

American Association of Woodturners

Mini-Symposium Manual

Symposium Manual

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Objectives & Purpose

Define the primary theme, objectives and purpose for the symposium.
Do you wish to attract new members, teach current members new techniques or educate the general public?

Be specific.

- 1 Celebration of the Anniversary of The American Association of Woodturners.
- 2 To provide education, information and organization to those interested in woodturning.
- 3 To provide for an annual meeting of the general membership.
- 4 To provide for a meeting of local chapter representatives.
- 5 To provide a national venue for demonstrations by up and coming woodturners
- 6 To provide a trade show for suppliers of woodturning tools, machinery, finishing supplies and turning stock.
- 7 To showcase the work of members, participants and demonstrators.
Instant Gallery
Juried and/or invitational show
- 8 To raise moneys through an annual auction to benefit the Educational Opportunities Fund.

Budget

Income

- Registration
 - Chapter Member
 - Non-Member
 - Full Symposium
 - Single Day
 - Spouse
- Sponsors
 - Levels
- Grants
- Sale of Merchandise, T shirts, caps, etc.
- Commission on Gallery Sales?
- Trade Show?

Expenses

- Facility
 - Demonstration Areas
 - Housing
- Demonstrator/Speaker Fees
 - Housing
 - Meals
 - Transportation
- Brochure
 - Layout & Design
 - Printing
 - Postage
- Registration
 - Name Tags
 - Program / Schedule
 - Maps
 - Attendee List
 - Handouts
 - Bank Charges / Credit Cards
 - Receipt Books
- Audio Visual Equipment
 - Slide/LCD Projectors
 - Screens
 - Chalk Boards, Marker Boards or Flip Charts, Markers & Erasers
 - TV Cameras & Monitors

Video Tape

Liability Insurance

Security

Signs

Refreshments

Reception

Breaks

Gifts / Presentations for presenters

Important Dates & Deadline

- 1 Symposium Date:
- 2 Cancellation Date:
- 3 Secure Facility 6 to 12 months in advance
 - Inspection of facility for suitability and physical condition
 - Cancellation Clause
 - Signed Contract
 - Confirm Number of Attendees 2 weeks out
 - Confirm Housing 30 days out
 - Confirm Meals 1 week out
- 4 Secure Demonstrators 6 months in advance
 - Outline of Demonstration
 - Confirm number of Rotations
 - Biography for Brochure and Press Release
 - Photo for Same
 - Slides of Work
 - Handouts
 - Contract or Letter of Agreement
- 5 First Press Release to National Publications 6 months in advance
 - Deadlines for AAW Journal: Mid-April, Mid-July, Mid-Oct, Mid-Jan
 - Second Press Release 3 months in advance
 - Press Release to Newspapers and Local Media 4 to 6 weeks out
 - Telephone follow-up to Local Media 1 week in advance
- 6 Advertisement to Magazines 6 months in advance
- 7 Design & Print Brochure 4 to 6 months in advance
 - Order AAW Mailing Labels for the region 6 months in advance
 - Mail Brochures 3 months in advance
 - Send registration packets 3 to 4 weeks out
 - Distribute to Local Suppliers, Schools, Art Centers, etc. 2 months out
- 8 Travel Arrangements for Demonstrators 4 to 6 weeks in advance
 - Confirmation in writing 30 days in advance
 - Arrangement for ground transportation 2 weeks in advance
 - Telephone follow-up 1 week in advance

- 9 Arrange for Machinery and Audio Visual Equipment
 - Confirm in Writing 60 days out
 - Telephone follow-up 2 weeks out
 - Set-up Day before symposium

Contacts

- 1 Facility Manager:
Name: _____
Address: _____
Phone: _____

- 2 Demonstrators:
Name: _____
Address: _____
Phone: _____

Name: _____
Address: _____
Phone: _____

Name: _____
Address: _____
Phone: _____

Name: _____
Address: _____
Phone: _____

- 3 Housing:

- 4 Meals/Refreshments:

- 5 Maintenance:

- 6 Audio Visual:

- 7 Media Contacts:

- 8 Participants:

- 9 Staff:

- 10 Chamber of Commerce:

- 11 Trade Show / Sponsor Participants:

Facility

Registration

- Set up at least 3 hours before opening
- 2 to 4 tables and 6 to 8 chairs
- 4 to 6 volunteers
- Refreshments
- AAW and Chapter applications, Tee shirts, caps, catalogs, information about local area, restaurants, shopping, etc.

General Assembly Area

- 75 to 100 seats (depending on expected number of attendees)
- Podium
- Slide/LCD projector & screen
- Ready for opening of symposium
- Available for all full group gatherings

Instant Gallery

- Open area with 10 to 15 tables for participants
- Separate tables for demonstrators
- Security

Demonstration Rooms

- Seating for 25 to 35
- Power, 110 and / or 220?
- Work table
- Projector & Screen

Housing

- Rooms for demonstrators and staff
- Block of rooms for participants
- List of local hotels, motels and campgrounds for overflow

Meals

- Should be able to seat everyone at one time
- List of local restaurants for those who want to eat off site

Spouse Activities

- Provide list of local attractions, shopping and other points of interest
- Contact local Chamber of Commerce for information

Auction

- Ask for donations from demonstrators and attendees
- Invite others to attend auction only

Demonstrators

- 4 to 5 Demonstrators, Suggestions from Board
- Final Selection to be approved by Board
- Should include something for everyone:
 - Basics
 - Sharpening
 - Simple Projects
 - Bowls
 - Hollow Vessels
 - Special Techniques
 - Design
 - Marketing
 - Toolmaking
 - Hands-on
- Contact 6 to 12 months in advance.
 - Letter of Invitation
 - Letter of Confirmation with request for slides of current work, bio, photo, description of each demo and equipment required, i.e., slide/LCD projector, special lathe, chuck, etc.
- Rotation Schedule
 - 2 in the morning
 - 2 in the afternoon
 - Evening panel discussion and / or slide presentation
- Demonstrator Fees
 - All demonstrators should be paid a per rotation fee plus expenses.

Logo / Theme Brochure

Logo:

Design a Logo and use it on all brochures, registration forms, correspondence and anything else associated with conference. May be an adaptation of or include AAW and or Chapter logo.

Theme:

Decide on Theme and carry throughout the planning and execution of the conference. Ask for suggestions or have a competition if you do not already have something in mind.

Woodturning - Local Style

Fundamentals of Woodturning

Beyond Basics

Texas Turn or Two

Turning Plus...

Tee Shirts:

Do you gamble and if so, how many and what size? Should have logo and year of event. What colors? Should shirts be included in registration? Include Tee Shirt order form in registration packet so we know how many, what size and what color?

(Registration Form)
Mini-Symposium

Title:

Sponsored by:

Time:

Location:

Registration Fee:

Member/Non-member?

Full Package:

One Day:

Without Room & Board:

Spouse:

Instructors:

Objective:

Agenda:

Special Activity:

Cancellation Policy:

Name:

Address:

City:

State:

Zip:

Telephone: Daytime/evening:

Email Address:

Paid By Check, Cash, Charge Card:

Check #

Charge Card, Account #, Expiration Date.

Mail To:

PO Box, Facility or other contact.

Machinery

Lathe

- Drive Center
- Live Center
- Dead Center
- Face Plates
 - Screws
- Chucks
 - Jaws
- Knock-out Bar
- Wrench

Grinder

Lights

- Extra Bulbs

Work Table

Corded Drill, Drill & Screwdriver Bits

Extension Cords (UL Approved Only)
Multi-Plug Strips (UL Approved Only)

Band Saw

- Extra Blades

Chain Saw

- Extra Chain
- Oil & Gas

Eye Protection

- Safety Glasses
- Full Face Shield
- Safety Goggles

Shop Vacuums

Dust Collectors

Sample Rotation Schedule

Friday Evening:

- Registration
- Introductions
- Evening Slide Presentation

Saturday:

- Breakfast
- Registration
- Rotation #1 - 9:30 to 11:15 AM
- Rotation #2 - 11:30 to 1:15 PM
- Lunch
- Rotation #3 - 2:00 to 3:45 PM
- Rotation #4 - 4:00 to 5:45 PM
- Dinner
- Auction

Sunday:

- Breakfast
- Rotation #5 - 9:30 to 11:15 AM
- Rotation #6 - 11:30 to 1:15 PM
- Lunch
- Rotation #7 - 2:00 to 3:45 PM
- Hands On
- Wrap Up

Gallery Show

Instant Gallery

Decide on whether there will be a juried show and/or instant gallery.

- Will need tables with covers and risers

- Stands & pedestals for larger works

- Check in forms

- Volunteers to work on check-in, check-out & answer questions

- Tent cards for identifying work

- Separate table for demonstrators

- Separate table for work to be auctioned

 - Register work for auction & assign number

 - Print list of work to be auctioned

Invite outside audiences when appropriate.

- Have local contact provide lists:

 - Galleries

 - Designers & Architects

 - Civic & Business Leaders

 - Media

Consider the use of the instant gallery to bring in additional revenues. Charge commission on sales.

- Establish method for selling items

 - Example:

 - Auction

 - Percentage of sales

 - Sale of donated objects or gifts that relate to mission of the symposium.

Schedule Instant Gallery critique at a time other than during regular rotations - should be planned and advertised in advance.

Plan for pipe and drape around gallery area

- Approximately 60 tables required

- 8 to 10 chairs

Provide for security

- Local Volunteers

- Off duty police officers are expensive

Provide separate table for applications and other literature.

Trade Show

Do you want a trade show or just invite a few local suppliers.

What to charge them.

Offer them sponsorships or request donation to help fund conference.

Request supplies or loaner equipment?

Catalogs to hand out?

Lunch included in their fee?

Public Relations / Publicity

Press Releases:

The first ones need to go out to national publications about 6 months in advance of the event. Should include photo of one or more presenters.

A follow-up should go out 3 months in advance.

AAW Journal deadlines: Mid-April, Mid-July, Mid-Oct, Mid-Jan.

Newspapers and local media should go out 4 to 6 weeks before event.

Follow-up with phone calls to local media one week before event.

Media Contacts:

Develop and Maintain a local list.

Special Invitations:

Select individuals who might help in the future endeavors such as gallery owners, art consultants, art editors and art teachers.

Clean Up

Make arrangements to get all lathes and other equipment back to where it came from in a timely manner.

Plan on having enough trucks, handtrucks and dollies available to make move out easier.

Assign 2 volunteers to each demo room to rearrange chairs, tables and other furnishings back to how we found them.

Dust and sweep, pick up and remove all trash, shavings and sanding dust.

Arrange for a walk through with a facility manager after clean up to make sure everything is as it should be.

Compare physical condition to what it was prior to symposium to avoid paying for damages that were pre-existing.

Coordinate return of audio visual equipment.

Correspondence

Maintain a record of all contact with individuals associated with the conference.

Confirm everything in writing.

Follow up is very important.

Confirm registrations in writing.

Post Cards are ideal for this purpose

Form letter & fill in name of individual.

State cancellation policy in confirmation letter.

Write thank you letters to everyone who had anything to do with conference.

Demonstrators

Facility manager

Food service coordinator

Participants

Trade show vendors

Individuals who loaned equipment

Volunteers who worked on set up, registration, assisting demonstrators and clean up.

Summary & Follow Up

Post symposium article for newsletter and for AAW Journal.

Post symposium report to board with a profit and loss statement and balance sheet.

Evaluation forms summary.

- List of suggestions most often mentioned.

- List of complaints.

- List of possible demonstrators for future events.

- List of possible sites for future events.

- List of most requested topics.

Evaluation Form

- Is this your first symposium?
 - If not, what others have you attended?
- What did you like best about the symposium?
- What did you not like about the symposium?
- What changes would you like to see?
- Was time of year ok?
 - If not what time of year would best suit you?
- Was location ok?
 - Was map clear?
 - Did you stay at the facility?
 - Was housing ok?
 - How was the food?
 - Were demo areas ok?
- Did the demonstrators follow their advertised programs?
 - Did they offer handouts?
- What demonstrators would you like to see at future events?
- What topics would you like to see covered?
- Did you put work in the instant gallery?
- Would you like to see a juried show as part of the symposium?
- Was the fee you paid ok?
 - Did you feel you got your money's worth?
 - Would you attend another symposium?

Committee List
Committee Heads
(NAMES, PHONE NUMBERS, EMAIL ADDRESS)

Budget & Finance: _____

Contact Person: _____

Facility: _____

Theme & Logo: _____

Demonstrators: _____

Registration: _____

Machinery: _____

Audio Visual: _____

Gallery & Trade Show: _____

Public Relations & Publicity: _____

Clean up: _____

Auction: _____

Notes