

## PLA 2002 NATIONAL CONFERENCE TIMELINE

\*\* This information is subject to change. READ ALL SUBSEQUENT MAILINGS  
and check the PLA web site for final dates and deadlines \*\*

### KEY DATES

- June 17, 2001: Program Organizer breakfast and session on program development at 2001 Annual Conference
- June 29, 2001: first "fact sheet" due
- October 12, 2001: speaker contracts (reimbursement/honoraria) due
- December 14, 2001: audiovisual equipment requests due
- January 4, 2002: second "fact sheet" due
- January 4, 2002: taping release forms due
- January 18, 2002: handouts and handout permission due
- March 12-13, 2002: Preconferences, Opening General Session, Exhibit Floor Opening
- March 14-16, 2002: Programs
- April 16, 2002: reimbursement requests due

### MARCH, 2000

- 2000 National Conference (March 28-April 1, 2000, Charlotte, NC)

### JULY, 2000

2002 National Conference Committee (NCC) and Program Committee meetings (during ALA Annual Conference, July 6-13, 2000, Chicago, IL)

- meet with 2000 National Conference Committee to discuss successes, lessons learned
- discuss as necessary charges to committee, subcommittees, PLA conference policies, conference budget, targets, timelines, etc.
- identify members to handle Talk Tables, author events, other aspects of conference
- discuss conference theme, social events, key speakers

### AUGUST, 2000

- program proposal form for 2002 National Conference posted online at [www.pla.org](http://www.pla.org)

### SEPTEMBER, 2000

- 2002 NCC report due for PLA Executive Committee (preliminary plans, any proposed changes to structure or conference policies)

## **2002 NATIONAL CONFERENCE TIMELINE**

- Talk Table application form developed and distributed, posted on web site (deadline July 11, 2001)
- Promotional efforts begin (logo and ads designed, buttons or magnets produced; a separate promotional calendar will be developed with details of journal ads, press releases, brochures, etc.)

### **OCTOBER, 2000**

- Exhibit sales work plan and prospectus development, mailings begin (ongoing)

### **NOVEMBER, 2000**

- NOVEMBER 15, 2000: program proposal deadline
- Conference proposals organized, entered into database, assigned, distributed to Program Committee members
- Program committee members review proposals for missing or unclear information, contact program organizers as necessary for details

### **DECEMBER, 2000**

- 2002 NCC report due for PLA Board meetings

### **JANUARY, 2001**

2002 NCC and subcommittee meetings (during ALA Midwinter Meeting, January 12-17, 2001, Washington, DC)

- NCC confirms theme, discusses key speakers, finalizes schedule and events, discusses promotional plan
- Program Committee reviews and tentatively approves proposals, assigns liaisons. Revisions to program descriptions, speakers, and other details are ongoing from this point.

### **FEBRUARY, 2001**

- Program Committee notifies organizers of rejections
- Program Committee chairs, staff develop specific program schedule

### **MARCH, 2001**

- Program Committee notifies organizers of accepted programs and invites them to program organizer event at Annual Conference
- development and mailing of preliminary conference brochure featuring dates, location, registration fees
- Local arrangements/ information web link to PLA web page opens

## 2002 NATIONAL CONFERENCE TIMELINE

### MAY, 2001

- First round of fact sheets on programs sent to program organizers for review and confirmation
- 2002 NCC report due for PLA Board meetings

### JUNE, 2001

2002 NCC and subcommittee meetings (during ALA Annual Conference, June 14-20, 2001, San Francisco, CA)

- Program schedule confirmed, late programs incorporated
- Luncheon and general session speakers confirmed
- **June 17:** Program organizers assembled at breakfast and provided with handbook, orientation, timelines
- Educational session on how to develop a quality program presented
- Program fact sheets due back to PLA Office on **June 29**. *Information from these sheets is used to develop the registration material and will be widely promoted*

*Note:*

*PLA communicates to each program organizer through repeated mailings of "fact sheets" which contain all information on the program in question (title, description, objectives, speakers, set-up, audiovisual information). It is imperative that organizers review and update these sheets and return them to the PLA office each time they are mailed.*

### JULY, 2001

- Deadline for Talk Table submissions; acceptance and rejection notifications sent
- Solicitation to vendors/PLA Partners to support National Conference events

### AUGUST, 2001

- Contracts for speakers receiving reimbursement or honoraria generated and sent by PLA office
- PLA office sends required forms to speakers (handout information, audiovisual equipment requirements, taping permission) and, with assistance of Program Organizers, begins collecting returned forms

### SEPTEMBER, 2001

- 2002 National Conference Preliminary Program including registration form is mailed and posted on the PLA web site
- Local arrangements (tours, city information) web site debuts (if not earlier)
- Program organizers asked to develop articles on their programs to be published in various outlets to help promote the conference.
- Talk Table titles and schedule due to PLA office
- 2002 NCC report due for PLA Executive Committee meeting

## 2002 NATIONAL CONFERENCE TIMELINE

### OCTOBER, 2001

- Deadline for speakers to return *contracts* is **October 12**
- Second mailing of the registration form with information on local attractions and tours distributed

### NOVEMBER, 2001

- PLA mails second fact sheets to organizers for review and confirmation
- Room assignments and other logistical arrangements made by PLA staff
- Meeting rooms are assigned to programs, based on results of session preference survey

### DECEMBER, 2001

- 2002 NCC report due for PLA Board meetings
- Audiovisual equipment forms (mailed to speakers in July 2001) due to PLA office by **December 14**. Forms received from speakers will be cross-referenced with equipment already requested by the organizer and listed on the fact sheet.
- Organizers and speakers should make travel arrangements and submit registration forms no later than December 2001.

### JANUARY, 2002

- Deadline for revisions to final fact sheets are due to the PLA office **January 4**. *This information will be used to develop the final conference program; NO CHANGES will be accepted after this point.*
  - Taping release form (mailed to speakers in July 2001) due **January 4**
  - Early bird registration deadline
  - Handout materials to be photocopied must be received by mail or electronically by PLA by **January 18**
  - Permission to post handout materials on web site must be received by **January 18**
  - Final conference program copy and design initiated
- NCC and subcommittee meetings (at ALA Midwinter Meeting, January 18-23, 2002, New Orleans, LA)
- Subcommittee reports
- Registration and exhibit reports
  - Role of committees on-site discussed

### FEBRUARY, 2002

- PLA mails a program tip sheet and troubleshooting guide to program organizers with speaker ready room information, room locations, final version of fact sheet, and last minute updates and instructions
- Advance registration deadline

## **2002 NATIONAL CONFERENCE TIMELINE**

- Major events scripted, on-site publications planned

### **MARCH, 2002**

- Final conference program printed
- 2002 National Conference handouts debut on the PLA web site
- **March 12-16:** National Conference, Phoenix, AZ
- **March 20:** Post conference surveys mailed

### **APRIL, 2002**

- All approved reimbursement requests and receipts, are due to the PLA Office

### **MAY, 2002**

- Final reports are prepared by the PLA office and distributed as necessary

### **June, 2002**

- ALA Annual Preliminary Financial Report; registration & exhibit totals; evaluation results reported to PLA Board
- NC2004 NCC begins work