

LARGE EVENT MANAGEMENT POLICY



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Overview

This document comprises the policy of the Waste Management Association of Australia (WMAA) for the management of events with duration of one or more day/s or those that require in excess of 20 hours to plan and execute.

This Policy details the scope and objectives, as well as listing the key factors considered in determining whether or not WMAA will proceed with an event.

Organising an event is a complex task and WMAA has an established Events Department to manage all aspects of the event in accordance with relevant legislation and other WMAA policies. WMAA members are encouraged to become involved in the development of the technical program content for each event.

WMAA Key Contacts

WMAA Events Department

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Objectives

WMAA is committed to running events, provided they are determined to be of benefit to the Association and its members. These events will be effectively managed to maximise positive benefits to the WMAA members and minimise potential negative financial impacts on the Association.

Some of the key factors include the safety of event attendees, the financial implications of holding events and the WMAA resources available to manage each event given the WMAAs other commitments.

The objectives of this Policy are:

- To provide high quality, topical events for WMAA members
- To maximise the promotional opportunities available through events for WMAA supplier members and sponsors
- To ensure that events meet a minimum standard of professionalism
- To ensure attendee health and safety
- To ensure that events are held in accordance with the provisions of all relevant legislation and regulations
- To ensure that adequate revenue is returned to the WMAA to cover the cost of managing the event and (where appropriate) contribute to the upgrade and expansion of WMAA member benefits

Types of Events

This Policy defines events in terms of the following ten types. Events may be made up of one or a number of these components:

Conference	A meeting of delegates to discuss a particular topic/s, usually within a program of two or more consecutive days.
Exhibition / Trade Show	Static indoor display designed for suppliers to meet with potential and existing customers.
Field Day	Outdoor exhibition generally displaying heavy machinery and equipment.
Workshop	A full day program where delegates interact and participate in the proceedings.
Technical Tour	Excursions to view facilities in operation.
Conference/Gala Dinner	The formal dinner in the conference program, usually held on the night before the final day of proceedings. It may include an awards presentation and entertainment.
Cocktail Reception	Usually held in the evening before the first day of proceedings. It is a shorter function typically held within the exhibition.
Awards Function	Function held specifically for the presentation of awards, may be a gala dinner or cocktail function.
Speaker Tour	One or multiple speakers travelling to a series of seminars or workshops held in multiple locations where a particular topic is presented.
Seminar (< 1 day/< 6 hrs)	(see WMAA Event Proposal and Procedures)

Key considerations

Factors which need to be considered when proposing an event that WMAA National Office will respond to:

- Date and time of event and proposed location
- Availability of WMAA staff to manage the event at any given time
- Duration of event, including setup and pull-down times
- Wet weather options
- Contingency plans
- Risk management and occupational health and safety issues
- Nature and extent of pre-event publicity
- Expected number of attendees
- Engagement of external contractors
- Financial management

Establishing an event

The WMAA Events Department will:

- Construct an event timeline which will encompass all tasks to be accomplished and when they fall due.
- Issue a Call for Technical Committee Members and Program Convenor
- Arrange for the technical committee to have access to a list server to facilitate committee communications.
- Prepare an event budget
- Research and select a suitable venue for the event

Event Program & Technical Committee

A technical committee, as experts in their field and on the subject matter, will be formed to develop the content of the conference program. The WMAA Events Department can often assist in this process, especially when it comes to identifying interstate or overseas speakers via ISWA, RDN and contacts with other Associations.

The technical committee will be required to approach appropriate government agencies and private companies to identify possible keynote speakers both from within Australia and overseas.

The WMAA Events Department will manage the following:

- Coordinate the Call for Technical Committee Members and Program Convenor
- Coordinate the Call for Papers
- Receive abstracts, submit to the technical committee for review and manage the acknowledgement process by the due date
- Develop the program structure]
- Formal invitation to keynote speakers and financial offer within budget

Program Convenor

A program convenor will be appointed by WMAA National Office. Duties of the program convenor include:

- Chair proceedings at the Conference
- Ensure all aspects of the technical program, tours, speakers and sponsorship are delivered within the timeline provided by the WMAA Events Department
- Coordination of technical committee and delegation of tasks to include, technical tours, sponsorship and program

The program convenor should possess the following attributes:

- Strong leadership skills
- Good communication skills to engage members and committee in developing the conference program
- Good industry and government contacts
- Proven track record to deliver outcomes on time
- Commitment to working within the conference budget
- Preparedness to consult with all State Working Groups regarding the program content
- A confident speaker prepared to MC at the conference where required

Remuneration of Program Convenor

- Up to a maximum of \$2000 dependant on delivery of milestone achievements
- Reimbursement of reasonable, agreed, out of pocket expenses (with receipts)
- One free full registration (including social events) for the conference

Conditions

- Acceptance of the remuneration is not compulsory and is entirely at the program convenors discretion
- Payment to the program convenor is conditional on the timely delivery of an appropriate conference technical program and tours, if required
- Payments will be made on completion of agreed tasks to the timeline.
- The program convenor's fee and estimate of out of pocket expenses must be included in the conference budget
- Full complimentary registration for the program convenor will be included in the conference budget

Technical Committee

The technical committee is responsible for:

- Determination of conference title, theme and prepare brief for conference brochure and call for papers
- Determination of number of days for conference program, number of streams and technical tours
- Determination of titles for conference streams and delegation of various streams to committee members to manage
- Identification of appropriate speakers to be invited and identification of relevant topics and case studies to be pursued
- Review abstracts submitted through Call for Papers and develop program
- Identification of keynote speakers
- Approaches to appropriate government agencies for opening or keynote presentations
- Identification of potential sponsors to be approached by the technical committee

Remuneration of Technical Committee Members

At the first technical committee meeting, committee members will agree to a level of registration fee or discount to be awarded to technical committee members in recognition of their contribution to the event.

- Discounted or complimentary registrations for committee members is conditional on members attending 2/3 of all conference meetings, either by teleconference or in person, and who make a significant contribution to the conference program and to fulfilling the sponsorship budget. This to be determined at the discretion of the program convenor and the WMAA Events Department.
- Acceptance of any complimentary or discounted registration is at the committee person's discretion

Meetings and Reporting

Meetings are held monthly; the calendar for meetings up until the event will be discussed and selected in the first technical committee meeting. Each meeting is used to discuss the program, potential sponsor and exhibitor opportunities and other functions as required.

The technical committee is required to attend the monthly meetings. If discounted registration for the committee is agreed upon, this is dependent on attending at least 2/3 of meetings.

Compensation for Committee Members

In special circumstances, any out of pocket expenses incurred by the technical committee will be reimbursed by the WMAA National Office provided that they have been included in the conference budget. An expense reimbursement form should be completed (please contact the WMAA National Office to obtain a form) and submitted to the WMAA National Office within one month of the expense being incurred.

Theme

It is the responsibility of the technical committee to work with the WMAA Events Department towards a conference theme and title. The number of conference streams will also need to be confirmed before the Call for Papers is distributed so it is clear how many speakers are required to fill the sessions. The technical committee will also need to provide suitable titles for these streams.

The WMAA Events Department can supply previous conference themes and titles to minimise the chance of repetition and assist with information on other (non WMAA) conferences during the year to ensure that the theme will attract the maximum amount of delegates.

Call for Papers

Once the theme has been developed, the technical committee will develop text to be featured on the Call for Papers to be distributed to the national WMAA membership database. This text should include possible topics to be presented on, including but not limited to, areas of interest, case studies etc. Once the Call for Papers closes, the WMAA Events Department will coordinate the assessment of the abstracts submitted and distribute them to the committee. The technical committee are responsible for marking the papers and selecting which are to be included in the conference program.

If speakers are no longer available or there are not enough abstracts to fill the program it is the responsibility of the technical committee to source additional speakers.

Once the speakers are chosen, the technical committee should work together with the WMAA Events Department to place the speakers in the correct stream within a session in an appropriate order.

Sponsorship

The technical committee should identify and approach potential sponsors. They should then provide details of sponsors for the WMAA Events Department to follow up including billing details, contact phone and email address.

Exhibition (if applicable)

If the conference has an exhibition component the technical committee should identify and approach potential exhibitors. They should then provide details of exhibitors for the WMAA Events Department to follow up including billing details, contact phone and email address.

Technical Tours (if applicable)

It is the responsibility of the Technical Committee to identify possible facilities for the technical tour if this is to be included in the conference program. These sites should be agreed upon by the WMAA Events Department to ensure they fit with the theme of the conference.

Speakers

The WMAA Events Department will:

- Provide keynote speakers with a contract outlining what is required of them and the level of financial compensation
- Arrange receipt of paper and presentation, biography and copyright
- Prepare PowerPoint template
- Prepare session chair run sheets and brief chairs
- Ensure that PowerPoint presentations are delivered to the AV contractor on time
- Advise speakers of details regarding time and location of their presentations
- Contact individual speakers to ascertain their AV requirements
- Prepare interface for AV provider to ensure papers are fed to the correct rooms in the correct order
- Obtain speakers gifts if required
- Coordinate travel, accommodation and financial arrangements for speaker/s if required

NB: For international speakers, the WMAA will reimburse the equivalent of, or pay for economy class airfares (only) to and from the conference destination, accommodation will be booked at the conference venue (or close by), for up to two nights prior to the conference and one night after its conclusion.

For Australian-based speakers the WMAA will reimburse the equivalent of, or pay for cheapest available airfares (only) to and from the conference destination, accommodation will be booked at the conference venue (or close by), for only the nights of the conference.

Compensation for speakers

Abstract submitters

Speakers responding to the Call for Papers and local invited speakers are responsible for their own expenses. In special circumstances – where the conference will pay the costs of a speaker to attend – this must be agreed upon before the budget is confirmed.

Invited presenters

Speaker fees will only be considered in special circumstances and must be agreed upon before the budget is confirmed.

Event Management

Delegates

The WMAA Events Department will manage the following:

- Receive and process all registrations
- Negotiate rates for accommodation blocks at or near the conference venue
- Monitor privacy requirements of delegates
- Prepare and distribute delegate feedback form
- Collate feedback responses and prepare report of outcomes for committee
- Contact non-member registrants to encourage WMAA membership

Onsite Management

The WMAA Events Department will manage the following:

- Registration desk and appropriate staff during event
- Manage last minute registrations, function bookings etc
- Supervise staff/volunteers in the speakers preparation area (if available), conference Secretariat and other areas as required
- Ensure official guests are met and guided as required
- Check room layouts, signage and AV setup

Sponsorship

The WMAA Events Department will manage the following:

- Develop the sponsorship packages
- Arrange signage (banners) as per sponsor benefits package
- Provide contract letter for sponsors
- Prepare PowerPoint template to be used during the sessions with sponsors acknowledgement
- Arrange for sponsor promotional material for conference handbook (if included in package)
- Obtain logos and company profiles
- Ensure all features of sponsorship packages have been provided to sponsors

Exhibition (if applicable)

The WMAA Events Department will manage the following:

- Provide contract letter for exhibitors
- Identify exhibition contractor, negotiate agreement and develop floor plan
- Liaise between venue and shell scheme builder for exhibitors special needs
- Brief exhibitors as required
- Produce and deliver to all exhibitors an exhibition manual
- Ensure all exhibitors have adequate Public Liability insurance
- Monitor compliance of exhibitors to requirements in exhibition manual
- Oversee exhibition move in and bump out

Financial Arrangements

The WMAA Events Department will put together a comprehensive budget for the event including costings from the proposed venue and proposed revenues. Depending on the proposed venue and other costs such as AV, cost for international keynotes etc a price per head will be determined inclusive of an early-bird, standard and late registration price for both members and non-members.

The WMAA Events Department will manage the following:

- Review registration fees, determine inclusions, policies for refunds, cancellations and complimentary registrations
- Monitor members discounts
- Invoice and receipt sponsors, exhibitors and delegates
- Manage accounts payable
- Monitor cash flow and budget
- Follow up on outstanding debts
- Arrange auditing
- Prepare final accounts (including GST statements)

Publicity / Advertising

The WMAA has an arrangement with WME whereby it is entitled to advertising opportunities in WME publications.

The WMAA Events Department will manage the following:

- Prepare a media/advertising plan for the event
- Prepare a PR plan for the event (if required)
- Maintain and monitor a database of potential delegates
- Compose text and prepare information for brochures and program
- Design all printed materials and arrange for printing
- Distribute materials such as posting of conference brochures and direct email marketing campaigns etc
- Book and prepare advertisements for appropriate magazines, email newsletters and other bodies as appropriate
- Build conference website
- Coordinate receipt of promotional material for conference handbook
- Supply delegate name badges

External Contractors (including venue)

The WMAA Events Department will manage the communication between all external venues and suppliers. This includes (if applicable) but is not limited to; the conference venue, offsite dinner venue, site visit venues, audio visual suppliers, caterers, accommodation suppliers, exhibition booth supplier, transport supplier and entertainment suppliers. This includes management of quotes, contracts and payment.

The WMAA Events Department will manage the following:

- Liaison with venue, negotiation of contract details and final event orders
- Arrange catering, room setup and AV requirements for conference days, social functions and technical tours
- Liaison with AV contractor, ensure equipment is tested, in good working order and backups are available where necessary
- Arrange necessary signage for conference days and social functions
- Liaison with shell scheme contractor if required
- Liaison with hotel for accommodation blocks and rates
- Source and book venues for conference social functions
- Produce dinner menus for tables if required
- Liaison with social function sponsors as appropriate
- Source and book entertainment if required
- Arrange for bus transport to technical tour/s and offsite social functions if required
- Prepare run sheets for technical tour/s and social functions and brief coach captains as required

Waste Management Guidelines

With the waste hierarchy in mind, the WMAA, aim to make all events zero waste events, and we request that you contribute in a practical way to supporting the waste minimisation strategies.

The WMAA prefers to work with venues that make an active contribution towards recycling and waste minimisation. In addition, our preferred AV suppliers are carbon neutral.

The amount of general material distributed has been minimised as the WMAA no longer distribute conference satchels to delegates. Instead, a conference handbook is provided to all delegates, which include promotional advertising from all sponsors.

If required, a volunteer committee member may be appointed to assist the WMAA Events Department and the venue to prepare a waste management plan, coordinate any additional waste and recycling services required, and prepare a final report.