

NELA PROGRAM PLANNING FORM

Section Name: _____ Chair: _____
Program Title: _____
Date of Program: _____ Have you checked with other organizations to avoid date conflicts? _____

SITE REQUIREMENTS: Space has been reserved at: _____

Contact Name: _____

Phone: _____

Email _____

Site Rental Cost \$ _____

ROOM REQUIREMENTS: (Call your site conference manager/contact and they can help with this section)

Estimated number of attendees: _____

Registration Area: # _____ skirted tables # _____ chairs Other: _____

General Session: Theater Style _____ Classroom Style _____ Other (describe) _____

Podium: Yes _____ Skirted head table for # _____

Other requitiements: _____

Breakout Rooms: Number _____ Set (theater, classroom, other) _____

AV REQUIREMENTS: are detailed on the Speaker Requirements Form.

CATERING CONSIDERATIONS:

Note... Check with site to determine their regulations regarding food service before you contact an outside caterer. If the site you have selected does not provide food service or allows you to use an outside caterer, it is strongly recommended that you contact several and request quotes based on your requirements. **Note... The following lists should not indicate that food and/or beverages are required for each and every situation described.**

Registration: Describe what you would like (if anything) at registration: Serving time: _____

Coffee _____ To serve how many? _____

Decaff _____ To serve how many? _____

Tea _____ To serve how many? _____

Juice _____ To serve how many? _____

Pastry _____ To serve how many? _____

Please describe (if you have a pastry preference) _____

Where to serve: at registration _____, in general session room _____, other _____

Cost \$ _____

Morning Break: (If required) Describe what you would like at morning break: Serving time _____
Coffee _____ To serve how many? _____
Decaff _____ To serve how many? _____
Tea _____ To serve how many? _____
Juice _____ To serve how many? _____
Pastry _____ To serve how many? _____
Please describe (if you have a pastry preference) _____
Where to serve: at registration _____, in general session room _____, other _____
Cost" \$ _____

Lunch:
Where to serve: separate room _____, in general session room _____, other _____
Buffet _____ Box Lunch _____ Other (describe) _____
Serving time _____
Please describe what you would like for lunch: _____

Cost \$ _____

Afternoon Break: (If required) Describe what you would like for afternoon break: Serving time _____
Coffee _____ To serve how many? _____
Decaff _____ To serve how many? _____
Tea _____ To serve how many? _____
Soft Drinks _____ To serve how many? _____ or other cold beverage _____
Cookies _____ To serve how many? _____
Cost \$ _____

PROMOTIONAL MATERIAL AND MAILING REQUIREMENTS:

If you are having a problem making things fit or if you have any questions or would like to discuss any ideas you may have relative to the design, printing, or mailing of your promotional piece don't hesitate to call our Executive Office.

Please remember to include the following in any promotional piece you are sending out:

- * Name of your Program
- * A brief description
- * Place, time, directions and parking instructions (if necessary) and phone # at site
- * Who should attend
- * Program outline and schedule
- * Appropriate Bios
- * Cost to attend
- * How to respond and to whom (phone number for questions)
- * Deadline for response (at least 10 days prior to the event recommended)

If possible, your mailer should be designed as a "Self Mailer" so that when it is folded in thirds there is space for our LOGO, their name and address and postage. The information on the opposite side of address is usually the registration form so that when it is torn off and returned, vital information is not lost.

MAIL LIST:

The NELA mail list consists of approximately 750 names which can be broken down into groups and sections or combined with other lists as appropriate. Please indicate which group or groups your promotional material should be mailed to. If you have access to mail lists you think would be appropriate for your mailing please indicate so and call the Executive Office to see how best to integrate the appropriate lists. Please remember to request any list in Zip code order. Please describe to whom this mailing is to be sent.

MAILING AND PROMOTIONAL MATERIAL COSTS:

For the purposes of budget preparation, below are approximations of costs associated with printing, copying and supplies that may help. **PLEASE.....** If at all possible allow enough time (10 weeks prior to your program date) for us to send your mailing Bulk Rate. If Bulk Rate is not possible or feasible for your mailing, please submit your completed mailing to the Executive Office at least six weeks prior to the program date for first class mailings.

1. Mail handling and postage. Folding, stuffing, labeling and applying postage runs approximately \$.05 - \$.07 per copy.
2. Postage = \$.42 (first class if you use stamps and do it yourself) , \$.35 for presorted first class handled at mailing house, and between \$.22 and \$.2835 depending on weight for "standard" - formerly bulk rate. Note... for bulk rate you should allow at least an additional four weeks for delivery as this depends on the mood of each individual postmaster.
3. Copies are \$.07 per page and \$.14 for two sides.
4. Envelopes range from \$.05 to \$.12 depending on size.
5. If stationery is used for copying add an additional \$.02 per page.

COST ESTIMATE: _____ (total pieces) @ \$ _____ per piece = \$ _____.