



Organizing Committee Info Session

Friday, February 1, 2019

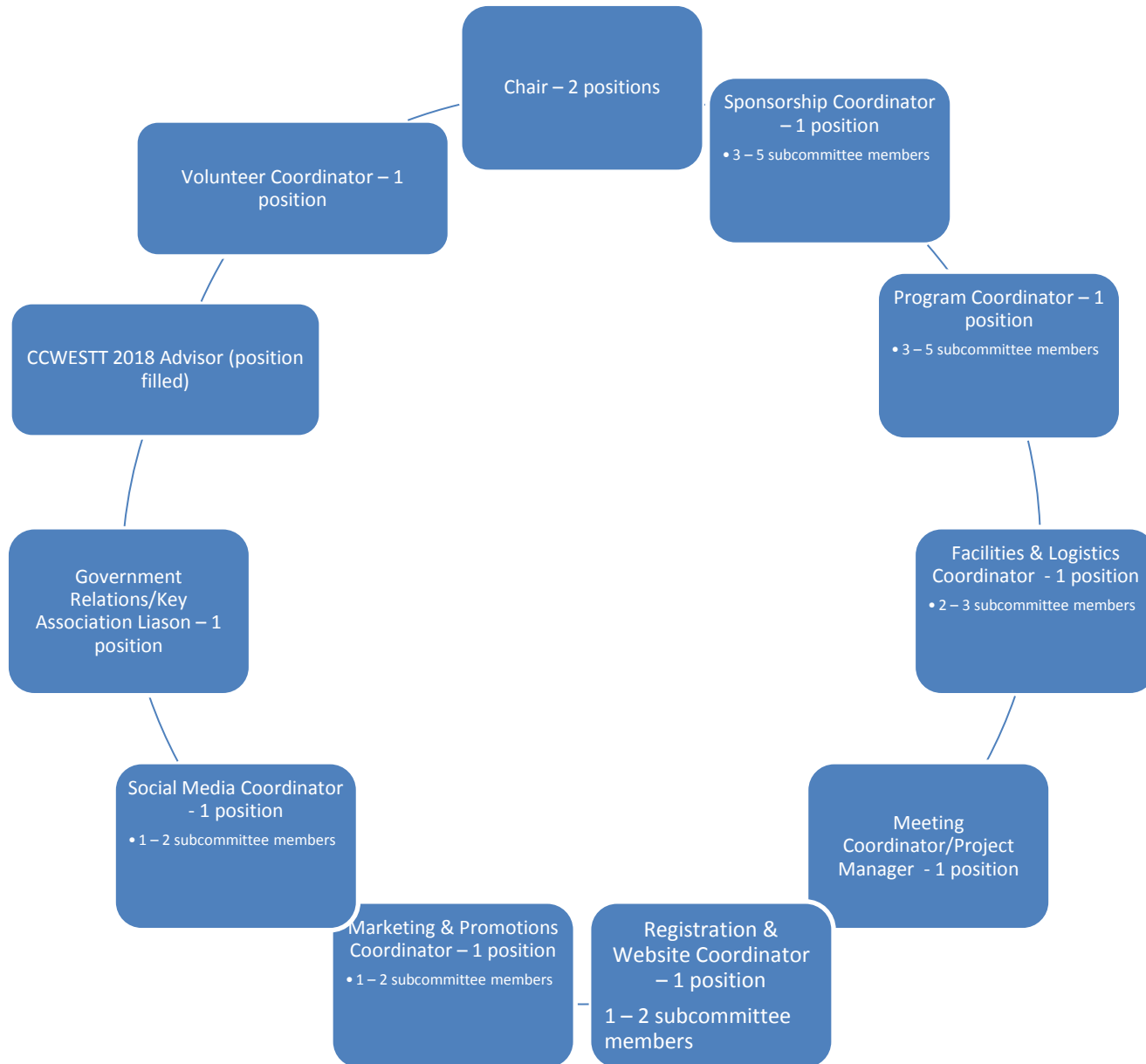
CCWESTT 2020

- Organizing Committee Structure
- Goals/Objectives
- Rough Time-line/Meeting Frequency
- Urgent Items to be completed by June 2019

CCWESTT 2020 Goals & Objectives

- Two day professional development conference with learning and networking opportunities.
- To bring together 500 people from all over Canada to discuss, celebrate, support and encourage women in Engineering, Science, Trades & Technology careers.
- To welcome all genders to attend.
- To secure sponsorship for 50 student scholarships.

MCWESTT 2017 Organizing Committee Structure:



CCWESTT 2020 Roles & Responsibilities

- Chairs
 - Manage Budget
 - Chairing meetings
 - Liaise between coordinators
 - Ensure project is staying on task

CCWESTT 2020 Roles & Responsibilities

- Sponsorship Co-ordinator & Subcommittee
 - Responsible for managing the Sponsorship Subcommittee
 - Creating Sponsorship Package
 - Contacting Potential Sponsors
 - Tracking Sponsors
 - Sponsor Recognition (Website, Powerpoint, Posters, etc.)
 - Sponsor Follow-Up/Thank You

CCWESTT 2020 Roles & Responsibilities

- Programs Coordinator & Subcommittee
 - Working with committee to develop conference program
 - Find and contact potential speakers
 - Find and contact Master of Ceremonies
 - Work with Website Coordinator to post program to website
 - Determine room requirements and speaker AV requirements
 - Compile speaker bios & photos for website and program
 - Speaker Thank-You notes & gifts
 - Create Printed Conference Program
 - Coordinate printing of conference program

CCWESTT 2020 Roles & Responsibilities

- Facility & Logistics Coordinator & Subcommittee
 - Main contact with event centre and hotel (Convention Centre & Delta Hotel)
 - Find & negotiate AV contract
 - Work with programs to define AV requirements
 - Select meals and work with registration coordinator to manage dietary restrictions
 - Communicate Room Requirements
 - Oversee hotel set-up
 - Work with Marketing & Promotions on participant bag assembly
 - Arrange for movement of all registration materials and participant bags to hotel.
 - Working with sponsorship to create participant swag bag. (Ordering bags and other bag contents, collecting all materials from sponsors for the bags, assembling bags, etc.)

CCWESTT 2020 Roles & Responsibilities

- Meeting Coordinator/Project Manager
 - Work with Chair to establish Organizing milestones and create project plan
 - Organize committee meetings, agendas & take meeting minutes
 - Manage Basecamp with minutes, agendas, etc.
 - Work with the coordinators to track progress against project plan

CCWESTT 2020 Roles & Responsibilities

- Website & Registration Coordinator
 - Co-ordinating & Supplying website content to our Engineers Geoscientist Manitoba website contact.
 - Setting up Registration (via website – work with Engineers Geoscientist Manitoba contact by supplying content)
 - Coordinating Student Registration
 - Seeking Student Registration Funding
 - Working with other sub-committees to get content for website (sponsorship logos, facility information, program information, etc.)
 - Managing and creating registration materials for day of conference (name tags, registration lists, etc.)
 - Overseeing Registration Volunteers on day of conference

CCWESTTT 2020 Roles & Responsibilities

- Marketing & Promotions Coordinator
 - Working with committee to develop conference theme
 - Work with 6P Marketing to develop all logo iterations (letter head, social media logos, website banner, handouts, banner, etc.)
 - Actively Promote Conference (media releases, contacting organizations, work with Social Media committee to develop marketing strategy)
 - Working with sponsorship to create participant swag bag. (Ordering bags and other bag contents, collecting all materials from sponsors for the bags, assembling bags, etc.)

CCWESTT 2020 Roles & Responsibilities

- Social Media Coordinator
 - Responsible for managing Social Media Sub Committee
 - Develop the conference Social Media Plan
 - Manage Social Media Accounts (Facebook, Twitter, LinkedIn)
 - Work with Marketing/Promotions & Registration/Website Sub Committees to Communicate with Social Media followers
 - Grow Social Media following
 - Co-ordinate and promote Social Media involvement during conference
 - Actively Promote Conference (media releases, contacting organizations, work with Social Media committee to develop marketing strategy)

CCWESTT 2020 Roles & Responsibilities

- Government Relations and Key Association Liason
 - Coordinate greetings/attendance from government officials (will work with Engineering Geoscientists Manitoba Government Relations)
 - Liaise with key associations (eg. Engineers Canada) to look for participation opportunities (and work with Sponsorship to contact these associations).

CCWESTTT 2020 Roles & Responsibilities

- Volunteer Coordinator
 - Responsible for coordinating volunteers for conference
 - Work with other coordinators to fill subcommittee roles as needed
 - Responsible for communicating with volunteers and volunteer training
 - Responsible for organizing volunteer thank you event (post-conference)

CCWESTTT 2020 Roles & Responsibilities

- CCWESTT 2018 Advisor
 - Provide advice/input/lessons learned from CCWESTT 2018
 - Provide key contacts (sponsorship, etc.)
 - Liason to CCWESTT board

CCWESTT 2020 Rough Timeline & Meeting Frequency

- Meet ~ 1x per month until June 2019
- Break for Summer (July/August)
- Meet every 3 weeks until December 2019
- Meet every 2 weeks 2020
- Subcommittees will meet as needed (will be responsible for own meeting schedule, not as formal).

CCWESTT 2020 – Urgent Items

The following items need to be completed prior to June:

- Basic Marketing Materials (Poster/Business Cards, etc.)
- Website Update
- Sponsorship Package Completed & Available
- Preliminary Program (keynote speakers & call for abstracts)
- Social Events Booked