

ACEC/MA Program/Event Coordination Policy and Form
(Updated version approved by Board, April 2012)
(Changes to reflect TEC -> TECET updated June 2014)

PURPOSE

- To facilitate coordination and communication between various ACEC/MA committees/forums who plan and implement programs
- To provide procedures for planning logistics/scheduling of programs and events
- To provide coordination on event speakers
- To ensure event TECET support resources are budgeted and approved
- To provide guidance when determining whether an ACEC/MA event is to be a free or paid program
- To ensure that any and all types of event sponsorships are reviewed and approved by the ACEC/MA ExComm

BACKGROUND

Hosting events for members is an important aspect of ACEC/MA. Events provide value to our membership by educating members (and in some cases non-members) on various topics of business interest to the engineering community and by providing networking opportunities within the membership. In addition, paid programs provide a valuable revenue source to the organization that helps keep membership dues reasonable.

In recent years, through the Program Committee, ACEC/MA has been offering a minimum of 8 paid programs to its membership. These programs typically draw between 40 and 125 registrants and have ranged from social events to seminars on technical or business practice topics. In some cases, it may be appropriate for a potential program thought of outside of the Program Committee to become one of the programs organized by the Program Committee (if mutually agreed upon by the Program Committee and the Committee/Forum proposing the program). Member firms can elect to sponsor an individual program, to be an annual corporate sponsor for the year, or to not be a sponsor. In many cases, one benefit to a member firm of sponsoring a program or being an annual corporate sponsor is receiving one or more complimentary tickets to events. The funds raised through sponsorship are also an important revenue source to ACEC/MA. ACEC/MA also hosts an annual Engineering Excellence and Awards (EEA) Gala organized by the EEA committee that provides revenue for the organization, along with such in-depth educational programs as Emerging Leaders, Everest, Odyssey, and Genesis.

In addition to the paid programs, there are situations when it is appropriate to have an outside speaker as part of a free event available to ACEC/MA members. This will most commonly occur as part of a working session between the outside speaker and ACEC/MA members and commonly conducted as part of a normal committee/forum meeting.

This policy shall apply to any event, whether a paid program or free work session, proposed, planned and hosted by an ACEC/MA standing committee, subcommittee, ad hoc committee or member constituency other than the standing Program Committee of ACEC/MA, unless specifically exempted herein or by the direction of the ACEC/MA Board of Directors or its Executive Committee (ExComm).

Partnering sessions with government agencies, the EEA Gala, Annual Celebration, and Leadership Education Committee programs are not subject to this policy.

DEFINITIONS

The following definitions apply to this policy:

Event – Events include seminars, breakfast and dinner meetings, and committee/forum meetings with invited guests that are not committee/forum members or ACEC/MA members.

Program – A program is typically one when the speaker(s) are mainly disseminating information to an audience and typically involves a financial commitment on behalf of ACEC/MA to a speaker or to a facility where the event will be held. For the purpose of this policy, a paid event will be referred to as a Program.

Work Session – A Work Session typically involves only one speaker (or two speakers if from the same agency/organization) participating in an open dialogue with a smaller group of members where an equal exchange of information or opinions occurs. Also, a Work Session could involve a member roundtable. For the purpose of this policy, a free event will be referred to as a Work Session.

POLICY

1. In most cases events should be paid for and not free to members. However, there are some cases, where a free event, or work session, is appropriate, such as when the intended audience is small and the program will be held at TEC or at the normal committee/forum.

To assess if an event should be free work session or paid program:

- a. The committee/forum proposing the program should consider the following factors when proposing a free work session or a paid program:
 - Is the topic of general interest to the membership or only a small subset?
 - Number of people speaker/topic will draw
 - Purpose of invited speaker and intended audience
 - Number of speakers – individual or panel
 - Will there be expenses – food/venue/TECET staff?
 - Will you be able to get people to pay for it?
 - Is there a compelling reason for the event to be free?
- b. Communication with the Program Committee Co-Chairs: Fill out one-page form for potential programs or work sessions or send them an email with the information in the body of the message. They will review and provide a recommendation to the Group Director about whether the event should be a paid program or work session. Final approval will be by Group Director. Group Director may consult with ExComm.

The form should be provided to the Program Committee at least two months prior to the proposed date of the program/work session. This step can be skipped if the program/work session is approved at the beginning of the year as part of the Work Plan process. However, the dates of the program/work session still must be coordinated through TECET.

- c. Coordinate with TECET and the Program Committee regarding the date and time planned for the program/work session so that it does not conflict with other ACEC/MA events.

2. Paid programs hosted/planned by committee/forum other than Program Committee

In some instances there may be a paid program that is hosted/planned by a committee/forum other than the Program Committee (one example is the MBTA workshop hosted by TALC in Fall 2008).

The host committee/forum should follow the steps outlined above in Item 1 in seeking approval for the program. In planning the event, the following guidelines should be followed:

- Consult with TECET in determining the location and cost of the event. The goal should be that the program is profitable. Determine whether additional TECET time or other expenses would be incurred in developing and implementing the program. These factors may influence the fees that would need to be charged for the program. In most cases, TECET staff will need to seek approval for additional work from the ACEC/MA ExComm. Unless otherwise approved by Excomm, there should not be paid sponsors for the program. (There are other opportunities for sponsors and vendors to be ACEC/MA sponsors).

3. Free work sessions hosted/planned by committee/forum other than Program Committee

Free work sessions should typically be limited to committee/forum meetings with an invited guest. Examples include the Environmental Committee/Private Sector Committee meeting with the MEPA director or a Member Roundtable. The host committee/forum should follow the steps outlined above in Item 1 in seeking approval for the work sessions. The following guidelines should be followed:

- Work sessions are typically held at TEC or at the normal committee/forum meeting location. There should be no additional cost to ACEC/MA (including TECET staff time) from the work session.
- Work sessions are typically open to only member firms (an exception would be if the membership committee/forum was inviting a prospective member to a work session).
- Unless otherwise approved by ExComm, there should not be paid sponsors for the work session. (We have other opportunities for sponsors and vendors to be ACEC/MA sponsors).
- The work sessions should be advertised to a targeted audience within ACEC/MA and not a blast email to the full ACEC/MA database. For instance, an email would be sent to the HR contact of each member firm or Firm Representative for an HR work session (in addition to members of the HR forum).

4. The Committee/Forum hosting the program/work session is responsible for providing a short article (up to 500 words) about the event for publication in the ACEC/MA publication; *Insights*. If possible, a photograph from the event should be included. The article should be sent to the *Insights* co-chairs. In addition, the potential for a full-length article (typically 1200 to 1500 words) for *Insights* should be explored with outside speakers if the program/work session would lend itself to the article and/or the speaker is agreeable to providing an article.

PROGRAM/WORK SESSION APPROVAL FORM

Host Committee/Forum: _____ Contact: _____

Date Submitted: _____ Email: _____

Phone: _____

Topic: _____

Speakers: _____

Intended Audience: _____ No. of Expected Audience _____

Venue: _____

Proposed Date/Time: _____

(Prior to proposing date/time, review the on-line TECET calendar for potential conflicts.)

Proposed: Paid Program
(check one)

Free Work Session

Proposed Sponsorship: Yes
 No

Brief Description: _____

Provide completed copy of form to ACEC/MA Executive Director, co-chair(s) of Program Committee and Events and Operations Group Directors OR send an email outlining this information in the body of the message to these ACEC/MA leaders.