

Speaker/Sponsor Committee Charter

Purpose:

The Speaker/Sponsor Committee provides direction for the annual conference through the selection of conference theme, education track topics, and selecting of session speakers to organize a successful and engaging annual conference for TACUA.

Responsibilities:

1. Speaker Recruitment:

- Identify potential speakers, including industry experts, thought leaders, and practitioners.
- Reach out to potential speakers, provide information about the conference, and invite them to participate.
- Assist in completion of a speaker contract (to be finalized/approved by the TACUA Board).
- Coordinate speaker logistics, such as travel arrangements, presentation topics, and session schedules.
- Ensure speakers submit handouts on time.
- Serve as the speakers' main on-site representative during the conference.

2. Sponsorship Acquisition:

- Research and identify potential sponsors (companies, organizations, or individuals) interested in supporting the conference.
- Develop sponsorship packages and benefits.
- Reach out to potential sponsors, explain the value of sponsoring the event, and secure sponsorships.
- Maintain relationships with sponsors throughout the planning process.
- Assist in the design of the banner promoting the conference sponsors by obtaining current sponsor logos.
- Design and print the tabletop sponsor signs.
- Assist to help ensure adequate space and set-up in the exhibit space during the conference.
- Serve as the main on-site representation during the conference.

3. Evaluation and Feedback:

- Collect feedback from conference attendees, speakers, and sponsors.
- Evaluate the success of the conference based on attendance, participant satisfaction, and achievement of goals.
- In collaboration with the TACUA Board, use the feedback to improve future conferences.

4. Meeting Expectations:

- The committee chairperson will establish meeting frequency, but the committee will meet at least quarterly.

Committee Members:

- Chairperson (required to be a TACUA board member)
- Members (required to be a TACUA participant, max of 3)

Each member will serve a one-year term, beginning on April 1 of each year, with the ability to serve a max of 3 consecutive terms (service on other TACUA committees will also count toward the consecutive max).

Authority/Reporting:

This committee will submit a full proposal to the TACUA Board at least 6 months prior to the scheduled annual conference to allow for adequate time for review and approval by the TACUA Board. The TACUA Board will have final say and authority over all speakers and sponsors.

The committee chairperson will report progress and challenges to the TACUA Board at their regularly scheduled TACUA board meetings.