Regional Conference Event Planner

This planner has been provided to help guide your discussions in planning your Regional Conference by introducing questions & ideas that may be relevant to your event. All regional and district staff are encouraged to participate in this process as well as other district ministry leaders to ensure this event represents a collective effort, meeting the needs of all target audiences for your event. Refer to the Regional Conference Game Plan for details concerning the objectives for these events.

This content follows a sequential process:

1. Who are we trying to reach? (target audiences)
2. What are we trying to say to them? (content & workshops)
3. How are we going to say it? (who will present & how)
4. How much time do we need to say it? (duration & schedule)
5. What additional features will we provide? (meals, vendor booths, etc.)

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| **TOPIC** | **PLANNING NOTES** |
| **TARGET AUDIENCE(S)**Who is this event for?* RR outpost leaders?
* RR organizational leaders?
* Girls Ministries leaders?
* Children’s Ministry leaders?
* Youth leaders?
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| **GENERAL SESSION CONTENT*** What topics will be cover during general sessions?
* Who will present that material?
* What content will be provided by the national office?
* Are we providing content relevant to each of our target audiences?
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| **WORKSHOPS*** Will we provide workshops?
* If so, what will they be?
* Who will teach them?
* Are any costs involved?
* Are we providing content relevant to each of our target audiences?
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| **GUEST SPEAKER(S)*** What kind of message would you like to convey? (inspirational, personal development, leadership, etc.)
* Which speaker(s) could convey this message well?
* What will it cost to have them? (travel, lodging, meals, honorariums)
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| **WORSHIP*** When would they be needed? (Friday night, Saturday morning, etc.)
* What will that cost?
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| **SCHEDULE & DURATION*** How much time will it take to present the content we have planned?
* When will this event start & end?
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| **MEALS*** Will any meals be provided?
* How might that be done & what costs are involved?
* Do we charge an extra fee or include it in registration?
* If meals are not provided, how much time must be allowed for attendees to find meals elsewhere?
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| **VENDORS*** How much space will be available for booths?
* Who will coordinate this?
* Are any costs involved & what fees will we charge, if any?
* Do ministries/missions get a special rate?
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| **LADIES ACTIVITIES*** Will we provide activities for ladies or families?
* Will those be on-site or somewhere else?
* What costs are involved?
* Who will coordinate these activities?
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| **LOCATION / VENUE*** Will this event take place at a hotel, a church, or somewhere else?
* What costs are involved?
* Does this venue have Audio/Video Capability?
* Do they have breakout rooms?
* Do they have space for ladies’ activities?
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| **DATES*** Compare district RR calendars
* Review calendars of other district ministries for potential conflicts
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| **REGISTRATION*** How will people register for this event? (online, by mail, phone, etc.)
* Who will create & conduct those methods?
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| **BUDGET*** Are we wanting to generate a net profit or just break even?
* What fees do we need to charge?
* Who will collect the funds?
* How will expenses be paid?
* Who receives the net gain (or covers net loss)?
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| **PROMO & COMMUNICATIONS*** Who will create promo materials for this event?
* When & how will they be released? (timeline & communication methods)
* Who will promote this event & how?
* How will updates be communicated?
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