

Regional Meeting registration sites will be built upon receipt of the first 4 deliverables

 **Pre-Planning Phase:**

1. Objectives and Audience:

- Goals and objectives of meeting (e.g., networking, education, industry updates)
- Target audience

DELIVERABLE 1 (Word format): Brief Meeting Overview with up to 4-5 meeting highlights (in bullet point) and “Who Should Attend”?

2. Logistics (Point of Contact, Dates, and Location):

- Point(s) of contact for event
- Event date (avoid major industry conflicts or holidays) and registration deadline
- Venue (your office, local hotel, etc.)
 - Consider amenities:
 - Ease of access (near major airport)
 - Validated parking
 - AV support
 - Catering
 - Courtesy hotel, include link to group block if arranged

DELIVERABLE 2 (Word format): Full logistical summary, incl. pertinent links, points of contact, etc.

3. Material - Draft Agenda and Logo, etc.:

- Full day meeting agenda may include, check-in, welcome, educational content, networking, meals.
- If Agenda is not available prelaunch, description and bullet points from “DELIVERABLE 1” should suffice until an agenda is available.
 - Consider including panel discussions, roundtables, or a guest speaker.
- Send transparent high-resolution logos and HEX or RGB colors.

DELIVERABLE 3 (Word format): Agenda before website/registration launch

DELIVERABLE 4 (.ai, .eps., etc.): High-resolution logos and PMS color codes

4. (Optional) Secure Sponsorship:

- Identify opportunities for local or industry-related sponsors (breakfast, lunch, breaks, post-meeting networking reception, badges, etc.)
- Use sponsorship to offset costs or enhance attendee experience (e.g., meals)
- Create simple sponsor packages that offer recognition (e.g., logo on signage, shoutout during remarks)

OPTIONAL DELIVERABLE (Word format): Prepare clearly defined levels of sponsorship and package benefits

Hosting Guidelines

5. Event Site:

- TIA Meeting Team will create event site on Cvent, using the following required information.
 - **Required Formats:**
 - Deliverables #1-3, and Optional – WORD;
 - Deliverable # 4 – Vector types (.eps, .ai, .svg, etc.)
 - DELIVERABLE 1 (Word format): Brief Meeting Overview with up to 4-5 meeting highlights (in bullet point) and “Who Should Attend”?
 - DELIVERABLE 2 (Word format): Full logistical summary, incl. pertinent links, points of contact, etc.
 - DELIVERABLE 3 (Word format): Agenda before website/registration launch
 - DELIVERABLE 4 (.ai, .eps., etc.): High-resolution logos and PMS color codes
 - *OPTIONAL DELIVERABLE (Word format): Prepare clearly defined levels of sponsorship and package benefits*

6. Promote the Event:

- TIA Meetings Team will share a link for beta testing, and after approval, a live link
- Host will create promotional materials (emails, social posts, etc.) with the finalized date, location, and registration link
 - TIA Marketing Department will post event link on TIA Regional Meeting web page and include in member comms (e.g., TIA weeklies, etc.)
- Use association channels and member networks to spread the word

7. Registration & RSVP Tracking:

- TIA will periodically provide a link to updated registration reports to include dietary and ADA accommodation requests.
- Stay on top of registration headcount and sponsorships (as applicable) for food & seating

8. Final Presentation Deck

- Send presentation to TIA for review and approval no later than 3 weeks before meeting.

DELIVERABLE 5: No later than 21 business days before meeting, send slides (as .pptx) for TIA review and approval

Hosting Guidelines

Execution Phase:

- 1. On-Site Logistics:**
 - Confirm with venue: room setup, tech needs, catering timing, signage.
 - Bring name tags, printed agendas, and directional signs.
 - 2. Welcome and Registration:**
 - Have a registration table with greeters.
 - Hand out name badges; printed agendas are optional.
 - 3. Facilitate the Meeting:**
 - Start on time with a welcome and brief overview.
 - Keep speakers and sessions on track.
 - Encourage questions and interactive engagement.
 - Work with speakers to develop seed questions.
 - 4. Networking Opportunities:**
 - Build in time for casual conversation before, during, or after the main program.
 - Consider optional after-hours social (happy hour, dinner).
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Post-Event Phase:

- 1. Collect Feedback:**
 - Send a quick survey asking about experience, takeaways, and ideas for next time.
 - 2. Send Thank-Yous:**
 - Acknowledge attendees, speakers, and any sponsors with a follow-up email or LinkedIn post.
 - 3. Evaluate Success:**
 - Review attendance, budget, feedback, and lessons learned.
 - Document what worked well and what could be improved for next time.
 - 4. Share Event Highlights:**
 - Post photos, quotes, or takeaways on social media or in a member newsletter.
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Extra Tips:

- Keep it simple. Even a 2-hour meet-and-greet can be impactful.
 - Tap into local connections for venues, food, and speakers.
 - Don't be afraid to delegate tasks to co-hosts or volunteers.
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Event Requirements & Deliverables

TIA REVIEW REQUIRED

- Agenda
- Slides

Required to launch event site/registration.

- DELIVERABLE 1 (Word format): Brief Meeting Overview with up to 4-5 meeting highlights (in bullet point) and “Who Should Attend”?
- DELIVERABLE 2 (Word format): Full logistical summary, incl. pertinent links, points of contact, etc.
- DELIVERABLE 3 (Word format): Agenda before website/registration launch
- DELIVERABLE 4 (.ai, .eps., etc.): High-resolution logos and PMS color codes
- OPTIONAL DELIVERABLE (Word format): Prepare clearly defined levels of sponsorship *and package benefits*

Required no later than 3 weeks before event

- DELIVERABLE 5: No later than 21 business days before meeting, send slides (as .pptx) for TIA review and approval