

SEPPA PROGRAM CHAIRMAN

1. Serve as chairman of Program committee, appointing co-chairmen and/or committee members as may be necessary to provide a well-rounded informational program of speakers.
2. Secure program talent
 - a. Contact PP of A for Program Talent Directory.
 - b. Contact several members to help choose what type programs the general membership wants.
 - c. Write to speakers asking what type program, plus charges. Verify availability on date needed. (Note: Some companies will sponsor programs.)
 - d. In consultation with the President, select talent and recommend speakers to Executive Committee for their approval. List should be approved 12 months before the convention.
 - e. Get a written contract
3. Send form requesting props needed with contract
 - a. Immediately send list of speakers and addresses to props chairman.
 - b. Send list to Secretary-Treasurer for registration packets.
 - c. Send list to Executive Director to make up appreciation certificates.
4. Publicity for Programs
 - a. Request 2 5x7 glossy photographs and a biography of each program talent along with contract.
 - b. Send all information to editors of *SOUTHERN EXPOSURE* as soon as received.
 - c. Push early publicity, late publicity - the more, the better. Work with Marketing Committee to obtain maximum exposure for speakers and convention.

5. Prepare a complete list of speakers and send to Executive Director at least four months before convention dates who will apply for merits. He needs:
 - a. Name and address
 - b. PP of A membership number
 - c. Date of program
6. Send list of program talent and what SEPPA agrees to pay them to Executive Director.
7. Contact program talent about when & how they will arrive.
 - a. What airline, flight number, what day and time of arrival
 - b. Coordinate with hospitality committee to arrange pickup at airport or welcome at lobby in cases where speaker drives.
8. SEPPA does not make hotel reservations for speakers since it leads to confusion and errors. Make sure each speaker has a hotel reservation envelope and state clearly that reservations are their responsibility.
9. Speakers should be treated cordially. Coordinate with hospitality committee and trade show chairman concerning hospitality baskets and make sure each speaker has one delivered personally or delivered to his room, along with a handwritten note of welcome. Make sure they receive convention registration packet, which contains their registration badge, tickets to any functions appropriate and a program of activities.
10. Contact Executive Director for merit certificates.
11. Select someone to introduce speakers on the platform or introduce them yourself. Make sure each program gets started on time and ends within the scheduled time. Watch the time and be there to give them merits and appreciation certificates at the end of the program. If Speakers Room is available, announce the speaker will be there for a few minutes to talk with any members, then escort speaker to the room before people begin to talk to him.
12. Make sure speakers expense check is available. It may be presented to him along with his merit certificate or privately in the Speakers Room.
13. Send letter of thanks to any sponsors of program talent.
14. Send letter of appreciation to the speaker.