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## Conference Day!

### Registration Table

Make sure your members/volunteers know how the registration process works **before** conference day. Have a sit down meeting or send an email to **everyone involved** with the conference. Odds are that someone will have to fill in, so you want everyone on the same page. A smooth registration will insure a smooth conference.

You will need one to two individuals for each of these steps. Depending on the amount of registrants, you may need to divide the alphabet in half. For example: **A-M** on one side and **N-Z** at the other end and meet in the middle for materials.

1. Check name off registration list
2. Give name tag (put in alphabetical order to save time)
3. Give materials to registrant (make registrant packets up before conference day)
  - a. Books (Remember couples receive one set of books)
  - b. Program Agenda (I can provide at request)
  - c. Evaluation Form - Have a collection box for evaluation forms. (I can provide at request)
  - d. Handouts (from your group or other organizations)
  - e. (2) 3x5 cards (for Q & A session of the conference)
  - g. Credit information – CLE (continuing legal education). You may consider having a separate table for this.
  - h. Yellow Pages For Kids website flyer (provided by Wrightslaw and shipped with the books)

### **Supplies needed:**

1. Receipt book for walk-in registrations (if that option is available)
2. Extra name tags and a good marker
3. Money Box and change
4. Ink pens
5. Credit Card Swiper (don't worry about this if you do not already have one) Accept checks or cash to keep it simple for Walk-Ins.
6. Knife to cut open boxes of books.
7. Patience!

## Wrightslaw Books and DVD Sales

### **Benefits:**

1. Off sets the conference cost by selling Wrightslaw publications. Harbor House Law Press, Inc. extends your organization a discount of 50%. You can sell the books and DVD's at retail or offer a "conference special". The price is up to you.
2. Enhances the conference experience. Registrants are eager for information and will likely purchase additional books for their advocate, teacher or friend. Pete can mention during the presentation that Wrightslaw products are available for purchase during breaks and at the end of the conference.

### **Supplies needed:**

1. Book and DVD price list (several copies)
2. Money box and change
3. Credit Card Swiper (don't worry about this if you do not already have one) Again, checks and cash will do.
4. Receipt books
5. Plastic or cloth bags
6. Tax chart
7. Pens

## Things to Consider

1. Contact local organizations to see if they will provide handouts or flyers about their organization. They may even help co-sponsor the conference, or pay for registrants' lunches, mid-day snacks, etc.
2. Set up vendor tables for a fee.
3. Sell Wrightslaw products. Ask me about Wrightslaw supplies to include pen/highlighters and Wrightslaw Totes!
4. If feasible, set up tables the night before the conference. You will love yourself in the morning.
5. Have a name tag collection box (to use tags for future conferences)
6. Have attendance certificates available for pickup during breaks (I have a signed template if needed).
7. Provide highlighters if budget allows. **UPDATE – Wrightslaw will be sending pen/highlighter combos for each registrant.**
8. Have boxed lunches instead of a buffet style.
9. Find sponsors for lunch, snacks and or and refreshments.

## **For More Marketing Information...**

Visit <http://www.wrightslaw.com/speak/conf.form.htm>. Be sure to listen to the Bockmann Pod-cast <http://www.wrightslaw.com/speak/interview.marketing.bockmann.mp3>.

## **Be Prepared**

Know the layout of the venue. Locate the bathrooms, break rooms, closest exit and where the ATM is located **before** conference day. Expect a few "special circumstances". To name a few... broken zippers, nursing mothers, food allergies and keys locked in cars. You can ask me about these later!

Be prepared for negative comments too. One conference survey stated that the selection of salad dressing was not adequate. The room is too hot or the room is too cold. Let's face it...you can't please them all.

**Be prepared for anything** and most of all have fun!

**Remember**, providing a Wrightslaw conference will change the life of someone in that conference room. Guaranteed.

Debra

P.S. If you have additional tips or ideas, please pass them along.