



## Conference Committee Openings

### **Marketing chair –**

1. Part of primary conference committee to have input on all major planning and decision-making
2. In charge of managing a group to brainstorm and reach out to potential attendees.
  - Outline requirements and source volunteer agency to create event theme and major communications (web site, email template and direct mail)
  - Brainstorm with team to create ideal speaker profiles
  - Coordinate team efforts to reach out to speakers
  - Coordinate with Sponsorship committee to optimize cross-pollination opportunities of speakers/sponsors
  - Maintain speaker plan and booking schedule
  - Hand off booked speakers to CRG to follow up

### **Sponsorship chair –**

1. Part of primary conference committee to have input on all major planning and decision-making
2. In charge of managing a group to brainstorm and reach out to potential sponsors.
  - Outline benefits of each level of sponsorship
  - Brainstorm with team to enhance existing potential sponsor list
  - Coordinate team efforts to reach out to sponsors
  - Coordinate with Programming committee to optimize cross-pollination opportunities of speakers/sponsors
  - Maintain sponsor plan and payment schedule
  - Hand off booked sponsors to CRG to follow up

### **Sponsorship sales –**

- We will also need one or two people to support this team