

GUIDE FOR ULA PROGRAM PLANNERS

The Utah Library Association offers its members several opportunities throughout the year to plan and present programs: at the annual conference; the fall workshop; Great Issues Forum; and through individual sessions planned by sections, committees, and/or roundtables. In an effort to improve the quality of ULA programs and the coordination of individual program planners, committees, conference planners, and the ULA Program Board, we have developed this general list of duties/expectations for all ULA program planners and speakers. Some duties apply only to the annual conference, other apply to all planned programs. This is a work in progress, so please address any comments or additions to the ULA Program Board.

People

ULA Program Board is responsible for the overall coordination of programs. Additional responsibilities include manage program budget; assist ULA units; communicate information; represent ULA membership; support ULA officers and conference committee; encourage participation and networking.

Program planner is anyone who is planning any type of ULA program. This may be a chair of a ULA roundtable, section, or a committee chair or their designee. It may be a representative of any ULA unit or an individual ULA member. On conference program submission forms, the program planner is the **sponsor**.

Speaker is anyone who is presenting a program for ULA. This may be an outside contractor or a ULA member.

Guidelines for Program Planners

- ❖ In consultation with others, the program planner develops proposal(s) for workshops, conference programs, and other continuing education opportunities. Makes a clear outline of the content of the proposed workshop. Considers the "Characteristics of an Excellent ULA Program" document in planning program content and arrangements.
- ❖ The program planner determines the needed content, appropriate audience, format, time and/or location for the program. May arrange for rooms, equipment, etc.
- ❖ The planner makes initial contact with speakers and ascertains availability, fees, travel arrangements, and equipment needs.
- ❖ The planner includes target audience, budget information, speaker name and credentials, address, contact information (including fax and email of all parties) in the proposal. Submits proposals to appropriate ULA contact(s) by the assigned dates.

- ❖ Once the program is approved, the planner writes to the speaker to confirm availability, topic, type, and length of session, fees, equipment needs, room set up, etc. Ensures that this information is also communicated to ULA contact or committee, if appropriate.
- ❖ The planner works with the ULA conference committee or other ULA members to finalize program information, publicity plans, and other needed information by set deadlines. Sends copies of program outline to speakers. Sends copies of advance publicity to speakers.
- ❖ The planner checks with speaker(s) about travel plans and ensures that all such plans are approved by ULA and will coordinate with the program as needed. See link to travel information. Ensures that speaker(s) returns ULA contract, if appropriate. Interviews speaker for biographical information for introduction. Arranges with speaker to make copies of any handouts as needed. Discusses and reconfirms program content, audience expectations, time limitations, room configuration, and layout with speaker.
- ❖ The planner arranges to meet speaker(s) at an agreed upon location prior to the program. Picks up speaker packet (annual conference only) and arranges to give appropriate information to speaker prior to the program. Note: Honorariums are not given to speakers until after presentation.
- ❖ The planner ensures that the speaker will arrive 10-15 minutes prior to the program. Speakers should be sent directions, maps, parking information, and parking permits (if needed). The planner meets speaker in the room, and informs them of nearby restrooms.
- ❖ The planner ensures the room is set up correctly, and that all required equipment is working and in correct location. Ensures that room temperature is correct and that there is water for the speaker(s).
- ❖ The planner welcomes the audience and announces the topic of the session. Introduce yourself (name, position, institution) and speaker(s), or arranges for someone to do so.
- ❖ The planner monitors time to ensure the program is on time and that all speakers are aware of any time limits on their remarks. Distributes evaluation forms, if applicable.
- ❖ The planner monitors the audience to ensure they are comfortable, have adequate seating, and can hear the speaker. If necessary, may need to act as a moderator to assist the speaker or the audience to stay on topic.
- ❖ At the end of the presentation, the planner thanks the speaker and ensures any audience questions are answered. At the end of the Q&A, thanks speaker(s) and audience. May collect evaluation forms.
- ❖ The planner ensures that speaker has all extra handouts, personal equipment, etc. before leaving. Finalizes monetary transactions, including honorarium, outstanding travel expenses, etc.

- ❖ Within one week of the program, the planner writes the speaker to express appreciation on behalf of ULA members for the presentation. If appropriate, may include remarks from evaluation forms.

In conclusion

- ❖ Confirm everything in writing
- ❖ Reconfirm everything shortly before the event
- ❖ Follow rules of courtesy
- ❖ Communicate often with appropriate others
- ❖ Meet all deadlines
- ❖ Follow up

Characteristics of an Excellent ULA Program

An excellent program can be described as meeting the following criteria:

- Starts and ends on time
- Is interactive and involves participants
- Topic and speaker are stimulating
- Topics cover new and/or emerging ideas or trends and are of practical use to participants
- Topics are presented in different ways to meet the needs of different learning styles
- Speakers are interesting and/or entertaining to listeners, have a good voice, can be heard and understood
- Speakers prepare handouts (in sufficient quantity) for detailed content information
- Participants are asked to evaluate program content and speakers

An excellent program also has the following characteristics:

- Program is advertised accurately to reflect the planned content
- Technology is pre-tested, is working, and is used appropriately for session content
- Room layout and size is appropriate for program
- Program signage is obvious and participants can easily find location
- Adequate parking is available for all participants

A disappointing program often has the following characteristics:

- Too much/little time is allotted for the speaker's introduction
- Speaker's presentation is boring, either in content, delivery style, or both
- Speaker's presentation is uninformed or irrelevant to participants
- Speaker is unprepared
- Speaker fails to engage the audience
- Too many speakers are planned for the topic
- Different speakers do not coordinate their remarks ahead of the program
- Speaker panel appears to be a group of "talking heads"
- Moderator does not control the speaker's use of time
- Moderator does not introduce speaker or conclude the program

Other factors can negatively impact a program. These include the following:

- Technology that doesn't work, including microphones
- Wrong size room or layout
- External factors such as noise that make it difficult to hear the program
- Room temperature is too hot/cold
- Poor signage or difficulty in locating the room
- Lack of accessible facilities
- Double booked facility
- Lack of time between programs
- Error in the publicity for the program