



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.

- The SHRM VA and DC annual conference is a conference with over 600 attendees annually, 50+ partners and 60+ speakers. The conference content will be focused on all aspects of the Human Resources profession and will offer learning and networking opportunities to all attendees. These learning opportunities will include credits toward both SHRM and HRCI certifications.

Responsibilities:

- Attend additional State Council Meetings, such as Strategic Planning or training sessions. Provide quarterly State Council meeting slides. 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.
- Function as project manager for all aspects of the SHRM VA and DC annual conference.
 - Maintain the project plan and ensure the execution of each task is completed in a timely manner within the approved budget.
 - Provide leadership and direction to each conference sub-committee with ultimate accountability for all sub-committees and their work as outlined below.
 - Develop, submit for approval and manage the approved conference budget to meet the expectations outlined by the State Council.
- Appoint qualified individuals to serve as sub-committee members to manage specific functions related to the annual conference with the objective of selecting individuals throughout the state (See "Sub-Committees" below).
- Coordinate with other State Council Directors if they are planning events at the conference (SHRM Foundation, Membership, College Relations, etc.) For example:
 - Space allocated
 - Time in the schedule to share information to attendees
 - Communications done before and during the conference
- Emcee the conference
 - Write scripts to manage announcements at keynote/general sessions
- Hold regular meetings with the Steering Committee to ensure alignment of all elements necessary to execute the conference, especially budget and strategic guidance.
- Manage and develop conference financials in alignment with State Council expectations, securing approval from the State Council Director on all budget items and expenses.

- Identify, interview and secure keynote speakers for conference.
- Perform other duties as assigned by the State Council Director.

Sub-Committees, as related to the Annual Conference:

- Programs / Certification Committee
 - Through a Request for Proposal (RFP) process, secure approximately 70 speakers for concurrent sessions 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.
 - Finalize the RFP.
 - Work with Registration to build RFP into our registration software.
 - Manage the RFP process including:
 - Distribution using prior speaker lists and coordinating with Communications to post on our Social Media channels.
 - Recruiting speakers based on recommendations and prior experience.
 - Responding to questions from potential speakers.
 - Reviewing and following up on incomplete submissions.
 - Manage decision-making process to select speakers/sessions.
 - Notify everyone of their final disposition once decisions made.
 - Prepare schedule for selected keynote speakers and concurrent sessions
 - Manage speaker confirmations, schedule availability and cancellations.
 - Select the rooms for each session based on a variety of factors including speaker and topic popularity, credits secured and room size.
 - Collect bios, headshots, presentations, and materials from all speakers for the conference website/app.
 - Help speaker with learning objects to ensure max SHRM and HRCI credit is awarded for their session(s).
 - Provide presentations to the AV partner.
 - Manage all speakers' needs before and during the conference and coordinating with appropriate subcommittees to ensure the agreed upon needs are met.
 - Certification Director submits for recertification credits through SHRM and HRCI.
 - Format information from RFP submission into format required by each certifying body.
 - Follow-up to ensure timeliness of response and/or additional information needed is provided.
 - Communicate codes with committee once obtain for distribution to attendees.

Arrangements Committee

- Main POC for conference host location
- Manage key dates in contract
- Arrange for on-site pre-planning session if needed
- Arrange BEO meeting ahead of conference kickoff

- Manage all contracted common space use and allocation for duration of conference. This includes meeting rooms, the marketplace, social event space, etc.
 - Manage sleeping rooms that will be charged to the state council master account
 - Committee Members
 - Keynotes (per their contract)
 - AV partners (per their contract)
 - Raffle prize winner(s)
 - Other VIPs
 - Manage conference menu
 - Selections for all conference-provided meals and breaks
 - Dietary restrictions
 - Logistics
 - Counts
 - Manage our AV partner
 - Work with conference co-chairs to determine keynote set design
 - Work with presentation committee to ensure presentations are all submitted and speaker needs related to AV are dispositioned
 - Prepare for any special transportation needs
 - 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 social media posts, releases and SHRM eblasts and other appropriate marketing for the conference, showcasing keynote speakers and sessions, and ensure lines of communication are easily available and clear in their delivery for attendees and speakers.
 - Complete process to have conference listed on SHRM Events page
 - Coordinate blog posts relative to the annual conference (may include soliciting speaker or partner content or writing content from scratch).
 - Responsible for writing all attendee communications.
 - Ensure that the conference is branded as a SHRM Virginia and DC event appropriately, including by each SHRM VA and DC chapter.
 - Capture analytics as available.
 - Build and manage rolling slides
- 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 managing the set-up and Volunteer coordination of the SHRM Virginia and DC / SHRM booth.
 - Solicit volunteer needs from other sub-committees.
 - Create schedule for volunteers.
 - Conduct volunteer orientation

- Registration Committee
 - Manage conference registration software including initial set-up, troubleshooting and on-going updates/maintenance and initiating mass communications sent through the site.
 - Set-up conference section of main SHRM VA and DC website
 - Work closely with Treasurer and Arrangements Committees to ensure accuracy of registration information.
 - Monitor all conference registrations and work with the Communications Director.
 - Secure all name badges/lanyards/accessories/special instructions: allergies, etc. for in-person attendees.
 - Design printed schedule, conference signage and any other print needs and manage printing.
 - Provide reporting links as needed to various attendee reports for committee needs.

- 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.
 - Select and manage exhibit set-up vendor on exhibit hall/marketplace layout

Requirements:

- Must be a SHRM member in good standing. SHRM and/or HRCI certification highly desirable.
- Must be a member of at least one local Chapter.
- 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.