

Airport Management Short Course Conference Committee Procedures

Revised July 2019

1.0 Responsibility and Authority

1.1 Conference Overview

The Airport Management Short Course Conference (Conference) is typically scheduled the end of January of each year. This conference is conducted to benefit attendees with a variety of timely industry topics, a slate of engaging speakers and subject matter experts, and provides the opportunity to have fun and meet new people and network with colleagues.

1.2 Airport Management Short Course Conference Committee

The Airport Management Short Course Conference shall have a Chair and a Vice Chair. The Vice Chair is selected by the 2nd Vice President and moves up to Chair the following year. The Committee shall be approved by the current SWAAAE President.

2.0 Responsibilities

2.1 Chair Responsibilities

The responsibilities of the Chair, include, and are not limited to, the following:

2.1.1 Make suggestions for other conference venues, i.e., golf tournament locations, opening reception, evening event, or other social activities, where attendees can have fun and experience excellent networking opportunities. All recommendations must be reviewed and approved by the Executive Director and the Second Vice President.

2.1.2 Conference membership shall be selected to satisfy conference development requirements. This includes, and is not limited to, the following:

- Solicit committee membership
- Plan, coordinate and conduct the Conference
- Conduct conference Committee meetings, and take notes of decisions
- Develop the conference topics; draft and distribute agendas
- Engage Committee representatives to manages the following areas:
 - Provide connections for local sponsors and exhibitors, and other contacts for support to ensure the financial success of the Conference.
 - The Chair may also establish a Conference Sponsorship Committee (CSC) to reach out to industry partners and stakeholders to request financial support of the conference.

2.1.3 Before/At/After the Summer Conference

- Before
Develop “Save the Date” collateral material for the Airport Management Short Course Conference.
- At
Ensure the “Save the Date” materials are available for and distributed at the Summer Conference. Hold the Committee meeting at the Summer Conference.
- After
Immediately after the Summer Conference has concluded, e-mail the SWAAAE membership to invite volunteers to participate as a conference committee member. It is highly recommended that the Committee begin meeting immediately after the Summer Conference has concluded (meetings may be in the form of conference calls).
- Conference calls should be conducted on a monthly basis for three (3) months. Approaching the conference, the committee shall meet every two (2) weeks after registration is open until the event; and, weekly if needed.
- It is highly suggested that a representative from the State Aviation Association be invited to join the conference committee.

2.2 Conference Program Committee (CPC) Responsibilities

The Conference Program Committee (CPC) is a separate committee comprised of the SWAAAE President, the chairperson and other selected individuals, as authorized by the President of SWAAAE.

The Chair will develop the conference theme, program and conference logo, with members of the Committee, in advance of the prior year’s Summer Conference, and present it to the Board of Directors at the Summer Conference Board Meeting. The incoming President of SWAAAE will have final approval on the conference theme, logo and program.

2.3 Chair and Vice Chair Responsibilities

The Chair of the Conference accepts the following expectations and obligations.

This includes, and is not limited to the following:

- Have sufficient Committee members to participate on the Conference Committee.
- Provides suggestions for local speakers and secure keynote speaker (with Committee approval).

2.3.1 Electronic/Printed Forms

- Develop “Save the Date” cards.
- Distribute “Save the Date” cards at the SWAAAE Summer Conference.

- SWAAAE will distribute “Save the Date” cards electronically through email to the following membership:
 - SWAAAE
 - ACA
 - CAC
 - AZAA
 - NAMA

2.3.2 Attendee Gifts

The Chair and Vice Chair is encouraged to coordinate with the Committee and provide a creative, contemporary, useful gift for the attendees; this will show their appreciation for their attendance at the Conference and support of SWAAAE. A general guideline for the attendee gifts is \$10.00 - \$20.00 per person.

2.3.3 Volunteers

Provides volunteers for on-site support during the conference including support for the following:

- Attendee Gift Bag Stuffing
- Registration
- Audio visual
- Transportation and Logistics
- Greeters for Evening Events

2.3.4 Airport Tour (Optional)

An optional tour may be provided at the end of the Conference. This may include arranging for transportation to pick up the attendees at the hotel.

The assigned lead will arrange for:

- Tour coordination including the attendee sign-ups for the tour
- Tour program
- Transportation from the conference hotel to the airport.

2.4 SWAAAE Responsibilities

2.4.1 Hotel Accommodations

Coordinate with the Executive Director on the hotel site. The hotel site shall meet the expectations for hosting the Conference.

The following represents a list of the major elements that should be addressed:

- Group hotel room rate that is under \$200 per night
- Group rate available three (3) days pre/post conference
- 80% attrition on room block
- Specific number of rooms per night will be provided by SWAAAE Executive Director, and approved by the Chair
- Guest room internet
- Ability to bring in SWAAAE owned AV at no additional cost
- Five (5) suite upgrades at group rate

- One (1) executive suite upgrade at group rate for President
- Handling and storage complimentary for twenty (20) boxes
- Discount on food and beverage and in-house AV
- Waived/optional resort fee
- Complimentary exhibit tables
- Session Locations
- Exhibitor Layout
- Menu
- Audio Visual Room Block

If the hotel satisfies the needs of the conference, SWAAAE will enter into a contract.

2.3.2 Attendee Roster

The benefit of an attendee roster is to provide attendees with important contact information before and after the conference. The attendee roster will be posted on the SWAAAE website as the attendees register.

- Copies of the attendee roster shall be distributed to the sponsors electronically, in advance of the conference, as determined by the level of sponsorship.
- Printed copies shall be available to all attendees at the start of the conference, and will be included in the attendee gift bag.
- The roster will be updated and electronically distributed to all conference attendees post conference.

2.3.3 Meeting and Food/Beverage Event Schedule and Space Commitment See Section 5.0 - Events

2.4 Airport Management Short Course Conference Committee Responsibilities

2.4.1 Program Management

The Chair shall recruit and engage volunteers to manage the following program areas of the conference. The Chair is responsible to ensure there is progress toward a successful conference. This includes, and is not limited to, the following:

2.4.1.1 Budget

A draft budget should be developed for review by the Board of Directors at the Summer Board of Directors meeting (preceding the Summer Conference). It is recommended that the Committee ask SWAAAE to provide the conference budget from the previous years' Conference.

2.4.1.2. Program Development

Significant considerations in the Program shall include:

2.4.1.2.1 Registration

Contract with the Executive Director should be approved by the Board and executed at the Conference Board Meeting; this will assist with the registration and the build of the website. The conference registration also includes registration for other seminars that are conducted in partnership with the Conference.

These Seminars/Events include:

- Airport Attorney's Workshop
- AAAE Final Interview Workshop
- AAAE Final Interviews

Registration shall be posted to the website at least five (5) months prior to the Conference.

The registration shall include:

- Attendees
- Golf Interest
- Welcome Reception
- Monday Night Event
- Young Professional/Student Session
- Evening Event Banquet
- Spouse/Guest Activities

2.4.1.2.2 Electronic/Printed Forms (SWAAAE)

The benefit of an attendee roster is to provide attendees with important contact information before and after the conference. The attendee roster will be posted on the SWAAAE website as the attendees register. Copies of the attendee roster shall be distributed to the sponsors electronically, in advance of the conference, as determined by the level of sponsorship. Printed copies shall be available to all attendees at the start of the conference, and will be included in the attendee gift bag. The roster will be updated and electronically distributed to all conference attendees post conference.

2.4.1.2.3 Conference Brochure (SWAAAE)

Digital format of the conference brochure shall be posted on the SWAAAE website at least five (5) months prior to the Conference. The Chair of the Conference Program Committee shall coordinate with AAAE to place the Conference brochure on the AAAE Conference App. Hard copies of brochures are no longer produced.

3.0 Sponsorship

3.1 A fundamental element necessary to achieve a successful Conference is to engage sponsors to provide financial support. A sponsor can choose to support a specific event, such as a coffee break, lunch, etc. Financial support may also be in the form of in-kind donations, such as gift bags, lanyards, etc.

The Committee will work with SWAAAE to develop sponsorship information. SWAAAE will send out e-mail information that outlines the Conference.

Points to include are:

- Brand Visibility (signage, conference brochure, table top cards, verbal announcements/recognition from chair and moderators at the different sessions, etc.); exposure to more than 200 key industry professionals.
- Access to the largest and best network of airport professionals in the regions.
- Flexibility; choose between reasonably priced sponsorship levels.
- Premier Exhibitor Placement; valuable face-to-face networking and interaction with attendees.
- Opportunities
 - Underwriting of Higher Attended Events
 - Tiered Sponsor Benefits
 - In-Kind Donations and Materials
 - Exhibitor Spaces
 - Golf Tournament

Past conference committees have developed and successfully used a tiered approach. An example of the Conference Sponsor Prospectus is located in Appendix A.

3.2 Welcome Bags

The Committee should coordinate with SWAAAE and potential sponsors to provide the conference gift bags. The gifts bags will be handed out to each registered conference attendee and will contain the conference agenda, attendee roster, airport host gift, consultant information and other items that the Committee believes to be useful to the attendee.

4.0 Conference Logistics

4.1 Audio Visual (Technology Committee Chair)

The Conference Chairperson shall coordinate with the Technology Committee Chair, and use the SWAAAE-owned AV equipment, unless circumstances warrant that other AT avenues must be explored.

- Arrange for timely shipping of SWAAAE-owned AV equipment to the hotel venue; ensure hotel receives and secures the equipment.
- Coordinate AV set-up with Technology Committee Chair.
- If necessary, secure additional equipment.

- Host airport should provide the equipment, if able.
- Rent necessary equipment from hotel, only if absolutely necessary.

4.2 Speaker Gifts

Recent tradition is to make a donation in the speaker's name to the selected charity; a certificate and/or a "thank you card" will be provided to the speaker for their service. Coordinate with the Executive Director for printing of certificates and/or thank you cards.

5.0 Events

5.1 Board and Conference Committee Dinner

It is recommended that the Conference Chair work closely with the Executive Director on the best location to hold the Board and Conference Committee Dinner.

The venue should offer the following:

- Room for 60 people to be comfortably seated for dinner.
- A menu that offers options, including vegetarian or gluten-free meals.
- If the venue is not inside the conference hotel, transportation should be provided by the host airport.

5.2 Welcome Reception

The Welcome Reception may be held on the hotel site or another suitable venue. Some important items to consider:

- Food and Beverage Cost(s)
Appetizers are usually preferred as many attendees may have dinner plans with consultants or other industry stakeholders and partners. Consider if alcohol will be provided complimentary (via tickets) or use a cash bar.
- Transportation
Determine if transportation is required, method and cost, if needed. You will need to determine the best mode of transportation to and from the selected venue, and the frequency of the drive trips to best accommodate the attendees.

5.3 Monday Night Event

It is highly recommended that the venue selected offer the attendees the opportunity to visit with colleagues and network with industry partners and stakeholders.

The venue should include:

- Space to reasonably accommodate 200 people.
- If not already provided, space where food and beverage stations can be easily located.
- Preferable an engaging entertainment venue.

5.4 Food and Beverage

For food and beverage outside of the planned events, it is highly recommended that the Chairperson and Executive Director coordinate food and beverage offerings during the conference, or designate a Committee Member to coordinate all food and beverage.

For example:

- Breakfast with the Exhibitors
Recommend regular and decaffeinated coffee, tea, water, juice(s), and an assortment of breakfast items, including hot meals, breads, muffins, yogurt, and fruit.
- Morning Coffee Breaks
Recommend regular and decaffeinated coffee, tea, and water.
- Afternoon Breaks
Recommend an assortment of regular and diet soda, iced tea, water and snacks (cookies, brownies, etc.).
- Corporate Luncheon
This is typically sponsored by corporate sponsor(s), and includes a planned meal with a first, second and dessert course, with water, coffee and tea service. SWAAAE and the Committee should coordinate closely with the sponsor(s).
- President's Reception
This is typically sponsored by corporate sponsor(s), and includes various types of beverages, specific quantities and a cost ceiling that the sponsor(s) are comfortable with. SWAAAE and the Committee should coordinate closely with the sponsor(s). This is one case where drink tickets may be suitable; additional drinks will be the responsibility of the attendee.
- President's Banquet
This is typically sponsored by corporate sponsor(s), and includes a planned meal with a first, second and dessert course, with water and coffee service.

Exhibitors/Exhibitor Hall

5.1 Exhibitors

The conference materials will include space available and cost information for exhibitors. It is the goal to work with SWAAAE and sign up as many exhibitors as the exhibitor space will allow.

5.2 Exhibitor Hall

Ensure that the Exhibitor Hall or Area provides space for the exhibitor and circulation space for conference attendees. It is also recommended that there is

a dedicated space/area where breakfast, coffee breaks and afternoon breaks food and beverages can be placed, with adequate room for attendee circulation. If the space allows, provide some tables and chairs for attendees to sit, eat and visit.

➤ Prizes

It is important for attendees to spend time in the Exhibition Hall visiting with exhibitors. One way to attract attendees to remain in the Exhibition Hall is to have frequent raffles. A raffle for a prize is always a fun way to share the conference experience. People love to win prizes!

In advance of the Conference, engage the host airport, sponsors, exhibitors and others to provide a variety of prizes. Prizes can take many forms, such as:

- Gift cards
- Golf Items
- Food/Wine Baskets
- Drones
- iPads or other Electronic Devices
- Model Airplanes
- Gag Gifts

6.0 Golf Tournament

6.1 Location

The Committee will recommend the golf course for the golf tournament.

- Confirm golf course availability; date, start time.
- Negotiate group rates.
- Finalize golf course for the golf tournament; a deposit may be required.

6.2 Sponsorship/Prizes

➤ Sponsorship

A fundamental element necessary to achieve a successful golf tournament is to engage sponsors to provide financial support and/or promotional items and prizes.

The Committee will work with SWAAAE to develop sponsorship information. SWAAAE will send out e-mail information that outlines the Conference and gold tournament sponsorship opportunities.

Points to include are:

- Brand Visibility (signage, conference brochure, verbal announcements/recognition from chair and moderators at the different sessions, etc.); exposure to approximately 50 key industry professionals.

- Access to airport professionals in a relaxed and fun environment.

6.3 Golf Tournament Pairing Form

When an attendee registers for the Conference, there is an opportunity to sign up for the Golf Tournament. The ability to identify the golf pairing is identified, as well.

More information may be found in Appendix B.

7.0 Transportation

The Chair will make arrangements for transportation to and from off-site events, including the frequency of the transportation.

RESPONSIBILITIES MATRIX AND CHECKLIST
 (Be sure to refer to Procedures for full list of requirements)

	Responsibility	Chair	Program Committee	Committee	Executive Director	EC	√ When Task is Complete
1.	Provide hotel site confirmation				√	√	
2.	Provide other conference venues (golf, opening reception, evening event, other social activities)	√		√	√		
3.	Assemble/lead Committee, conduct conference committee meetings, develop conference name, agenda, topics, develop logo	√					
	Ensure conference name and logo are approved	√		√		√	
4.	Prior to the Summer Conference, develop "Save the Date" collateral	√		√			
5.	At Summer Conference						
	Optional: Have table at Summer Conference in Exhibitor Hall; distribute "Save the Date" collateral	√		√			
	Hold Conference Committee Meeting	√					

RESPONSIBILITIES MATRIX AND CHECKLIST
 (Be sure to refer to Procedures for full list of requirements)

	Responsibility	Chair	Program Committee	Committee	Executive Director	EC	√ When Task is Complete
6.	Monthly Conference Calls (frequency may change)	√	√	√			
	Develop conference agenda and topics	√		√		√	
	Identify and secure speakers; confirm speakers	√	√				
7.	Participates on the Committee	√		√			
	Provides suggestions for local speakers/keynote speakers	√	√				
	Develops "Save the Date" cards	√		√			
	Optional: Staffs table at Summer Conference; distributes "Save the Date" cards	√		√			
8.	Distributes electronic "Save the Date" cards	√		√	√		
9.	Provides conference gift (\$10.00 - \$20.00 ea.)	√		√			

RESPONSIBILITIES MATRIX AND CHECKLIST
 (Be sure to refer to Procedures for full list of requirements)

	Responsibility	Chair	Program Committee	Committee	Executive Director	EC	√ When Task is Complete
	Coordinate hotel accommodations; sign contract				√		
13.	Manages Attendee Roster; sends out electronic updates; includes with conference materials				√		
14.	After conference, sends out final list of the Attendee Roster	√			√		
15.	Program management	√	√				
16.	Recruit and engage volunteers to serve on Committee	√					
	Coordinate budget with SWAAAE	√			√		
	Develop conference content/brochure	√	√		√	√	
	Develops registration materials <ul style="list-style-type: none"> • Golf Interest • Evening Event • Spouse/Guest • Banquet 	√			√		

RESPONSIBILITIES MATRIX AND CHECKLIST
 (Be sure to refer to Procedures for full list of requirements)

	Responsibility	Chair	Program Committee	Committee	Executive Director	EC	√ When Task is Complete
	Seminars: <ul style="list-style-type: none"> • Role of Attorney Workshop • AAAE Final Interview Workshop • AAAE Final Interviews 	√			√		
17.	Sponsorship	√		√			
18.	Welcome Bags	√		√	√		
19.	Other bag stuffers	√		√	√		
20.	Conference Logistics	√			√		
	AV	√		√	√	√	
	Speaker Certificates and "Thank You" cards	√	√		√		
21.	Events						
	Board and Conference Committee Dinner	√		√	√		
	Welcome Reception	√		√	√		
	Monday Evening Event	√		√	√		
	Transportation	√			√		
22.	Food and Beverage						
	Breakfast with the Exhibitors	√			√		
	Morning Coffee Breaks	√			√		
	Corporate Luncheon	√			√		

RESPONSIBILITIES MATRIX AND CHECKLIST
 (Be sure to refer to Procedures for full list of requirements)

	Responsibility	Chair	Program Committee	Committee	Executive Director	Other	√ When Task is Complete
	President's Reception	√		√	√		
	President's Banquet	√		√	√		
	Post Banquet Reception	√		√	√		
23.	Exhibitors	√		√	√		
	Exhibitor Hall	√		√	√		
	Prizes	√		√			
24.	Golf Tournament	√		√			
	Location	√		√			
	Prizes	√		√			
	Golf Tournament Pairing Form	√		√			

HELPFUL TIMELINE	
12 Months Before Conference	Confirm Hotel location and dates (Immediate Past President).
	Conference Chair seeks committee volunteers.
	Start developing theme of conference.
	Start developing Budget for the Conference.
6 Months Before Conference	At the SWAAAE Summer Conference, announce theme of conference and submit a draft budget for review by the Board at the Summer Board meeting prior to the Conference.
	Distribute "Save the Date" flyer or item
	Conduct initial Conference Committee, assigns leads to coordinate key program elements, and collectively develop/refine the program.
	"Save the Date" email, include in SWAAAE Alert, and post on SWAAAE website.
	Distribute "Save the Date" cards.
	Optional: The Chair and Committee is encouraged to have an Exhibit table at the Summer Conference.
5 Months Before Conference	Committee coordination; continue to refine conference agenda and topics, and recommend speakers.
	Track registration.
	Monitor Budget.
	Start developing the conference logo, in collaboration with the Committee.
	Track Hotel Room Block.
3 Months Before Conference	Committee coordination; continue to refine conference agenda and topics; coordinate speakers to fill slots.
	SWAAAE President to invite the current AAAE President and AAAE Chair to attend conference.
	Confirm hotel rooms, exhibit area, meeting rooms and set ups, war room, draft menu, and confirm other requirements.
Month Before Conference	Confirm menu and AV order with hotel
	Confirm last minute details, modify as needed
During Conference	Implement conference plan and guide the success of the execution of the conference.

1 Month After Conference	Conduct lessons learned meeting with Chair and Committee.
	Financial Results of Conference

Miscellaneous Notes

This document was updated by the FY18/19 Committee Chair Courtney Johnson, C.A.E., CM and 2nd Vice President Judy Ross, A.A.E., C.A.E.