



WE Local Guide

The intent of this document is to provide an overview of WE Local including responsibilities, governance, fund development, and sample outlines.

WE Local Conference Value Statement

WE Local conference events bring together participants in all stages of their collegiate and professional journey to learn, energize/re-energize, and connect through high quality professional development workshops, networking opportunities, inspirational speakers and outreach activities.

Executive Summary

Within this new model, SWE HQ will be taking on new responsibilities in managing the logistics and programming of the WE Local events. SWE HQ will work closely with the host committee and WE Local Advisory Board in the planning process as defined throughout this document.

WE Local conferences will be marketed, coordinated and produced by SWE HQ, event themes, marketing material, fulfillment and strategic execution of all WE Local marketing, print and digital, will be executed by SWE HQ.

WE Local event branding will be unique from WE Annual Conference Branding but consistent across all WE Local events. A separate marketing brief outlines this branding strategy.



Key Stakeholders - Responsibilities

1.1 Host Committee Overview

- Provide “voice of the member” on themes, suggestions for entertainment, technical sessions, and tours.
- 1 local host representative (and 1 alternate representative if the primary representative cannot attend) per conference attend meetings with advisory board (before, during, and after) and work with advisory board for agreement.
- Form Program Subcommittee (4-5 people) to work with HQ staff in evaluating session abstracts/speaker submissions.
- Form Sponsorship Subcommittee (4-5 people) to work with HQ in developing local sponsorship (non-CPC) opportunities; selection process done by local section.

1.2 WE Local Advisory Board Overview

- The purpose is to create a conference experience that allows participants in all stages of their collegiate and professional journey to learn, energize/re-energize, and connect through high quality professional development workshops, networking opportunities, inspirational speakers and outreach activities.
- This group will convene face-to-face once a year to review the evaluative data report generated from the various conferences and provide ideas on how to address various issues as well as provide wish-list recommendations for future programming.
- Serve as “ambassadors” to attract new partner organizations for the purpose of collaboration.

1.3 HQ Staff Responsibilities

- HQ takes on oversight responsibilities for the logistics, content development and planning of the conferences with volunteer leadership (advisory board & local host committee).
- HQ staff vets/signs all contracts and manage all vendors -- registration, call for participation system and provides conference website template as well as maintain the site content and mobile apps conference.
- HQ staff leads sponsor and exhibitor sales for the conference.
- HQ will lead site selection efforts and support relationship building with local companies/organizations.

Governance

Each WE Local event will have a local host committee that works closely with the WE Local Advisory Board and SWE HQ. The local host committee lead representative(s) will attend monthly meetings leading up to the event. They will also participate in meetings that are post event to provide feedback and help ongoing improvement efforts. Each WE Local host committee is comprised of 3-5 people.

The advisory board will provide guidance and insight on the programming of these WE Local conferences. The advisory board will include SWE members, corporate representatives (from CPC), government representatives, academics, and graduate students.

Site Selection

SWE Headquarters (HQ) Staff will lead the site selection process but will work closely with the WE Local Advisory Board. The WE Local Advisory Board will provide input according to the site selection criteria that will lead to a final location recommendation to the board of directors.

Timing

The WE Local site locations for 2018 will be selected by August 1st. This insures that the WE Local team has ample time for planning the event. In subsequent years, WE Local events will ideally have selected locations 2-3 years in advance.

Tentative Program Outline

With each conference, a keynote speaker will be selected to kick-off the event. SWE HQ will work to also organize 1-2 plenary panels during the 2.5 day events. Below are tentative days and times for the event.

- Friday (9am – 8:30pm)
- Saturday (9am - 8pm)
- Sunday (9am –12pm)

Call for Presentations

A call for participation will be sent out 6-7 months prior to the event. Those interested in participating as speakers will have approximately two months to submit an abstract. SWE staff and the WE Local Advisory Board will work on then selecting the sessions.

WE Local Fund Development Plan

SWE's corporate relations and fund development team will work towards selling WE Local sponsorships and exhibits. Many of the organizations that play a key role in the sponsorship of SWE's Annual conference have expressed interest in supporting the WE Local conferences. SWE HQ will develop an exhibitor prospectus that lists all sponsorship opportunities.

Sample Timelines

Below is a high level sample timelines that provide a snapshot of the planning flow for the events. With each event there may be some variation as to whether it occurs in February, March or April.

