

Director / Co-Director Iowa SHRM State Conference

Basic Function:

To lead and direct the state conference planning team.

Additional Duties:

In general, the conference director(s) will work with the State Conference Liaison to set strategy for programming, communications, and overall success of the conference. (will include planning meetings in advance of the planning team meetings)

Schedule team meetings starting as early as January but no later than early March. Meetings may start as monthly touch points but will become more frequent as the event approaches. At least one meeting should be held in person at the venue. An onboarding meeting should be scheduled as a kick off to the conference.

Be available to answer questions from various committee members. If there is more than one director, or in conjunction with the conference liaison, the director(s) may consider splitting responsibilities for the subcommittees which allows the work to be better spread among multiple people.

Monitor attendance and adjust communications and advertisements as needed.

Regularly check in with committee chairs to ensure they are staying current with their tasks and to be available for questions they may have.

Brainstorm and implement new and innovative processes into the conference.

Monitor email and answer or direct questions that come in.

Vendor management. Work with venue, audio visual team and other vendors to ensure a successful event.

Responsible for ordering team apparel and thank you gifts.

Work with venue or with the facilities team to ensure lunch is provided to planning team on the first day of the event.

Plan a thank you dinner for the committee either on Wednesday night after the volunteer event or Thursday after the Exhibit Reception.

Create a survey, in conjunction with other team members, that will be given to attendees at the conference so that feedback can be provided to the state council.

Attend State Council meetings as needed. If unable to attend, the State Council Liaison can provide an update. (4 meetings per year, one is virtual)

At the event: (Must be available all-day Wednesday, Thursday, and Friday)

- Be available for questions from venue staff and attendees during the entire event.
- Help other committees with tasks as needed.
- Welcome attendees to the conference, or coordinate an emcee (e.g. State Council Director).
- Introduce keynote speakers, or coordinate an emcee.
- Coordinate a team picture.

After the event:

- Schedule a wrap up meeting / call.
- Provide the Conference Liaison with survey results.

Additional Information:

- This position is eligible for conference proceeds, assuming the conference makes money. The chair(s) will get a portion of the proceeds that are set aside for major conference chair positions and that may be given to his/her local chapter, the State Council, or a split between the two.