

Registration Committee Guide

Overview

The Registration Committee is tasked with :

1. Registering On-spot event attendees
2. Creating all accompanying materials.
3. Distributing event materials after completion of event.

The committee responsibilities include, but are not limited, to the following:

- Management of online registration
- Management of speaker
- Creation and maintenance of a master check-in list
- Updates to attendees leading up to event

Aside from the prescribed responsibilities, it is important to remember that the Registration Committee serves as the first real interaction/correspondence attendees have with the event, digitally and in-person. So while it is the goal of the committee to process/organize/track attendance, it is also vital to realize that Registration Committee serves as the first ‘face’ attendees see and that utmost efficiency, hospitality, patience, and adaptability is maximized in all correspondences/interactions.

General Timeline

1. Create online platform for event registration.(Like Google form)
2. Determine where registration will take place and when it will be available
3. Produce/acquire materials to be distributed
4. Check-in and distribute materials during event(if any)

Responsibilities (Detailed overview of responsibilities)

Registration

Registration can be broken out into online and on-site registration.

Online Registration

Checklist

- Show what steps of online registration page are complete/incomplete.

Electronic Receipt of Response Mail

- To be printed by attendees and brought for Express Check-In at event, like a boarding pass.

ON-SITE REGISTRATION

Things to keep in mind when choosing Onsite Registration Space

- Access to consistent wireless internet
- Sufficient electrical outlets
- Helpful if the room has a separate entrance and exit path, to ensure efficient flow of traffic
- Enough room to fit tables
- Ensure room availability/times during event registration periods
- Easy accessibility/ability to find the registration site

Supplies Needed

- Laptops for Check-In Tables, Helpdesk, & Administrative uses
- Paper Printers for any lists, signs, etc. that need printing
- Normal Supplies: Extension cords, electrical tape, tape for signs, pens, & highlighters

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Media Committee Guide

Overview

The media committee is a vital group that will help promote the event and bring in media sources across the country to document and spread the PR of not only the event itself but the organization as well. The duties of the committee include, but are not limited to:

- Create videos and slide shows for event weekend
- Organize photographers and videographers
- Create post-event video/slideshow
- Compile media from event week to archive

General Timeline

1. Gather/organize footage from previous FF events.
2. Create promotional videos to market the upcoming event (work with Marketing committee and only as needed, Marketing is free to create their own videos)
3. Find/contact photographers and videographers to work.
4. Compile list of equipment owned/equipment needed for event weekend
5. Develop plan/delegate specific roles for photographers/videographers
6. Create master schedule of all media personnel
7. Plan ahead to prepare for post-event video/slideshow

Responsibilities (Detailed overview of responsibilities)

Photographers/Videographers

Photographers and videographers need to be found and contacted to volunteer to document all the various event weekend activities through photographs and videos. Equipment used should be that of the various volunteers or from anyone willing to lend their equipment. The photographers and videographers need to be given specific tasks and assignments so that all event activities are documented at any given time.

Media coverage of workshops is just as important, if not more important, than the culture show and gala. Keep that in mind when you are assigning photographers and videographers throughout the weekend. Additionally, keep in mind that media resources should keep their shots professional. With addition of that social events can be fun and crazy.

Post-Event Video/Slideshow

A video/slideshow documenting all aspects of the entire event weekend will be shown on Sunday at closing ceremonies. Preparations and planning needs to be made so that enough documentation is gathered throughout the event in order to produce the video. The media committee will work on the video either throughout the weekend as a continuous project or Saturday night, depending on what the team feels works the best. Flexibility is given to the team just as long as the video is ready to be given to Mozilla and make any necessary changes before the public view of the video at closing ceremonies.

Photograph projects, homeowner candidates, special events, ground breaking ceremonies, dedications, staff, and others on an on-going basis providing a steady stream of pictures for newsletters, email blasts, marketing materials, social networking sites, and the website. Proactively photograph and send photos to the Marketing Team.

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Organizing Committee Guide

Overview

The Organizing Committee is responsible for the event which includes, but is not limited to: keynote speakers, workshops, and resource fair.

General Timeline

1. Speaker/Keynote Brainstorm
2. Develop Workshop Tracks/Program
3. Contact/Secure Presenters
4. Coordinate Travel/Lodging
5. Execute Program
6. Evaluations

Responsibilities (Detailed Overview)

Brainstorm, select, invite, and shepherd keynote speakers.

The committee is responsible for the entire keynote speaker process. The committee should ensure each keynote selected to speak at event is taken care of from start to finish. This means ensuring keynote speakers' needs are met from the moment we initially engage with them to the moment they leave event.

Brainstorm, select, invite, and shepherd workshop presenters

The committee is responsible for the entire workshop presenter process. The committee should ensure each workshop presenter is taken care of from start to finish.

Create event blurb and description

The workshop blurb is a mini-description that is typically 100-words or less and is used in the program book. The full workshop description can be used in the website to provide people an in-depth look of the workshop.

Distribute, collect, and process workshop evaluation form and results

Feedback is important to ensure high-quality event. The purpose of the evaluations is to give both the event committee, and the speakers themselves, valuable feedback about the presentations. The committee will be responsible for distributing and collecting the evaluations.

Lessons Learned

Get Started Early!

20 to 30 days may seem like plenty of time to confirm your presenter/workshop line-up, but in reality the Organizing committee should determine who they'd like to extend speaking invitations to as soon as possible. Most speakers need at least 1 month notice to avoid any schedule conflicts. In addition, the committee won't be able to secure every speaker during the first round of invitations. This means more time will spend engaged in this process.

The Sponsorship could arrange AEAP

Try to contact Mozilla before 1 month of event so that you can get sufficient numbers of goodies for participants.

Sponsors and Alumni

To the extent that the workshops fall within the scope of event, we will give consideration to these workshops. Alumni are also good resources for workshops or connections to workshops.

Reference Material

The Event Master Document

The Event master document is a one-stop-shop for all things event.

Past Examples (Example from Internet)

UNAVSA-7 – a tour of capitol hill was scheduled prior to the first set of workshops. When the attendees got back to the hotel they were all tired from traveling and many people went up to their hotel rooms to rest. In the future, take into consideration activities that may detract from the attendance of workshops as well as ensure there is ample time for attendees to get from one place to the other.

UNAVSA-7 – a keynote speaker gave a speech at the gala while the dinner was being served. This was not conducive to the attendees paying attention. People were talking and eating during the speech. Consider not serving food prior to a keynote speech and ensure people are paying attention.

Appendix

Shepherding Explained

A shepherd functions as a consultant, not a collaborator or helper for a speaker's, panelist's, or resource fair participant's presentation.

A shepherd:

- Is prepared
- Should be familiar with the target audience
- Should be well-versed with the presenter's biography and presentation material
- Is responsible for making sure the needs of the speaker/panelist/resource fair participant are met
 - Follow-up up to make sure flights, hotel accommodations, etc meet their needs
 - Make sure their laptop/presentation is checked during event (we want to avoid any technical difficulties)
 - Make sure all A/V is available for presenters (projector, screen, speakers)

Speaker/Panelist Item Submission Checklist

- Send presenter the speaker packet by the confirmation date
- Speaker Agreement
 - Send to presenter
 - Once signed and emailed back to you, email them the speaker RSVP form
- Flight itinerary (emailed to Event Director)
- Workshop Summary (1 paragraph)

- Biography (2 paragraphs max), Photo, Cell Phone number (emailed to Program Director)
- Early Outline Draft (includes details, examples, stories)/ PowerPoint
- Handouts / Equipment Request
- Final Presentation (for us to put on website)

/ Advanced**

Resource Fair Participant Item Submission Checklist

- Send participant the Resource Fair packet by the confirmation date
- Resource Fair agreement for students (not applicable to organizations)
 - Send to participant
 - Once signed and emailed back to you, e-mail them the Resource Fair RSVP form
- 1st packet draft for students / display materials for organizations
- Final packet draft for students (for us to print and put on website)

Shepherd Item Submission to Club Lead Forward all item submissions and / or CC into the emails

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Lessons Learned

Be hospitable to the media sources and offer water and snacks. You can also have hospitality to help out with making them feel welcomed. Also, do not forget about making sure the photographers/videographers are fed and also given water and snacks.

Once again being polite and respectful will get you very far in these goals. Knowledge of the mission and vision of the organization will be also important to know. If anytime you are uncomfortable with these tasks you can also bring any Fellow or Faculty in charge of event to assist. Make sure to write thank you to all the involved parties who came to document and attend. Ongoing relationships are important to the sustainability of the organization and awareness of the work.

Speaker / Panelist / Resource Fair Student Presentation

- Always be prompt about responding to your “sheep” (i.e. Try to get back to them within the next 2 days, think professional)
- If a “sheep” has forgotten a deadline, kindly send a reminder email the day after and ask if there are any questions that you can answer
- Things to consider when you’re looking over someone’s material:
 - Is it organized and structured? Can you understand the direction of the presentation?
 - Is the message and examples clearly understandable?

- Are there typos, grammar mistakes (Powerpoint/handouts)?
- Is it relevant to the workshop topic?
- Is it targeting the audience? (i.e. young professionals)
- Do you understand what they're saying? If not, chances are, others won't either.
- Seek a 2nd opinion if you are uncertain about something

Moderating

- Meet with your “sheep” the day before the workshop if possible, go over your introduction / their presentation if they want to, and make sure you don't:
 - Mispronounce something
 - Get some fact wrong
 - Fail to highlight some crucial part of the panelist's background.
- Begin the workshop with an introduction of topic and a bio of presenter / panelists
- Break eye contact with the speaker / panelists
- Look at the panel, ask a question, and then look at the audience.
- Do not continue eye contact with the panelists because you want them to speak directly to the audience, not to you.
- Don't hesitate to tell panelists to speak louder.
- If the audience seems to have run out of questions or “high quality” questions, do a bit of research on your own and have at least 3 questions prepared (in addition to the ones you have for the panelists)
- Keep track of time left in the workshop
- Make sure that you leave enough room for attendees to ask questions: “Now we would like to open the floor up to questions”
- End workshop with:
 - Closing statements (2-4 sentences)
 - Thank the presenter / panelists
 - Give presenter / panelists their gift
 - Let the attendees know when the next workshop starts
 - After everyone start milling about, remain behind to ask if the presenter/panelist if they need anything before you leave

Accommodating your speaker:

- Be polite, respectful and excited to meet your speaker
- Let them know that you will be there for them to answer any questions
- Make them feel comfortable, so introduce them to other enthusiastic peoples either participants, fellow or faculties if any.
- Let them know how thankful FFCLUB MITAOE is for taking their time out to come to our event
- Make sure that you have read the bio of your speaker so that you actually know him or her!

How to introduce your speaker:

- In the speech you will want to recognize something unique about the speaker that will make him or her stand out
- Make sure that you introduce the speaker with his or her appropriate title, their name, and their workshop name
- Keep the speech 2-3 minutes long and be simple (attendees will already have the program booklet where they can read the bio of the speakers)
- Try to have your speech memorized because out of all people you should know your speaker the best
- Stay away from making any cliché statements
- Remember to make your speech interesting because it will give the attendees their first impression of the speaker

Sample of speech:

Good evening everyone, today, we are honoured to have someone exceptional speak to us. Our guest speaker is a man who the wall street journal called, “a visionary-someone who is motivated, a good solid thinker, and an inspiring leader that can articulate vision that others can’t see.” He will share with us about his experiences of serving as an executive, an academic, and a board member for both public companies and non-profit organizations. Please join me in giving a very warm welcome to _____.

If you have any questions or want me to check your speeches please do not hesitate to let me know.

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Marketing Committee Guide

Committee Member Responsibilities:

- Actively engage in a specific aspect of the overall marketing strategy as identified by the teams below.
- Team leaders, and those who are willing/able, will attend the monthly Marketing Committee meetings to stay abreast of what's happening within the organization and within the various teams.
- Actively build relationships and explore opportunities for in-kind donations of printing and other marketing related services.

Public Relations Team (Working in conjunction with the FSA Group)

- Announcements in Classes
- Offline Publicity banners
- Produce Status updates, blog posts, Tweets for events (to announce in advance or after an event)
- Maintain a list of social media contacts and proactively use out to various media for coming events.
- Constantly update the social media's calendars of events.
- Reach out to Media team with specific story ideas.
- Compile data on Firefox Event outcomes, impact, and success. Work with staff to determine where to best disseminate this information. Help the FC_MITAOE to demonstrate the impact of philanthropy.

Writing & Newsletter Team

- ✓ Conduct interviews of Organizers, participants and developers to develop news stories for the quarterly newsletter.
- ✓ Write and submit articles on a timely basis.
- ✓ Obtain photos from the Media team to be integrated into the newsletter/post.
- ✓ Write creative, gripping copy for marketing pieces and develop attention-getting, emotion-evoking graphics while ensuring a concise, consistent, and informative message, or engage other professionals in the business to produce the materials (brochures, posters, display boards, flyers, etc.)

Social Networking Team

- Continuously update FC_MITAOE social networking sites (Facebook, Twitter, LinkedIn, Google+, WhatsApp groups) to reach a broad audience of potential volunteers, families, and donors. Post news, event reminders and success stories.
- Upload pictures, photos, and compelling stories to spike user interest, feedback, and participation.

Documentation Committee Guide

- 1.** Take notes about the what speaker has told.
- 2.** Note the points what's happening around you.
- 3.** Take points about each meeting before and after actual events.
- 4.** Docs should keep ready in order to submit to Mozilla.
- 5.** Docs should also made up of each day of promotion offline and online done.

Club Lead Responsibilities:

- Develop and monitor the budget for marketing initiatives.
- Communicate frequently with the committee heads keeping them update of what's happening in the organization and feeding information to them.
- Facilitate communication between staff, committee, and Heads.
 - Maintain marketing materials that are current, relevant, and consistent in design, message, and branding.
 - Update the social networking site daily.
 - Monitor the blogs and update, including content, calendar items, video clips, and on-going photos of Mozilla Firefox knowledge base & activities in FC_MITAOE under progress.
 - Monitor the utilization of the annual newspaper advertising grant. In conjunction with others in the organization, submit requests for ads for events, to thank donors, to announce information meetings, etc.
 - Prepare text for monthly email blasts.

Head of Club Lead Responsibilities:

- Schedule and send reminders for committee meetup.
- Develop meeting agendas designed to get updates from the various teams and with strategic goals, objectives, and strategies in mind.
- Lead committee meetings keeping members on-task to make effective & efficient use of time.
- *Delegate* tasks to be performed *outside* of committee meetings to the teams.
- Nurture relationships with committee members ensuring that all members have well defined and meaningful roles.
- Establish ad-hoc teams as needed with clearly defined purposes.
- Reach out to members with waning attendance.
- Inspire, energize, and encourage committee members.