

PSA Conferences VP
Master Operating Manual (MOM)

INTRODUCTION

This Master Operating Manual for the PSA Conferences Vice President provides a summary the 1) General Responsibilities of the PSA Conference Vice President, 2) the Roles and Responsibilities of the Conference Chairperson and the other members of this conference committee and team, and 3) The Purpose of the Annual Conference in relation to the position. This document will also outline the 4) Term of Office of the Vice President and any Presidential Appointees, 5) Required Meetings of the Vice President, 6) Specific Duties with a timeline of activities by the Conference VP and team, 7) Budget, 8) Equipment Required and 9) Time Required.

I. GENERAL ROLES AND RESPONSIBILITIES

Conference VP – Description – Oversee the duties of the all the people under the conference VPs role, Source for future conferences through RFI, RFP process, negotiate for future conferences, perform site visits for future conferences, source for speakers for current conference and coordinate featured speakers, execute current conference overseeing certain responsibilities and performing some responsibilities if not covered by personnel. Manages all risks associated with the conference. Coordinate all activities with the hotel. Review Event Orders of hotel to ensure all facets of the conference are planned correctly. Review billing and backoffice transactions required. Prepare budgets for positions. Write articles for PSA Journal on Featured Speakers. Coordinate Tour's person and sign contracts for tours. Coordinate execution of tours. Approve the purchases that are required by the staff including the equipment chairperson's purchases for the conference. Coordinate and develop the letters for VISA request for foreign visitors attending conference. Help to develop processes and policies of all conference events. Facilitate conference needs through board representation. VP to oversee conference schedule and work with chair on tours, meals, schedule of events.

II. GENERAL RESPONSIBILITIES OF THE:

Conference Chairperson – (Intent of person is to succeed the Conference VP) – Role is to source for featured and guest speakers, oversee various areas of the conference (different each year to learn the features and functions associated with the role of Conference personnel and conference VP). Coordinate various roles of the conference to learn the roles performed by the conference personnel. Chair to coordinate all articles to be written for the PSA Journal and the website with the Publications Chairperson. Chair to develop pricing for conference, tours, meals & assist with schedule for events and execution of conference pre-conference and on-site during conference and after conference.

Roles of Other Conference Personnel:

Registrars (Headquarters & On Site Registrars) – Pre Registration & On Site Registration (MOM to be developed), test registration forms and coordinate all aspects of registration pre conf and on site. Communicate to hotel personnel updates on meals and coordinate with tour coordinator update on tours at the conference, create the reports needed at the conference, balance monies from registration and sometimes sales of products. Perform as meal coordinator for all onsite meals and banquet. Update hotel and VP with counts on daily basis during pre-conference and during conference execution.

Program Coordinator (MOM AVAILABLE) – coordinate with divisions and non-divisions the programs suggested for the conference, develop introductions, write speaker articles for the PSA Journal and website, create signage for the event.

Tours Coordinator – develop tours, arrange pre-conference onsite visits to sites for tours, develop contracts for tours, get proof of insurance from all vendors to manage the risk of the tours to the event and PSA, present the tours at the previous year's conference, write tours article for PSA Journal and website. MOM to be developed.

Equipment Chair – develops all equipment needs for the conference based on speaker equipment forms completed by presenters. Follow up with speakers and meeting presiders on equipment needs. – MOM to be developed.

Workshop Coordinators – identify workshops to be conducted at each conference and find and manage personnel for workshops for the conference. MOM to be developed.

Classroom Coordinator – identify class needs for conferences and all instructor and requirements for the conference. Oversee classes. MOM to be developed.

Publications Coordinator – collect, coordinate and update conference materials, e.g. speakers notes, pocket programs, conference program, banquet program, exhibitions programs, signage, website information, projector articles, PSA Journal articles, conference ad, logos, and any information either in print form or on the website. MOM to be developed. Mini-MOM available for preparing Conference Program.

Conference Exhibition (Print Gallery) – Coordinate with Exhibitions chair and Exhibitions VP and PPD all exhibits that will be part of the print gallery or special showings. Ensure the Print Gallery is set up properly based on the contracts developed in coordinate with the Conference VP and exhibitions personnel. Ensure all divisions tables are staffed and accounted for. Coordinate the collection of information for the conference program. MOM to be developed.

Vendor coordinator – identify the number of vendors that each conference can enable. Identify potential vendors, invite vendors, instruct vendors on reservation forms, monitor vendor reservations, coordinate payments for vendors reservations, identify needs of vendors with conference VP, identify if vendors must pay direct to hotel or through PSA for tables, instruct vendors on shipping to conference location, coordinate if necessary room reservations, various needs of vendors, storage, shipping, etc. MOM to be developed.

Conference Photographers Coordinator – Facilitate all photographers on site at conference to ensure appropriate photographs and videos are taken during tours, classes, meetings, award ceremonies, banquet, in the print gallery, etc. to document the activities of the annual conference and presentation of awards and distinctions. Make sure that all images taken are prepared uploaded to an area where they can be viewed by many people that require conference images and also the attendees. MOM to be developed.

Opening Ceremony Coordinator – Identify person to prepare opening ceremony presentation. Coordinate content of opening ceremony presentation with all BOD members, chairmen, to develop and update the annual Opening Ceremony presentation to be shown at the actual Opening Ceremony. MOM to be developed.

Welcoming night coordinator – identify potential ideas for opening night activities at conference to enhance communications and camaraderie among attendees. Source for ideas and costs, present ideas and thoughts to conference VP, gather pricing final pricing for event. Advertise event with registration, execute welcoming night. MOM to be developed.

III. PURPOSE OF THE POSITION OF ANNUAL CONFERENCE

The purpose of the annual conference is to:

- 1) Promote photography by offering a different photographic opportunity in a different city for the members of the Society to meet with members from worldwide clubs, councils, chapters and any other people (non-members) interested in photography, to share their love of photography through lectures, workshops, programs, classes, meetings, tours, receptions, socials and the presenting awards and distinctions at the conference banquet;
- 2) Provide a location to conduct the annual business meeting for PSA and the presentation of awards and distinctions to our members for all their service work and/or proficiency in photography;
- 3) Provide an annual site for the celebration of special awards given by the Society, e.g. scholarships, youth showcase awards, society recognition awards, service recognition awards, the International Understanding Through Photography (IUTP) award, Progress award, Lifetime Achievement award, President's award;
- 4) Provide a site to conduct the Official Annual International Exhibition of Projected Images and Prints for the Society;
- 5) Provide a site for all divisions to conduct their annual business meetings, socials and present awards for service;
- 6) Provides a location for our members, non-members and guests to get together to network and socially to meet one another and share their love of photography.

IV. TERM OF OFFICE

The Conference Vice President is nominated and appointed for a term of two years with a maximum of six years in this position. The Conference Vice President is a member of the Board of Directors.

The Conference Chairperson is a Presidential Appointment for a term of two years, with a maximum of 6 years. The intent of this position is for this person to assume the role of Conference Vice President.

V. REPORTING RESPONSIBILITIES

The Conference Vice President reports to the Executive Board of Directors.

The Conference Chairperson reports to the Conference Vice President.

VI. SPECIFIC DUTIES AND TIMELINE OF EVENTS

4 years prior to conference –

1. Ask for recommendations on conference sites – recommend five sites and have BOD vote in April at BOD Meeting – Normally to two West and one East or Central (RFI Selection Form)

2. RFI (Request for Information) – Send out RFI's to top 2 areas (RFI Form)
3. Collect results – report on these in Sep BOD report, selecting sites based on price, conference facility and viability of photographic opportunities (RFI Data Report)

3 years prior to conference –

1. Send out RFP (Request for Proposals) for best sites based on RFI data and selection criteria (RFP Form) report on results at April BOD meeting
2. Collect results and schedule site visits in June (RFP Data Report)
3. Visit multiple hotels and negotiate potential contracts
4. Gather hotel criteria and have several people attending site visit rate the locations based on criteria (Hotel Selection Criteria form)
5. Report on Best Hotel and recommend for Contract (Sep BOD Meeting)
6. Present Hotel Contract to Finance Committee for Review (Sep)
7. Sign Contract with Hotel (Before end of year)
8. Submit necessary financial forms for hotel (HQ and Conf VP) and submit deposit when necessary
9. Perform tasks for 4 years prior to conference

2 years prior to conference –

1. Work with PSA Editor or Art person to develop logo's for next year's conference (Feb – Mar)
2. Share logo with team and have them vote on best design (Mar- Apr)
3. Perform tasks for 4 years prior to conference and 3 years prior to conference (work into your schedule)
4. Work with tours coordinator on next year's conference tours planning (Apr – May)
5. Contact hotel (May) to schedule site visits (June)
6. Review Contract – Prepare pre-conference work sheet to clarify contract and changes for discussion with hotel (prior to pre-conference visit)
7. Perform pre-conference visit and perform tour dry run of potential tours (June) with coordinator
8. Develop tour schedule with tour coordinator and request that tour coordinator develop pricing and contracts and gather proof of insurance information from tour vendors (July)
9. Obtain contracts from tour coordinator and proof of insurance to mitigate away risk to conference or

PSA (Aug)

10. Begin to identify feature speakers for next year's event (July – Sep)
11. Contact & schedule featured Speakers for next year's event (Sep – Oct)
12. Work with Program Coordinator on letter to Division Program Directors and help to conduct meeting at the conference to instruct what we need for next year. (Aug)
13. Pre-plan next year's conference schedule with regard to number 11 and other programs or limitations of the hotels, etc. (Aug)

1 year prior to conference until conference execution

1. Develop (Conf VP or Publications Chair) a new PSA Journal schedule that drives the workload due dates for the conference effort. (Sep 30) Share schedule with Editor, VP of Publications, People responsible to create articles.
2. Develop a Projector article schedule (CCC VP will give you due dates). (Sep 30) – Conf VP & Publications Chair
3. Develop a Website information schedule (all information that is necessary to be on the website for the conference). Sep 30 – Conf VP and Publications Chair
4. Work with Program Coordinator to get division programs – Deadline Oct 31 – Conf VP
5. Work with Non-division areas to get non-division programs and or workshops- Deadline Nov 30
6. Sep – Oct - Finalize all the tours with tour coordinator and get contracts and insurance proof
7. October - Get menus from hotel and start to pick out meals to present to the Division Chairs, Chapters and for Banquets (3 choices fish, beef, white meat (chicken or pork) vegetarian and vegan)
8. October - Develop email to be sent to division chairs with last year's subsidies and this year's proposed menu selections. Have them send you their meal choices and subsidies amounts for this next conference. Send proposed subsidies. (see division email attachment)
9. Have hotel create a design diagram with outlets, doors, folding walls and all details to be used by Dan Charbonnet to create the Print Gallery Diagram needed for the CAD drawing for the Pipe and Drape vendor and exhibitions people. (Oct)
10. Obtain a list and contact info of all the exhibitions presenters for projected exhibitions and print exhibitions from the Print Exhibitions Chairman and cc the Exhibitions VP. Send presenter info to Program Coordinator to include in their list of people to be notified to submit Speaker Publicity Forms and Equipment forms. OCT NOV - Needed for the schedule and print gallery info.
11. Identify all the PPD people that will be developing exhibitions for the print gallery for next year and

include scholarship coordinator, youth showcase chair, chapters showcase, councils challenge, etc.
Get contact info. NOV

12. Obtain a list of those doing workshops and contact information for those doing workshops. Forward to program coordinator and equipment chairman for them to obtain forms. NOV
13. Have hotel create the Hotel Page for the PSA Journal and for the Website under the conference area with pricing, amenities, cancellation policy, due date, PSA group codes, toll free numbers, and links to their website pages for group registration. Test link before submitting to Donna Brennan for publication. (OCT NOV)
14. Have Program Coordinator review Speaker Publicity Sheet and make necessary changes. Submit to HQ for changes to WUFOO form. This will change once a system is developed. Sep Oct
15. Have Equipment Chairman review equipment form and update standards for equipment and programs (royalty free music, standard for saving ProShow Gold or Producer or Quicktime programs etc). Reminder should be in documents for Divisions and those submitting programs for next year. Submit change to HQ for WUFOO form update. Sep Oct
16. Develop Ad for Conference back cover listing featured speakers, tours, classes, and other important info. Get photos from area clubs sent to Donna Brennan & Margaret Sprott or from those team members that took photos of the area or tour areas for this upcoming conference. See submission criteria. (Oct NOV)
17. Nov 1 – Projector Article on conference due to CCC VP.
18. Begin developing the Conference Budget, Conference VP budget and work with the Conference Chairperson on their budget (NOV)
19. Begin developing the conference schedule and adjust weekly or daily as things arise – Nov through the conference.
20. Create Conference Overview Article and obtain photos and submit to Donna Brennan and Margaret Sprott. Nov 30
21. Create Conference Tours article and obtain photos and submit to Donna Brennan and Margaret Sprott. Dec 31
22. Review last year's registration and create a new registration form. (NOV) Develop pricing for the conference, meals, tours, etc. This document will be submitted to Donna Brennan who will format it for the PSA Journal. (End of December) This document will also be submitted to HQ (End of Dec) to be programmed for the online version through WUFOO now and later through some other system that is developed.
23. Registration will be reviewed by Conf VP for approval prior to printing in Journal and before finalizing

for online. (Jan)

24. Testing for online form must be performed. Printable Registration form must also be prepared for online. (Jan & Feb)
25. Review processes and procedures for Registration and resolution of issue in registration.
26. Review processes and procedures for all jobs and update MOMs as necessary.
27. Create Classes article and submit to Editor and VP of Publications (Jan31).
28. Create Logo Ad and Future Years' Conferences Ad. Submit to Editor and VP Publications.
29. Develop website information for meals, overview, tours, classes, featured speakers and guest speakers. Submit to website person. (Jan)
30. If translations will be done for the conference submit documents to the translation coordinator for translation to various languages. Check with Executive VP on this item. (Jan)
31. Review form for Vendor Reservations and change as necessary. Have HQ update form and distribution. FEB
32. Continue working Budgets for Conference (FEB)
33. Ask the hotel to give you a diagram of how many vendors and where they can be located in the foyer area. JAN
34. FEB MAR Begin developing with hotel diagrams for Opening Ceremony, Evening Programs, Classes, Registration, Tour Departure, Banquet, Print Gallery, Special Sessions such as workshops, etc.
35. Work the RFI and RFP processes for future conferences FEB forward
36. Begin 2 years prior to conference activities and tasks – FEB forward
37. Identify what vendors you want to invite to the conference. Work with Gary Farber because he sells for all the vendors normally. Always make room for Canon, Nikon, Tamron and a software vendor. The other hardware vendors can be any of those we have relationships with as PSA or other products that are viable. Always consider last year's vendors and any issues that may have arisen last year.
JAN FEB
38. Identify meeting to be conducted at the conference. Create a document with meetings based on last year's schedule and also the list of committees available on the BOARD OF DIRECTORS page of the PSA Website. Send an email to all BOD members with the list of meetings and they will then tell you what meetings you will need for this year's conference. Ask them for predecessor successor meetings because some meetings must be held before others. Once identified, ask them to complete equipment forms if they require equipment or WI FI for their meetings. FEB

39. Obtain shipping information from the hotel. JAN FEB
40. Ask HQ to obtain POD shipping estimates for shipping equipment.
41. Contact Pipe & Drape vendor with CAD diagram for contract proposals and pricing.
42. Agree on a P&D vendor and tell them we use BANJO off white or white drape 8' in height..
43. Contact KINKOs Fed Ex for printing that will be needed for the conference.
44. Monthly update the website for conference info.
45. Monitor the PSA Journal schedule and complete articles and projector articles.
46. Complete Budget for Conference (MAR)
47. Develop BOD reports. (MAR)
48. MAR – begin inviting vendors
49. MAR – final tests on registration.
50. MAR – have HQ develop the registration reports needed for pre-registration
51. MAR APR – test pre registration reports
52. APR 1 registration goes live
53. APR – AUG address registration issues
54. Create MAX Tour list and send to HQ. Monitor tours and close tours as they reach MAX. APR – AUG HQ and Website is notified if tours close.
55. Notify Tour Coordinator on updates to tours, May, June (weekly), July (weekly), Aug (weekly or more), 30 days prior.
56. Tour payment required 30 days prior or per contract
57. Check hotel payment requirements (Jan & May & put in your schedule)
58. Remind HQ to get cancelation insurance for conference (May)
59. Get updates to any insurance proofs for tours, etc. (May, June, July, Aug)
60. Notify exhibition people and vendors and anyone that ships to the conference – shipping info. (May, June, July, Aug)
61. Make sure that all speakers and vendors have rooms reserved. (May, June, July, Aug)
62. Monitor room pickup monthly beginning in January – last day of conference. Weekly and daily near

conference. Adjust rooms and or contract if necessary with addendum.

63. Develop reception menus with hotel. (MAY)
64. Develop and Confirm reception menus with PID for study groups. These receptions are not posted on the schedule. (MAY)
65. Inquire with the hotel about hanging flags. Review flag protocol for hanging flags. (MAY)
66. Write VISA invitation letters when necessary (MAY – JUNE, July is really too late)
67. Order plaques for featured speakers, guest speakers (MAY, JUNE)
68. Order thank you for speakers and conference workers (MAY, JUNE)
69. Order logo coins for this year's conference (MAY, JUNE)
70. Monitor that all speakers have completed publicity sheets, notes releases, equipment sheets (MAY, JUNE)
71. Monitor Publications Speakers Notes, Schedule and Conference Program is in process (May, June, July, Aug)
72. Vendors (follow up that vendors have been invited, completed reservation forms, paid, submitted logos, ads, were asked about vendor door prizes), etc. (MAY, JUNE, JULY, AUG)
73. Monitor all Equipment Work is being accomplished by Equipment Chairperson and test programs are being received (JULY, AUG)
74. Develop BOD report for September Meeting (AUG)
75. Monitor that all Featured Speakers have been reminded of time of presentation, dates of presentation and confirmation of room, if required.
76. Create Disbursements report for HQ to bring cash or create checks needed for speakers, etc.
77. Monitor Opening Ceremony data collection is in process (JUNE, JULY, AUG)
78. Review Opening Ceremony document with President and Opening Ceremony Coordinator (AUG)
79. Attend and Execute Conference (SEP OCT)
80. Develop the after action report from the conference from information gathered at the ICC Conference Review Meeting. Report to BOD on report. Adjust next year's event based on info gleaned. (SEP OCT)
81. Review post conference article before publication SEP OCT
82. Review hotel billing event orders and master list from conference. Reconcile bill, sign and approve

prior to forwarding to headquarters. (SEP OCT)

VII. BUDGET

The Conference prepares an annual budget for the Annual Conference, the position of Conference VP and works with the Conference Chair to produce their budget.

VIII. EQUIPMENT REQUIRED

The Conference VP should have a computer that is backed up, and emails that are backed up. For email it is best to use a service that can be accessed anywhere and that does not delete the emails since you will need emails history for many years due to multiple year planning that is required of this position. It is also advantageous to own a fax or a scanner since documents come from the hotel that must be updated, signed and returned. Same for contracts.

Each team member and the conference chair may have specific equipment requirements that should be spelled out in their MOM.

XIV. TIME REQUIRED

Depending on the number of staff members and the skill level of these staff members, time can vary greatly. This is a year-round position. Time varies during the year depending on workload. Having few members that can execute on their own will require 4-6 hours daily. Having skilled workers requires less time. Consider the first year at this job more time consuming than future years.

Revised: December 2013

HONOREE AWARDS

Lifetime Achievement Award - presented each year to a photographer in recognition of his or her lifetime photographic achievements. The recipient must be a member of the Society. The award is presented at the PSA Conference.

Honorarium	Travel	Comments
Attending/presenting - \$500	No travel	Notification letter with expectations, logistics and request for response.
Attending only – no honorarium	No travel	Notification letter with expectations, logistics and request for response.
Not attending - No honorarium if no program. A \$250 honorarium if a program (may offset potential shipping costs of prints)	N/A	Notification letter with expectations, logistics and request for response. Award could be presented at local chapter or club

Progress Award - recognizes a person who has made an outstanding contribution to the progress of photography or an allied subject. The recipient does not have to be a member of the Society.

Honorarium	Travel**	Comments
Attending/presenting - \$500 if traveling in North America, \$1,000 for international travel.	Two nights hotel and banquet for up to two individuals. For non-PSA members, registration and travel reimbursed for reasonable transportation. Reasonable transportation would include a competitively priced coach airfare and airport shuttles at the festival/conference location. For someone driving rather than flying, the reimbursement would be the United States IRS mileage reimbursement rate but not to exceed a competitive airfare. Travel expenses would be reimbursed at the festival/conference and not prepaid. However, transportation expenses should be limited to \$3,500	Notification letter with expectations, logistics, travel accommodations and request for response.

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