



Australian Plants Society Victoria Inc. (APSV) FJC Rogers Seminar Protocol and Guidelines

This document has been created to assist potential hosts and organising committees of the FJC Rogers Seminar.

In commemoration of Fred Rogers, APSV created a biennial seminar conducted in even numbered years.

The purpose of the seminar is to provide an educative opportunity that supports the 'Statement of Purposes' of the Society.

Process:

- ✓ APSV will seek expressions of interest to host the FJC Rogers Seminar approximately 3 years prior to the scheduled event year.

Expression of Interest must contain:

- ✓ Topic
 - Supporting documentation that the proposed topic is relevant and can be delivered.
- ✓ Date
 - Preferred dates (at least two) placed in order of preference.
- ✓ Location
 - Supporting documentation that the location will meet the needs of the Seminar.
- ✓ Funding
 - Start-up liquidity.
- ✓ Other
 - Further information to support the Expression of Interest submission.

Review and Decision:

- ✓ Formal written Expressions of Interest will be reviewed by the Committee of Management to determine the host of the ensuing FJC Rogers Seminar.
- ✓ Once the decision is made, the proposing host will be encouraged to form an organising committee.
 - An appointee from APSV will form part of that committee.

Specifics for Organising Committee:

General:

- ✓ Design a plan to achieve a successful Seminar which should include a structured timeline.
- ✓ Determine meeting frequency to ensure the accomplishment of the Seminar plan.
- ✓ Execute the plan.
- ✓ Acquire a copy of the APSV Public Liability Insurance Certificate of Currency.



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Plan (consider the following):

- ✓ Financial management and budget
- ✓ Topic speakers
- ✓ Activities
- ✓ Workshops
- ✓ Excursions
- ✓ Garden visits
- ✓ Publicity
- ✓ Registrations
- ✓ Liaison with council
- ✓ Sponsors
- ✓ Determine guests and send written invitations directly to them

Preview successful Seminar reports in areas of responsibility such as:

- ✓ Catering
 - Engaging a professional caterer.
- ✓ Accommodation
 - Liaise with local accommodation providers.
 - Consider access to 'group' discounts.
- ✓ Liaise with local government and community groups to assess the availability of any assistance.
 - Avoid scheduling conflicts.

Sponsors:

- ✓ APSV
- ✓ In addition to the sponsorship provided by APSV, sponsorship should be sought from other entities to potentially reduce costs to the participants.
 - Be aware of any conditions that may accompany such sponsorships.

Venue:

- ✓ The venue should be of a professional standard to reflect the status of the FJC Rogers Seminar.

Budget:

- ✓ Set the budget
 - This is a fluid document that will change frequently in the initial stages.
 - APSV contributes \$1000.00 as sponsorship.
 - Depending on the Expression of Interest 'start-up liquidity' information, there may be provision of further assistance from APSV.
 - This would be negotiable between the successful host applicant and the Committee of Management.
 - There is provision for a grant, upon application, of \$1000.00 which is refundable from any profit once all outstanding debts are paid.



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- ✓ Bank account
 - Establish an appropriate bank account specifically for the Seminar
- ✓ Complimentary registration
 - APSV President
 - June Rogers and accompanying family member/s
 - Presenters including Key Note Speaker
 - APSV Book Services personnel
 - Master of Ceremonies
 - Dignitaries (local government representative, etc.)

Speakers:

- ✓ Variables
 - Seminar topic
 - Location
 - Time of year
- ✓ Create a list of potential speakers/presenters
 - Ascertain diversity of presentations
 - Do not be afraid to refine the list
 - Provide for emergencies with back-up presenter
- ✓ Communicate early and often
- ✓ Requirements of invited speakers
 - Provision of biography for publicity purposes
 - Overview of presentation

Registrations:

- ✓ Create a form
 - Make available for distribution, as an insert with Growing Australian mail out
 - Make available for posting on the APS Vic website
 - Timing to meet deadlines is a critical issue
- ✓ Suggest having a two-tiered registration fee (members and non-members)
- ✓ Consider a price for 'early-bird' registration
- ✓ Provide payment options including electronic funds transfer
- ✓ Determine a registration deadline
 - Stick to this deadline (APSV will support this)
- ✓ Communicate with registered attendees
 - Consider use of email contact for registration confirmation
- ✓ If workshops are available and selections are to be made, provide a short précis of the workshop in the registration form
- ✓ Ensure that registration secretary and person in charge of finances liaise closely.
- ✓ Create appropriate name badges for attendees
- ✓ Consider provision of 'goodie bag' for attendees



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Programme:

- ✓ Provide an opportunity for the next FJC Rogers Seminar host to address the attendees with a short presentation and invitation.
 - Ensure that an Expression of Interest form is displayed on behalf of the next host.
- ✓ Work closely with the MC to ensure that the programme is followed
 - Ensure that the presentations and/or workshops stay within the allocated times.
- ✓ Provide opportunities for book signing if appropriate.
- ✓ Consider 'feed-back' form for attendees
 - Use a 1 – 5 scale in appropriate components
 - Provide a container for return of forms on the day

Book Sales:

- ✓ There is to be one outlet for all book sales via APSV Book Services.
 - Books for sale shall be Australian plants/flora related only.
 - Books, other than those owned by APSV, may be for sale.
 - These are to be sold through APSV Book Services on a 'sale or return' basis.
 - The provision of this APSV service shall attract a fee of 10% of the book selling price.
 - A list of publications to be sold shall be provided to the Book Services no later than three weeks prior to the Seminar.
 - This provision would not apply to presenters or other authors who may have a publication to promote.

Publicity:

- ✓ Work closely with APSV Publicity Officer, *Growing Australian* editor and webmaster.
- ✓ Enlist APSV District Groups to assist in publicising the event to their members and other contacts.
- ✓ Advertise 'special book' availability such as significant author, newly released publications, presenter's publications, etc.

Plant Sales:

- ✓ Provision of plant sales is not mandatory but is an additional feature to be considered.
 - Preview the APSV Plant Sale Information Sheet

Equipment:

- ✓ Obtain a list of all APSV equipment available for use
- ✓ Be familiar with the APSV Property Use and Guidelines



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Volunteers:

- ✓ Some suggested portfolios
 - Registrations
 - Raffle
 - Meet & Greet
 - Speaker Liaison
 - 'Go To' person on the day
 - Venue liaison

Dissemination of information:

- ✓ Consider use of e-newsletters

Post Event:

- ✓ Conduct a debrief
- ✓ Finalise finances
- ✓ Provide a detailed report to APSV Committee of Management within 60 days of the event.
 - Provide feed-back regarding the FJC Rogers Seminar Protocol and Guidelines document