



## Position Posting: Contract Event Planner

### Overview

The Wisconsin Library Association is seeking a contract event planner to assist with the planning and execution of three educational conferences scheduled for 2022. This will include working closely with WLA staff and the volunteer planning committees for each respective conference: planning; serving as liaison with venue staff; on-site coordination; budget management; vendor and exhibitor logistics; documentation, and post-event analysis.

Respondents must be available for on-site management during the following events/dates:

- April 20 – 22, 2022: Wisconsin Association of Academic Libraries (WAAL) Conference, Sheraton Milwaukee Brookfield, WI.
- May 11 – 13, 2022: Wisconsin Association of Public Librarians (WAPL) Conference, The Ingleside, Waukesha, WI.
- November 1 – 4, 2022; WLA Annual Conference, Grand Geneva Hotel, Lake Geneva, WI.

### About Us

The Wisconsin Library Association (WLA) is a professional association representing all types of libraries – school, public, academic, and special. Established in 1891, our membership today is comprised of more than 1400 librarians and support staff, library trustees, friends of libraries, and vendors who advocate and work for the improvement of library services for all Wisconsin citizens. The WLA permanent staff is made up of a full-time Executive Director, a part-time Finance Manager, and a part-time Membership Coordinator. The WLA is a remote office.

The WLA advocates for and provides education training, information, leadership development, and networking opportunities for its members. The three, multi-day conferences included in this RFP are held annually within the state of Wisconsin and are supported by conference committees made up of member volunteers. Conference committee responsibilities include program design, selecting keynote and breakout session speakers, planning special events held during the conference (off-site tours, receptions), program marketing/promotions, as well as assisting with conference technology, staffing onsite registration, and exhibitor check-in and hospitality.

### Responsibilities

#### I. “Open Minds, Open Doors” Wisconsin Association of Academic Libraries (WAAL) Conference April 20 - April 22, 2022, Sheraton Milwaukee Brookfield, WI.

The WAAL Conference is a 1½ day event organized by academic library volunteers which typically takes place in late April. The conference typically features a pre-reception, national keynote speaker(s), breakout sessions, luncheon event(s), poster sessions, local tours, and other social events. This event does not have exhibitors or require exhibit hall space. Past attendance has ranged from 150 – 200 people. WLA staff and conference volunteers secure sponsors and advertisers who help cover the overall cost of the event. This event produces a conference booklet for attendees.

## Position Posting: Contract Event Planner

A contract with the Sheraton Milwaukee in Brookfield is in place for the 2022 conference, which includes meeting room reservations and a sleeping room block. A volunteer committee is currently collecting program proposals and working to secure a keynote speaker.

### **WAAL Conference Scope of Work (estimated 100 hours)**

- Pre-planning and conference logistics. Attend virtual and in-person planning committee meetings as needed.
- Assist with budget preparation and ongoing monitoring for adherence.
- Coordinate with WLA staff and conference committee on event registrations and attendee registration packets.
- Work with local arrangements committee on the planning and execution of special events, including determining attendee pricing and making transportation arrangements.
- Serve as liaison between WLA and conference venue to assign meeting rooms, determine room set-up, and technology orders.
- Plan conference menus; determine order quantities and place catering orders.
- Coordinate the printing of the conference booklet. Assist with proofreading booklet, content for conference website, other related materials.
- On-site conference logistics and communications with venue.
- Assist WLA staff in maintaining sponsor/advertiser database.
- Fills in and assists with tasks as needed and requested by WLA Staff and the Conference Chair.

### **II. “Infinite Possibilities” Wisconsin Association of Public Librarians (WAPL) Conference, May 11 – 13 The Ingleside, Waukesha, WI**

The WAPL Conference is a 2 ½ day event planned by members of the public library division. The conference typically features a pre-event reception/social, national keynote speaker(s), breakout sessions, luncheon event(s), local tours, and other social events. The event produces a printed conference booklet and utilizes a conference app and corresponding website. This event does not have exhibitors or require exhibit hall space. Past attendance has ranged from 250 - 300 people. WLA staff and conference volunteers secure sponsors and advertisers to help cover the event costs.

A contract with The Ingleside Hotel in Waukesha is in place for the 2022 conference, including meeting rooms and a block of sleeping rooms. A conference committee is in place and working to finalize program plans.

**WAPL Conference Scope of Work (approximately 150 hours)**

- Pre-planning and conference logistics. Attend virtual and in-person planning committee meetings as needed.
- Assist with budget preparation and ongoing monitoring for adherence.
- Coordinate with WLA staff and conference committee on event registrations and attendee registration packets.
- Assist local arrangements committee on the planning and execution of special events, including determining attendee pricing and making transportation arrangements.
- Serve as liaison between WLA and conference venue to assign meeting rooms, determine room set-up, and technology orders.
- Plan conference menus; determine order quantities and place catering orders.
- Coordinate the printing of the conference booklet. Assist with proofreading content for the conference booklet, website, and app.
- On-site conference logistics and communications with venue.
- Assist WLA staff in maintaining sponsor/advertiser database.
- Fills in and assists with tasks as needed and requested by WLA Staff and the Conference Chair.

**III. “Rising to the Challenge” WLA Annual Conference, November 1 – 4**

**Grand Geneva Hotel, Lake Geneva, WI**

The association’s largest conference, the WLA Annual Conference is a 2 ½ day event organized by a cross-section of library volunteers, representing multiple divisions within the association. The event is traditionally scheduled sometime between mid-October and November at rotating locations around the state. The event features a pre-reception, national keynote speakers, breakout sessions, on and off-site special events, luncheons, an awards reception, pre-conference meetings, alumni receptions, and a past president’s breakfast. WLA staff and conference volunteers secure sponsors, advertisers, and exhibitors who help cover the overall cost of the event. Past attendance has ranged from 500 – 800 people.

This event also:

- Requires exhibit hall capacity for up to 100 exhibitors.
- Produces a digital and printed booklet and conference at-a-glance handout for attendees,
- Uses a conference app and corresponding website, managed by volunteers and WLA staff.

A contract with Grand Geneva Hotel in Lake Geneva is place for the 2022 conference. A volunteer conference committee is in place and working on securing keynote speakers and finalizing program plans.

## Position Posting: Contract Event Planner

### **WLA 2022 Annual Conference Scope of Work (approximately 250 hours)**

- Pre-planning and conference logistics. Attend virtual and in-person planning committee meetings as needed.
- Assist with budget preparation and ongoing monitoring for adherence.
- Coordinate with WLA staff and conference committee on event registrations and attendee registration packets.
- Assist local arrangements committee on the planning and execution of special events, including determining attendee pricing and making transportation arrangements.
- Serve as liaison between WLA and conference venue to assign meeting rooms, determine room set-up, and negotiate technology orders.
- Plan conference menus; determine order quantities and place catering orders.
- Coordinate the printing of the conference booklet. Assist with proofreading content for the conference booklet, website, and app.
- Acts as liaison to activities outside the scope of the committee, including pre-conferences, reunions, WLAF silent auction and fundraiser, and Awards and Honors ceremony.
- On-site conference logistics and communications with venue.
- Assists Volunteer Exhibits Chair as needed. Contacts regular vendors who have not yet submitted contracts and reaches out to potential new exhibitors. Assigns booth numbers as contracts are received and communicates updates.
- Assist WLA staff in maintaining sponsor/advertiser database.
- Fills in and assists with tasks as needed and requested by the Conference Chair.

### **Terms**

This position is considered an independent contractor and will be paid an hourly rate of \$20 - \$25 per hour depending on qualifications.

### **Minimum Qualifications**

- 3 - 5 years of event/meeting planning experience for events of similar size and type, preference giving to those with experience working with professional associations.
- Experience working with volunteers.
- Must have valid driver's license and provide own transportation.
- Must have own computer

### **Applications**

To apply, please submit a resume and cover letter describing your qualifications for this position to [sauser@wisconsinlibraries.org](mailto:sauser@wisconsinlibraries.org) by February 14, 2022. Please include a listing of past events you have managed and a list of three professional references. Applications from individuals and meeting planning firms will be accepted.