

## Cornwall Alliance Conference Planning Checklist

For questions contact: [Stewards@CornwallAlliance.org](mailto:Stewards@CornwallAlliance.org)

### Funding:

- Is there a budget set aside by your organization?
- Do you plan to pay an honorarium to speakers? How much?
- Are you a student group requesting funding from your school?
- Do you need to seek sponsors?
  - o How will you advertise your sponsors?

### Structure of conference:

- Is it a one-day conference or a multi-day conference?
- Will there be one speaker or more?
- Will there be exhibitors?
  - o Will you charge them and how much?

### Topic(s) of conference

- What is your topic/theme?
- If multiple speakers, will each speaker address a different topic, or will you have them present different viewpoints of the same topic?

### Date/multiple potential dates:

- Check with speakers and venue to insure everyone is on board.

### Logistics:

- Parking
- Food (will it be catered/ are there local restaurants where attendees can go for lunch?)
- Trash
- Tables (for exhibitors)
- Banners or signage
- Sound and visuals
- Program
  - o Will you give your sponsors or your speakers ads in the program?
  - o One page or multipage program
  - o Cost

### Advertise:

- Flyers for school campuses
- Email flyer
- Social Media
- Like-minded groups
- Local newspaper or talk shows
- Identify local leaders and send invitations
- Be creative and have fun with your advertising

## Post-Conference

- Encourage attendees to stay connected with the conference sponsoring group as well as the speakers.
  - Through social media, newsletter, website, etc.
  
- Send thank you notes to everyone who helped or sponsored the event. When in doubt, send a note!
  
- Debrief/analyze
  - Did the conference go as planned?
  - What went well? What didn't go well?
  - What would you change if you made it a yearly conference? What would you not change?