

**DIAGNOSTIC MARKETING ASSOCIATION
STANDARD OPERATING PROCEDURES**

GENERAL SUBJECT: Annual Conference

Effective Date: October 1, 2006

Superseded Date: August 1, 2005

1.0 PURPOSE:

This procedure is designed to describe the requirements for the planning and execution of the DxMA Annual Conference and to ensure that the DxMA Annual Conference satisfies the objectives of the Board of Directors and the DxMA Membership.

2.0 SCOPE:

This procedure applies to the DxMA Annual Conference and to all involved in planning, executing and managing the event.

3.0 COMMITTEE:

3.1 The Committee shall consist of any such number of persons as deemed prudent by the President, Committee Chair and/or Board of Directors.

3.1.1 In no event, however, shall the Committee consist of less than three (3) Board members inclusive of the Committee Chair.

4.0 PROCEDURE:

4.1 Appointment:

The President shall annually designate the Annual Conference Committee, Committee Chair and Committee Members to be approved by the Board of Directors.

4.2 Approval:

The Committee shall create a plan for timely approval by the Board of Directors. The Committee Chair, with the Treasurer and the Executive Director, shall develop a budget to execute the plan for timely approval by the Board of Directors.

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- 4.3 Planning:
The Committee shall complete the following activities in planning the Annual Conference.
 - 4.3.1 Select program theme and format for the Annual Conference.
 - 4.3.2 Construct an agenda for the conference program.
 - 4.3.3 Select, recruit and prepare speakers for conference program.
 - 4.3.4 Prepare content materials for conference attendees.
 - 4.3.5 Prepare and execute an effective promotion plan for achieving budgeted attendees for the conference.
 - 4.3.6 Coordinate Annual Conference Committee activities with Dx Awards Committee and Membership/Sales Committee.

- 4.4 Updates & Succession:
The Committee Chair shall update the Board of Directors in person at each regularly scheduled meeting of the Board of Directors regarding the status of the Annual Conference.
 - 4.4.1 The Chair shall act as host and MC for the introduction of presenters and the program.
 - 4.4.2 The Chair shall train a successor for the following year with the approval of the President.
 - 4.4.3 The Chair shall create an Annual Conference history file of the Committee's work to be maintained at the DxMA office. This file shall serve as a reference file for future conference planning.
 - 4.4.4 The Chair shall be a member of the following year's Committee.

5.0 STAFF RESPONSIBILITIES:

- 5.1 Site selections shall be presented to the Board of Directors for approval ASAP.
- 5.2 Coordinate effort with Committee.

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- 5.2.1 Schedule conference calls.
- 5.2.2 Craft and distribute meeting agendas and updates.
- 5.3 Coordinate printing and mailing of marketing efforts with Annual Conference Committee.
- 5.4 Update website.
- 5.5 Provide administrative support for all speakers once confirmed by Committee.
- 5.6 Track and report registrations, sponsorships, etc. to Committee and Board.
- 5.7 Compile and assemble all handouts to attendees.
- 5.8 Provide on-site support at conference.
- 5.9 Provide administrative support to Committee Chair and Committee members.

6.0 TIMELINE:

- 6.1 April – Select Committee Chair.
- 6.2 June – Committee selected.
- 6.3 October – Theme and speakers identified.
- 6.4 October – “Save the Date” included with dues renewals.
- 6.5 15 November – Speakers confirmed with specific topical information; deadline for receipt of presentations communicated.
- 6.6 30 November – Summaries of individual programs and speaker bios to office.
- 6.7 11 December – Advertisement presented to *CAP Today* for January issue.
- 6.8 15 December – Brochures, PDF and other meeting pieces completed.
- 6.9 31 December – Initial mailing of marketing pieces.

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6.10 11 January – Advertisement presented to *CAP Today* for February issue.