

# LOCAL ARRANGEMENTS ACTIVITIES: HOSPITALITY AND GIFTS – Page 21-1

<b>Leads:</b>	<b>Hospitality Chair</b>	Local Arrangements Chair Corporate Contributions Chair Exhibits Chair
Contributors:	WLA President Program Chair Communications Chair	Interest Group Program Planners Conference Chair

## **POLICIES AND GUIDELINES**

### **Responsibilities of Hospitality and Gifts Chair**

The Hospitality Chair is a member of the Local Arrangements Committee.

Gathers information about the local area for use of conference registrants such as lists of recommended restaurants, maps, local attractions, and activities. Works with the Communications Chair to have brochures, lists, etc., included in the conference program packet.

Solicits gifts for the conference program packet or prizes to be awarded throughout the conference. Coordinates with Exhibits Chair and Corporate Donations Chair to assure that activities don't overlap.

Appoints hospitality committee members, prepares an information sheet for hosts and assigns responsibilities to each host. Assists Interest Groups if they are unable to meet their speakers at airport or need other assistance until the IG host arrives at the conference site.

Provides amenities to thank speakers for their participation.

Prepares a final report within thirty days of close of conference for the Local Arrangements Chair report.

### **Annual Conference Committee Hosting**

The Conference Hospitality Committee usually hosts only keynote and other major speakers or guests of the Association.

### **Interest Groups Host Their Annual Conference Speakers**

Interest Groups host their program speakers, but may need assistance in picking up speakers at airports or train stations. If the IG does not have someone available to meet their speakers they need to contact the Hospitality Chair and work out arrangements prior to Conference.

### **Photocopying**

Speakers may need to photocopy handouts. Check ahead of time with the Local Arrangements Committee Chair to determine photocopying arrangements.

### **“Thanks” for Speakers**

The Hospitality Chair should have a budget for purchasing amenities to thank speakers for their contribution to the Conference. Speaker baskets, particularly at WALE conferences, have included local specialties, flowers, wine, or other small gifts.

### **Previous Conference Comment**

*Itineraries for speakers often arrive at the very last minute. Have a group of volunteers available to meet and greet at the “drop of a hat.”*

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## PROCEDURES

### Hosting Speakers and Special Guests

Hospitality Chair will assign a host to each speaker or special guest to provide assistance from arrival to departure. Hosts need to:

- Review speaker contract, which is available from the Program Chair, to determine what arrangements WLA has agreed to provide, note date and times of speech, and any special arrangements.
- Determine with Conference Chair any arrangements for WLA special guests such as PNLA or WLMA Presidents.
- Contact speaker or special guest by e-mail, telephone, or letter and introduce themselves as their host.
- Offer to meet guest at the airport, or other point of arrival, and transport them to and from the conference site. Also have information available about airport shuttle services or driving directions.
- The Program Chair and speaker will have discussed the time they are scheduled to speak and the time when they need to arrive at Conference. However, it may be useful to repeat warnings about local traffic conditions especially during peak driving hours.
- Arrange for parking pass at conference site if needed.
- Verify hotel reservation prior to guest arrival and resolve any problems.
- Pick up Conference Registration packet for speaker or guest and verify that meal tickets are correct.
- Meet person as previously arranged, and escort them as appropriate to hotel check-in, meetings, meals, and at the end of their stay back to airport or other transportation site.
- Introduce speaker to Conference Chair, Program Chair, WLA President, and other conference attendees. Assure that they have the opportunity to participate in social events.
- Check with Program Chair to determine whether to give the speaker or guest the conference reimbursement voucher form.
- Although very unusual, some speakers may have contracted to receive payment immediately after their speech. If this is the case, the Conference Treasurer and the Program Chair will make the arrangements for the payment.

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## **PROCEDURES, continued**

### **Acquiring Donated Gifts for Registration Packet, Drawings, or Prizes**

The following is excerpted, with thanks, from a 1998 WALE Conference Tip Sheet.

#### **Prepare a List of Gift Items to Request**

For example:

- Minimum of one note pad
- Minimum of one pen and/or pencil
- Local Information and maps
- Coupon books
- Calendars
- Book bags
- T-shirts
- Subscriptions or memberships
- Bookmarks
- Magnets or other trinkets
- Snacks such as Aplets and Cotlets from Liberty Orchards

#### **Create List of Reasons Why Organizations Should Consider Donating Gifts**

Prepare a list of reasons why they should donate to your conference. For example:

- Three hundred people from around the state will attend, resulting in statewide publicity.
- Conferences are generally repeated in local area, so often people will return to a local business.
- The list of contributors in every attendee packet includes their name, address, etc.
- Free advertising for simply supplying a prize, or 300+ small items for packets, or an introductory subscription.
- Attendees may use the item, like a pen, multiple times during the conference and in the coming months, reminding them of the donor.
- Some businesses and items, like entertainment books that depend on others for distribution, would be brought to the attention of Friends Groups that are often looking for fundraising ideas.
- Libraries promote literacy, which in turn supports local bookstores. They may give calendars, book bags, or T-shirts, in addition to books.
- Library vendors may attract the attention of libraries that they don't currently serve.

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## **PROCEDURES, continued**

### **Develop a Letter to Send to Donors**

After the initial contact, most donors will want a “Letter of Request” to reassure them that you are a legitimate representative of the conference. Prepare a letter, on conference or WLA letterhead, ready to immediately fax or mail after your contact. It should include at least the following information:

- Information about conference: Theme, place, inclusive dates, and number of expected attendees.
- Deadline for deciding whether to donate in response to your request.
- Deadline when the donation must be received.
- The shipping name and address. (Preferably someone in the local conference area so boxes can be easily transported.)
- Note whether local contributors can avoid shipping by leaving their donation the day before conference at the meeting site with your name as contact. (Most hotels do not have room to hold boxes or numerous items, so check with the hotel first to find out if they will accept the items if you are not present.)
- Thanks for their contribution to the statewide conference.

### **Contacting Potential Donors**

A committee could break up the number of contacts so one person contacts organizations in the area where the conference will be held, another contacts national library-related companies, and another contacts statewide companies such as Entertainment Books, Godfather’s, etc.

Before starting to contact national library-related companies be sure to contact the current Corporate Donations Chair and the Exhibits Chair of the Annual Conference to be sure that you are not duplicating requests for donations.

Before making a contact, look at previous lists of donors to determine whether they have contributed in the past, and what kind of contributions they made.

When calling for the first time, ask for the promotions or marketing department. You may have to explain that you are calling to determine if they might be interested in donating items for conference packets, prizes, and or drawings. Ask for the name of the contact person so you can follow-up, or send a thank you letter directly.

Give your sales pitch that you’ve already developed so they know what benefits they will gain if they contribute. You can remind them if they’ve donated in the past and note that the item was popular with attendees at that conference.

Be prepared for “no’s” or “the budget is spent for the year.” Often you’ll receive only one contribution for every three, or more, contacts.

If people don’t return your calls, be prepared to call them back. Companies receive many requests and sometimes they do reward persistence.

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## **PROCEDURES, continued**

### **Contacting Donors, continued**

Be willing to accept whatever item is offered unless it is totally inappropriate. Donors often ask that you enclose an advertising flier in the packet and conferences have usually been willing to do this.

Don't expect companies to offer the same item every year because they often switch their advertising from pens, to mugs, to magnets, and then to notepads or other items.

### **Contact Ideas**

Local tourist bureau or Chamber of Commerce.

Vendors who already serve your library. For example, printers may give notepads that are custom printed for the conference.

Library vendors such as Baker and Taylor, OCLC, or an Internet provider.

Places that you patronize on a regular basis, such as the local pizza restaurant, chain of gas stations, major department or other stores, etc. Encourage other people on the conference committee to make personal contacts also.

Scout the ALA or other conference exhibits for names, addresses, and telephone numbers of potential donors.

Contact state commissions or agencies. For example the Apple Commission, Washington Traffic Safety Commission, State Library, or other organizations such as those listed in a 1-800 directory. (Check the [www.access.wa.gov](http://www.access.wa.gov) site for the listing of state agencies.)

For the WALE conference, paraprofessional related vendors might be willing to donate copies of newsletters, a number of free memberships, etc. National magazines may also be willing to provide a free subscription.

Libraries will often give bookmarks, newsletters, magnets, or other items for packets. Each committee person could contact their own library system.

WLA annual conference exhibitors have sometimes donated centerpieces for the awards or business meeting lunch. Their donations have included flowers, a number of books, or other items related to their business. (Be sure to invite the exhibitors who donate to attend the luncheon or in some manner receive personal recognition!) WALE has also used centerpieces. Creative drawings help people sitting at a banquet table learn to know each other...for example, who traveled the furthest to attend; who has the most, or fewest, years of library experience, who has worked at the most libraries, and other conversation inducing questions.

### **Schedule for Drawings and Awarding Prizes**

Work out a schedule well before conference with the Conference Chair, Program Chair, Exhibits Chair and others to identify which prizes will be drawn, when, and who will do the drawing.

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## **PROCEDURES, continued**

### **Schedule for Drawings and Awarding Prizes, continued**

The WALE conference typically has a drawing at every ballroom event when most attendees are present. Announce at each drawing when the next drawing will be held or when other prizes will be awarded. It also keeps one “big prize” for the last conference drawing. It is important enough to encourage people to stay to the end of the conference, and to turn in their evaluations. A committee person has sometimes volunteered or at other times has made contact with someone else who volunteers, to create the “sought after” homemade prize item. Past examples include a quilt, afghan, stained glass, cross-stitched library framed picture, and a hooked rug.

### **Print List of Donors for the Conference Program or Packet**

The Gifts Committee is responsible for creating the list of donors, their contact information, and description of the donation that will be printed for all attendees. Work with the Communications Chair to determine the schedule and process for printing. Printing is usually due one to two months before conference.

It is important to double-check all information so vendor names and information are accurate.

### **Packing Conference Packets or Tote bags**

A number of donations will be packed in the conference packet given to each attendee. (See: *REGISTRATION, Tote Bags and Gifts Section.*)

Gifts are usually packed at the same time as the conference program, handouts, etc., relating to conference. Frequently this is done the day before at the conference site when all the materials are available. Stuffing tote bags or envelopes at a site away from conference usually makes transporting difficult because the bags can be very bulky.

### **Thank the Donors**

After conference is ended, send personalized letters of thanks to all donors.

**WASHINGTON LIBRARY ASSOCIATION**  
**Insert: ANNUAL or WALE CONFERENCE – Page 21-7**

**FINAL REPORT: CORPORATE and OTHER DONATIONS**  
 (Report Due 45 Days After Close of Conference)

**DONATIONS CHAIR NAME & LIBRARY:**

**CONFERENCE YEAR & PLACE:**

**NUMBER OF COMPANIES DONATING FUNDS:**

**NUMBER OF COMPANIES DONATING GOODS OR SERVICES:**

**TOTAL DOLLARS RECEIVED: \$ \_\_\_\_\_**

<b>FUNDS DONATED</b>			
Company Name	Dollar Amount & Date received	Event Sponsored	Contact Name, E-mail, Telephone, Address

<b>GOODS AND/OR SERVICES DONATED</b>			
Company Name	Goods or Services Donated	Event Sponsored	Contact Name, E-mail, Telephone, Address

<b>COMPANIES CONTACTED THAT DID NOT DONATE</b>		
Company Name	Name, E-mail/Tele/Address	Comment

**COMMENTS, PROCEDURAL SUGGESTIONS, OTHER:**