instructions: allergies, etc. for in-person attendees.

Sponsorships/Partners/Exhibitors Committee

Secure sponsorships and exhibitors for the Conference in the form of overall Conference Sponsorship; Conference Special Event/Activity Sponsorship; booth participation to display and speak with attendees promoting their product, etc.; Sponsorship of keynote speakers and concurrent speakers, etc. Work with Arrangement Committee for booth setup for exhibitors including A/V and booth electrical set-up. Responsible for creating or updating the Sponsorship Prospectus for each conference. Responsible for communication with Partners and Exhibitors.

Requirements:

- Must be a SHRM member in good standing. SHRM and/or HRCI certification highly desirable.
- Serves for a period of approximately 24 months which includes serving on the current year's Conference Committee and ends when all follow-up items for their responsible conference are completed.