

Planning a Women in Agriculture Conference?

~ Logistics ~

Budget

Planning a Women in Agriculture Conference

Budget

Income – Registration fee and Sponsor Income

– Registration fee considerations

- Cover the cost of meals, or
- Cover the cost of the facility rental, or
- Cover the cost of speakers, or
- Some combination of above
- Remember, if it is a two-day event, participants may also have to pay for lodging

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Budget

Income

- Registration fee and Sponsor Income
 - **It is important to keep costs to participants low** as otherwise you will end up with mostly agency or university people who have accounts for things like this. In some states, women are accustomed to having Farm Bureau conferences, for instance, largely subsidized so you must compete not only for participant's limited time, but also their expectation for little or no cost.
- Sponsor (see section IX)
 - Monetary
 - Grants

Planning a Women in Agriculture Conference *Budget*

Expenses

- Speakers
 - Workshop Speakers
 - Workshop session speakers may need mileage reimbursement, but hopefully, that is all
 - Keynote Speakers
 - If budget is tight, look for speakers close by, where travel expenses won't be an issue
 - Ask sponsors (Farm Credit, Farm Bureau) to help support cost of keynote speakers
- **Publicity** – advertising costs can be expensive
- **Mailing and Registration** – consider cost of postage. Bulk mail is less expensive but not as speedy as U.S. mail

Planning a Women in Agriculture Conference

Budget

Expenses cont..

– Facility

- Food
 - Meals and breaks
 - Receptions
- Meeting Room Space
 - General Session and breakout rooms
- Audio Visual
 - Bring your own equipment (laptops, projectors) when possible
 - LCD projectors are very expensive to rent
 - Know what type of A/V equipment your invited speakers will require

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Expenses cont...

– Facility cont.

- Service Charge (somewhere around 20 %)

– Food, rooms and equipment rental

– Unexpected circumstances:

If you are operating out of a university account, it important to negotiate cover if unanticipated events cause expenses to exceed revenue, for instance, because a snowstorm limits attendance.

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Registration

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Mailing and Registration

Consider cost of postage. Bulk mail is less expensive but not as speedy as U.S. mail

- County agent's mailing lists
- Ask agencies to include registration flyer in their mailings
- Check-out counters at agribusiness
- Web
- Email
- Require advance registration and advanced payment -
 - Accurate meal count
 - Can give the speakers an idea of session participants
 - A commitment from participants

Planning a Women in Agriculture Conference

Mailing and Registration

- Registration Material should include:
 - Goal of conference
 - Date(s), Location, Times, Directions to venue
 - Session titles & brief descriptions
 - Keynote speaker(s) - biography & topic
 - Main sponsor or grantor
 - General conference schedule
 - Registration fee & what that includes
 - Deadline
 - Registration form
 - Refund policy