

REGISTRATION ACTIVITIES: NAME BADGES – Page 10-1

Lead:

Registrar

Contributors:

WLA President
Ass'n Coordinator
ALA Councilor

Conference Chair
Awards Chair
Monitoring & Evaluation Chair
Program Chair
Exhibits Chair

PROCEDURES

Readability Requirement

The most important word of advice from past conferences is to test how readable a badge is from a distance. One suggested test is that the badge can be read across a round banquet dining table. The 3"x 4" badge seemed to be popular size because it allowed room for large text. The text font needs to be very bold and clear to enhance readability.

Categories for Name Badges

Conference registrants, all days
Conference registrants, single days
Special guests
WLA Board members
WLA staff:
 Association Coordinator
 Legislative Liaison
 ALKI photographer
 Webmaster

Speakers
Program room monitors
Exhibitors
Exhibitors who are Sustaining Members
Conference Committee members
Parliamentarian
Publication editors
Award winners
Others

Color Coding Badges

Conferences have often color-coded the largest categories of conference attendees. Basic categories are usually:

Registrants
WLA Board members and staff
Speakers
Exhibitors

Text on the badge was often used to identify the relatively few people who are award winners, special guests, etc.

Some conferences identified speakers, special guests, conference committee members, award winners, exhibitors, and others by attaching ribbons to the name badge instead of text.

Costs usually determined whether the conference chose to use ribbons or to use text on the badge. Some felt that color coded badges were easier to handle than ribbons, especially during on-site registration.

Differentiate Between All Conference Registration vs. Daily Registration

Previous Conference Comment:

The registration badges need to identify Thursday-only and Friday-only registrants either by color or by text so Program Monitors can determine if the person is appropriately registered.

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PROCEDURES, continued

Sources for Names

- Registrants: Prepared from Registrar computer log.
- Speakers: Lists available from Program Chair and Pre-conference Chair.
- WLA Board members, WLA Staff, Parliamentarian, ALKI photographer, etc.: Request list from Association Coordinator.
- Award Winners: Request list from Awards Chair.
- Exhibitors: Basic list provided by Exhibits Chair, Sustaining Members from Association Coordinator.
- Special Guests (PNLA President, etc.): Association Coordinator and/or WLA President.
- Program Monitors: List from Monitoring and Evaluation Chair

Printing the Name Badges

Name badges can be created and printed using the registration log database and a simple nametag printing program, or they can be commercially printed. Have a computer and printer at the registration desk so all badges will have the same look.

Previous Conference Comment from 1994 Conference (Yakima)

Name badges were printed on relatively inexpensive paper of four basic colors. The printer perforated the paper on 3 inch by 4 inch grids, so the individual badges were easily separated. The entire sheet was fed through a laser printer, using a canned program called "Badge-O-Matic." Tags were then separated and inserted in holders.

Preparing Badges Onsite during Conference Registration

Bring extra badge holders and the colors of badge papers to handle onsite registrations as well as replace badges with errors. Have examples of all types of registrant nametags available for registration staff information.

ALA Member Ribbons

The ALA Counselor will provide ALA member ribbons. They are usually distributed at the registration desk. ALA members are self-identified.

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|---------------|-------------------------------------|---------------------------------------|---------------------------------------|
| Leads: | REGISTRAR | Communications Chair | Local Arrangements-Gifts Chair |
| Contributing: | Pre-Conference Ch. Program Chair | Awards Committee Scholarship Chair | Exhibits Chair Corporate Donations |

POLICIES AND GUIDELINES

Responsibilities

The Registrar is responsible for providing the conference program tote bag or packet that contains the program and other pieces, as well as assuring that the registrant name badge, registration receipt, and the meal and event tickets are delivered.

Registrars, or the Corporate Donations Chair, often solicit donations of the tote bag/packet/envelope and printing of the conference logo on the item. The conference committee should coordinate the decision as to who will initiate these solicitations. The Registrar is responsible for consolidating all of the program and other information about the conference for the tote bag, including various maps, flyers, gifts, etc, stuffing the containers, and distributing during conference registration.

The Communications Chair is responsible for printing the conference program, tickets, conference site maps and other items. (See Communications Section)

The Local Arrangements Hospitality and Gift Committee provides donations from local merchants and as well as brochures and other information about the local area such as maps, tours, etc.

Other conference committee members are responsible for providing:

- Flyers publicizing conference programs and events.
- Flyers publicizing exhibits events.
- Program errata or last minute room changes.

Final Report:

Two complete tote bags or packets are appended to the Conference *Final Report* and samples are added to this *Conference Manual*.

PROCEDURES

Items Not Included in Conference Tote Bags or Packets

Registration desk distributes an individualized envelope for each registrant containing their

- Receipts for personal registration fees for conference and pre-conferences.
- Conference name badge.
- Ribbons if they are a speaker, exhibitor, WLA Board member, special guest, etc.
- Meal or event tickets.

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PROCEDURES, continued

Items Usually Included in Conference Tote Bags or Packets

It's easiest for the registration desk if tote bags or packets contain the same information for all registrants. They usually contain:

- Invitation to attend next year conference (notepads, flyers, etc.) and information about joining with the next year's conference committee and/or planning sessions.
- Conference program.
- Conference program-at-a-glance.
- Hotel or conference center map if not included in program.
- Alphabetical master list of all conference registrants.
- Local map and driving directions to events held away from conference site.
- Flyers advertising programs, fund raisers, Presidents' reception
- Information about entertainment or special events.
- Errata or meeting room changes made after the program was printed.
- Brochures of local attractions and local map.
- List of local restaurants.
- Donations/giveaways from library vendors or local businesses.
- Other items unique to the conference.

Recipients of Conference Packets Include

- Pre-registered conference registrants.
- On-site registrants.
- Conference speakers.
- Award winners.
- Conference scholarship winners.
- Special guests such as presidents of other associations.
- One packet for each exhibitor booth.
- WLA staff.

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PROCEDURES, continued

Estimate the Number of Packets to Prepare

Add to the number of persons who have pre-registered an estimate based on statistics from previous conferences and then determine if additional packets are needed for the following:

- Speakers who will not be registering for conference (List from Program Chair).
- Exhibitors (List from Exhibits Chair).
- Award winners who will not be registering for conference (List from Awards Chair).
- Scholarship winners (List from Association Coordinator).
- Unregistered Special guests (List from Association Coordinator).
- Copies for Final report (3 packets).

Tote Bag or Packet Purchasing and Logo Printing

Tote bags or envelope/packets need to be ordered at least two to three months prior to conference.

Vendors have often donated conference tote bags, packets, and/or packet printing. Soliciting these donations may not be the responsibility of the Corporate Donations Chair. The Conference Committee needs to discuss whether donors will be solicited and then decide who has the best contacts to request donations.

Content of Conference Program Packet and Individual Registration Envelope

Previous conferences noted that the easiest process is to avoid personalizing content of program tote bags or packets. A separate envelope is used for registration receipts, meal and event tickets, name badge, speaker ribbons, etc. and the tote bag stays standard for all attendees.

Preparing Packets

Tote bag stuffing usually takes place the day before conference or as soon as all the materials are available. A factor in deciding when and where to stuff the tote bags is whether the items become so bulky that a van will be needed to transport to the conference site.

Distributing Exhibitor Packets

The Exhibits Chair will distribute tote bags or packets to the exhibitors. This allows for a personal conversation so the Exhibits Chair can answer questions, tell the vendors about special events in the exhibits area, encourage vendors to attend events, etc.