

ASU Center for Nonprofit Leadership & Management Meeting Planner - Scope of Work

The ASU Center for Nonprofit Leadership and Management seeks proposals from qualified candidates to provide meeting planning services on a contractual basis in support of the Center's two major annual conference events, Nonprofit Day in the November of 2005 and the Annual Forum on Nonprofit Effectiveness in March of 2006. A description of each of the two events can be found at the Center's website at <http://www.asu.edu/copp/nonprofit/conf/index.htm>

Instructions to Applicants:

Qualified candidates must submit the following items in order to be considered:

- Resume
- Three professional references that can speak to the candidate's meeting planning experience and capabilities
- A quote of all costs to be incurred in the provision of the described services

Material must be received by May 13th in order to be considered and should be sent to the attention of:

Michelle Lyons-Mayer
ASU Center for Nonprofit Leadership & Management
PO Box 874703
Tempe, AZ 85287-4703
By Fax: (480) 727-8878
By email: nonprofit@asu.edu

For more information, contact Michelle Lyons-Mayer at (480) 965-5548 or michelle.lyons-mayer@asu.edu.

Scope of Work:

Working with the two Lead Conference Staff persons each responsible for one of two conferences, one to be held in November 2005 and the other in March 2006, to assure their coordination and success; to be part of the functional lead staff in planning and actualizing these two events. The goals and marketing objectives of each of these conferences will differ to some extent.

The selected candidate will work in coordination with the lead staff for conference programs, ASU business functions, marketing and outreach and with the lead staff and steering committees for the two conferences, manage venue details, support program needs, develop exhibitor and sponsor resources, and track budget income and expenses.

Responsibilities:

Include some aspects of program development, marketing and promotion, budgeting, site selection & negotiation, travel arrangements, food arrangements, exhibitor development and management, sponsor development, audio-visual needs, public relations, and registration so as to assure budget projections for income and expenses.

Specific duties include:

- Provide staff support to the Conference Steering Committee
- Work with Lead Staff in all areas to assure Conference success, including other duties, as needed
- On-site visits to help with selection of venue, with ASU Business Functions Lead Staff
- Coordinate & implement all logistical aspects of the event

- Coordinate & implement speaker logistics (bios, gifts, travel, accommodations, confirmations, materials, AV requests, room set-up)
- Coordinate & help implement exhibitor recruitment, set-up and confirmation
- Coordinate & implement guest speaker and VIP registration and on-site support (greeting, seating)
- Manage all on-site logistics & coordination with hotel
- Coordinate American Humanics students and other conference volunteers
- Coordinate binder design and construction
- Coordinate & implement speaker recognition and thank yous
- Work with Marketing Lead Staff to help maximize outreach & impact.
- In conjunction with the Steering Committee and Lead Staff, develop a plan for cultivating sponsorships and underwriting
- With lead staff, assign primary contacts for key sponsors/exhibitors – may include other CNLM staff/faculty
- Work with Marketing Lead Staff to develop collateral material
- Identify targets and cultivate assigned relationships
- Manage confirmation, recognition and thank you's to all contributors
- Assure "Greet and host" function for sponsor representatives on site
- Assure information to database of contacts, contributions and opportunities for future cultivation
- Prepare and deliver post-event acknowledgements as appropriate
- Coordinate & implement event evaluation and compile report

Position Requirements:

Experienced meeting planner with successful track record in exhibitor and sponsor development. Effective communication skills are essential. Must be professional and professionally presentable. Position requires individual capable of working independently but also as part of a functioning team. Reports to the Lead Conference Staff for each of the two events.