

Program Planning How To Document

Key Elements to Always Be Aware of:

- [Estimated Programming Costs](#)
- [Program Planning Timeline for Program Conveners](#)
- Program elements and their definitions (outlined below)
- [Program Submission Form](#) and Definitions (outlined below)

Program Elements and Definitions

Sponsor(s) - Every program must have at least one sponsor. A sponsor is required in order to plan, facilitate, and pay for the cost of putting on a program. A sponsor can be a division, round table, or committee. Units may also collaborate and choose to co-sponsor a program. Each sponsor must contribute financially to be considered a co-sponsor.

Convener (aka planner) - Historically, conveners were often referred to as planners. They serve the role of planning and setting up the program. They work with speakers and engage with panelists to create a cohesive approach to the program. They do not have to be present at the program to facilitate or moderate.

Facilitator - This is the person(s) who hosts the program. They need to be present at the program and registered for the conference. They will start the program on time, welcome the attendees, and introduce the speaker(s). Historically this was called the presider.

Moderator - This is the person(s) who hosts a panel program. They need to be present at the program and registered for the conference. They will start the program on time, welcome the attendees, and introduce the panelists.

Panelist - A panel is a program that includes 3 or more panelists on the stage speaking to the outcomes of the program. It should be convened and moderated, so that it doesn't feel like multiple separate programs.

Speaker - A speaker is the primary person presenting or facilitating a program. Usually there are only one or two speakers.

Room Setup - Room setup consists of any necessary items you may need for your program, meeting, or event. It could include a projector, the type of microphone and the number needed, food/catering, electrical, or other AV needs. It may also include the configuration of the room such as round tables, arrangements of chairs, podium or dais. Costs are associated with different types of requests and needs.

Program Submission Form and Definitions

Program Title - When submitting the form, the title should be descriptive, understandable, and short. If you aren't good at titles, that's okay, give it your best shot, the title may be changed slightly during the final program review.

Scope Note/Program Description - This is the general description that will be the basis for the final program description. It should be brief, 2-3 sentences. Program descriptions go through extensive review and will be edited for length, consistency, clarity, and audience.

Learning Outcome(s) - These are short statements to help the program committee and TLA staff understand what audiences will learn from the program. The learning outcomes are not viewed or shared in the final program. Tell us what participants will be able to do after they leave the session. What will they remember, understand, be able to apply, analyze, evaluate, or create after attending?

Conference Goals - The Conference Program Committee has established goals in order to guide units and conveners as they plan programs and conference events. The goals provide a common theme and vision for which all programs should align.

Conference Tracks - These are broad, predefined categories for programming. They allow conference attendees to search by particular interests and find all programs in that area. Please choose thoughtfully and carefully.

Time Slots - Choose your time slot based on speaker availability, proximity to business meetings or other events, or other similar considerations. Keep in mind that most conveners choose the most popular time slots between, 9 a.m. and 3 p.m., and we cannot accommodate all programs during these time slots.

Room Setup - Typically, most programs and events will need microphones. Anyone speaking must use a microphone. This is a benefit to your audience and is a best practice for accessibility. Special requests for room configurations should be carefully considered. If you do not know all the details of your room setup upon submitting the form, you will have the ability to review and make adjustments later in the process.

****After submitting your program in the Google Program Submission Form, you will receive an email confirmation of your entry. Save this confirmation; it contains a link that allows you to edit your entry.****