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# Event and Program Planning Guide

AIC members have benefited from a growth in year-round programming over the past few years. These have been primarily online events on topics relevant to specific groups or the membership as a whole.

FAIC has a professional development endowment that supports workshops in the field. Workshop topics are proposed by individuals, group, networks, and committee, and selected by staff and AIC Education and Training Committee with the needs of the greater field in mind. The FAIC strategic plan, field-wide assessments such as Held in Trust, and survey results are used to guide these decisions.

With recent growth in programming, we hope to develop a more integrated approach to planning across both organizations. The following processes and guidelines for program development by AIC committees, specialty groups, and networks are intended to assist both group leadership and staff with budgeting, staff support, promotion, communications, and consistency across the organization.

## Planning Schedule for 2027 Events

### Key Dates:

- May: Form opens for proposals
- July 1: Workshop and Online Course Proposals for 2027 Due
- August 31: Workshops selected
- September 30: Annual Meeting Workshop Proposals for 2027 Due
- October 31: Annual Meeting Workshops selected
- Additional online programming that does not require funding can be reviewed on a rolling basis.

**May - July:** Proposals for programs such as webinars, online courses, and in-person workshops hosted outside of the AIC Annual Meeting are submitted [through the application here](#) for review. Proposals will continue to be accepted and reviewed on a rolling basis as resources are available.

**July - August:** FAIC staff and AIC Education and Training Committee review and select workshops. AIC staff reviews other format proposals for feasibility. Events that are not approved will be added to a list of topic ideas to be considered in the future.

**September:** Proposals for programs to take place at the AIC Annual Meeting are submitted for review.

**October:** FAIC staff and AIC Education and Training Committee review and select workshops. AIC staff and Annual Meeting Program Committee review other event formats.

## Event Types Outside the AIC Annual Meeting

These are the various types of programming we offer outside the weeklong annual meeting period. Note: Registration fee rates are for AIC members unless otherwise indicated. Nonmember rates are typically 20% more.

## Workshops

FAIC can support up to 8 workshops, whether online or in-person, per year (outside of the AIC Annual Meeting). At least one third of workshop participants receive free registration, plus a travel stipend.

### In-person workshop

Interactive learning that includes either a hands-on component or has another reason that makes it not conducive to online learning. Workshops should take place over 3-5 days.

- Registration fees: \$170/day (plus option for lunch at \$25/pp/day) for AIC members
- Instructors: 1-3 instructors for in-person instruction. Additional speakers may record lectures or case studies to be included in workshop resources.
- Instructor payment: \$125 per hour or \$1,000/day (with 2 days of prep for a 3-day workshop, 2.5 days prep for a 4-day workshop, 3 days prep for a 5-day workshop)
- Coordinator:
- Coordinator payment: \$125 per hour (20 hours plus free registration)
- Host: receives 1 free registration, in addition to coordinator.
- Accessibility Guidelines: [https://www.culturalheritage.org/docs/default-source/resources/guidelines/speaker-guide/accessibility\\_guidelines\\_for\\_presenters\\_and\\_moderators.pdf?sfvrsn=4ecc0a20\\_10](https://www.culturalheritage.org/docs/default-source/resources/guidelines/speaker-guide/accessibility_guidelines_for_presenters_and_moderators.pdf?sfvrsn=4ecc0a20_10)

### Online workshop

Online events that include at least one live session (which can be recorded and viewed later) with option for multiple sessions (over days or weeks). Content includes: an interactive component such as a discussion, handouts and resources, and an option for pre-recorded case studies.

- Registration fees: \$20 per hour of online instruction for AIC members
- Instructors: At least one instructor
- Instructor payment: \$125 per hour with 2 hours of prep for 1 hour of presentation
- Coordinator:
- Coordinator payment: \$115 per hour with 1 hour prep for 1 hour of presentation
- Accessibility Guidelines: [https://www.conservation-wiki.com/w/images/0/05/Accessibility\\_Guidelines\\_for\\_Online\\_Events\\_and\\_Presentations\\_Combined\\_16Feb2021\\_Final.pdf](https://www.conservation-wiki.com/w/images/0/05/Accessibility_Guidelines_for_Online_Events_and_Presentations_Combined_16Feb2021_Final.pdf)

## Symposium

1-3 day online or in-person program on a single topic. FAIC can support up to 1 per year.

- Presenters: Multiple
- Coordinator: At least 2, preferably a small committee of 3-4
- Coordinator fee: \$125 per hour (20 hours plus free registration) split amongst coordinators
- Registration fees: \$100/day of programming for AIC members

- Instructor payment: \$125 per hour with 2 hours of prep for 1 hour of presentation (Symposium presentations are usually 20-30 mins.)

## Self-study course

Pre-recorded content from at least one instructor and handouts that participants can access any time. Self-study courses may include self-quiz components to assess learning as well as possibility to have limited-time access to communication with the instructor(s).

- Instructors: At least one instructor
- Registration fees: \$20 per hour of instruction
- Instructor payment: \$125 per hour with 2 hours of prep for 1 hour of presentation
- Coordinator payment: \$1,000 flat fee
- Accessibility Guidelines: [https://www.conservation-wiki.com/w/images/0/05/Accessibility\\_Guidelines\\_for\\_Online\\_Events\\_and\\_Presentations\\_Combined\\_16Feb2021\\_Final.pdf](https://www.conservation-wiki.com/w/images/0/05/Accessibility_Guidelines_for_Online_Events_and_Presentations_Combined_16Feb2021_Final.pdf)

## Webinar

1-2 hour live informational session that can be recorded for self-study. Participants won't have access to video and microphone but can use the chat and Q&A feature. Member groups should consider grouping webinars into a webinar series. AIC can support no more than 1 webinar per quarter per group.

- Instructors: At least one instructor with option for multiple presenters or panel
- Registration fees: Typically free for AIC or group members, \$20/hour for non-members
- Instructor payment: \$375 for 60 minutes (based on \$125 per hour with 2 hours of prep for 1 hour of presentation) total, split amongst presenters if multiple presenters; can be waived by presenters. If a panel or non-instructional conversation is planned, compensation can be offered but is not required.
- Coordinator payment: Group volunteer serves as coordinator, no fee
- Accessibility Guidelines: [https://www.culturalheritage.org/docs/default-source/resources/guidelines/speaker-guide/accessibility\\_guidelines\\_for\\_presenters\\_and\\_moderators.pdf?sfvrsn=4ecc0a20\\_10](https://www.culturalheritage.org/docs/default-source/resources/guidelines/speaker-guide/accessibility_guidelines_for_presenters_and_moderators.pdf?sfvrsn=4ecc0a20_10)

## Town Hall Session

AIC-hosted 60-minute sessions using Zoom meetings on a planned topic. These may provide updates or host topical discussions with room for feedback, or be held as an open forum to meet others and discuss a given topic. Gaining qualitative feedback is the intended outcome. We can offer up to 4 per year, with the Member Business Meeting often serving as one of the four. These are typically planned or hosted by the AIC Board or staff.

## Networking/Discussion events

Can be in person or virtual. Online networking and discussion events should be no more than two hours with the majority of the time being spent in discussion, whether in small groups or in the whole group. Any presentations should take up less than half the meeting time. AIC can

support no more than 1 networking event per quarter per group, if staff time or AIC Zoom account is needed.

- In-person local events may be organized by members; staff should be alerted but do not manage.
- Funds for F&B, room rental, etc. come from membership dues.
- Lunch & Learn: Short online session, from 30-60 minutes maximum, with a predefined and narrow topic. Q&A period encouraged. May be Zoom webinar or meeting format, with meeting preferred. Recordings can be made with presenter permission, but recordings are only accessible for a limited time, such as one month.
  - Instructors: None
  - Registration fees: \$0 members, \$20/hour for non-members
  - Coordinator payment: Group volunteer serves as facilitator, no fee
- Networking: Guided or open
- Facilitated Discussion: Mostly discussion with some content added by the facilitator to create a starting point for conversation and push the discussion further.
  - Facilitator: \$115 per hour with 2 hours of prep for 1 hour of facilitation
  - Registration fees: \$0 members, \$20/hour for non-members; expectation that participants contribute to an output following the event (if applicable)

## Annual Meeting Event Types

These are the various types of programming we offer during the weeklong annual meeting period. These can be included in registration or offered with an additional fee.

### Pre-conference seminar

Pre-conference seminars explore a topic over the course of 1-3 hours. These programs are free to conference participants, and do **not** have the option to include a break, refreshments, live streaming, or speaker stipends.

### Pre-conference symposium

Pre-conference symposia explore a topic over the course of a half-day to full-day. These programs may have a registration fee to cover refreshments or other expenses such as speaker stipends. Programs often have one break per half-day (with estimated cost of \$30 per person per break).

### Pre-conference workshop

Interactive learning that includes a hands-on component or has another reason that makes it not conducive to online learning. Workshops should be a half day to 2 days. FAIC can typically support 6-10 Annual Meeting workshops per year with up to half off-site. FAIC contributes the instructor fee; all other expenses must be covered by registration fees, including room rental, catering, supplies.

- Instructors: One to three instructors
- Registration fees: \$170 per day

- Instructor payment: \$1,200/per day per instructor; no prep fee; no travel/accommodation support; speaker rate to register for meeting

## Networking events

These events may include discussions, speed mentoring, receptions, happy hours, idea fairs, and group volunteer meetings. Refreshments may be provided (for example coffee breaks, open or cash bar in evenings, non-alcoholic drinks and small bites), but any expenses are contingent on securing funding (AIC to identify sponsors). These programs typically take place in the evening but can also be during lunch or session times.

- Small group meetings (for example, 5-30 people) cannot request refreshments or A/V requirements.
- Proposals are reviewed by the AIC Board Vice President (Program Committee Chair) and staff. Selections are made based on available space, budget, and overall capacity.

## Luncheon

Luncheons are 90 minutes (15-30 minutes for lunch followed by 60-75 minutes of programming) and are often panels. All attendees of a luncheon must be registered for the program. Luncheon capacity is capped at the size of the venue. Organizers may specify smaller participant sizes for more interactive programming.

- Speakers receive comped lunch
- Registration fees: typically the cost of the lunch

## Responsive Events

Occasionally, situations may arise that warrant responsive events that cannot be planned so far in advance. For example, there might be a desire to convene an online discussion following a newsworthy cultural heritage event. Please notify your staff liaison to discuss these activities. They will be supported as much as resources allow.

## Mechanics of Events

### Participant Support

All in-person and online workshops will offer free registration to one third of participants, unless support for all workshop participants is provided by an outside funding source. This will be factored into the budget. Additional support can be provided with up to \$1,000 travel stipends for the participants receiving free registration.

Host organization receives one complimentary registration.

The non-member rate for workshops is an additional 20% of the member rate. Member rates for workshops are for all AIC members (not exclusive to specialty groups).

## Accessibility Guidelines

Please include these accessibility considerations in your planning: [https://www.conservation-wiki.com/wiki/Accessibility\\_Issues\\_in\\_Conservation](https://www.conservation-wiki.com/wiki/Accessibility_Issues_in_Conservation).

## Program Implementation Timelines

In-person workshop timeline for events outside of the annual meeting:

- 18 weeks before event: staff sends LOAs to instructor(s), coordinator, and host and requests final workshop description and instructor bios
- 17 weeks before event: announce workshop and open application
- 13 weeks months before event: close application and begin review
- 11 weeks before event: selection of participants is finalized
- 10 weeks before event: notify applicants of participation and funding status
- 8 weeks before event: deadline for participants to pay registration fee; unpaid spaces are offered to the waitlist
- 6 weeks before event: instructor(s) send supply list to staff
- 4 weeks before event: instructor(s) send handouts for printing to staff
- 3 weeks before event: coordinator and staff order catering
- 2 weeks before event: instructor(s) send staff digital handouts and message to participants
- 1 week before event: staff sends message to participants and provides access to workshop portal

Online event timeline:

- 13 weeks before event: staff sends LOAs to instructor(s), coordinator, and host and requests final workshop description and instructor bios
- 12 weeks before event: announce event and open application (if applicable)
- 8 weeks before event: close application and begin review (if applicable)
- 6 weeks before event: review ends and selection of participants is made (if applicable)
- 5 weeks before event: notify applicants of participation and funding status (if applicable)
- 3 weeks before workshop: deadline for participants to pay registration fee; unpaid spaces are offered to the waitlist (if applicable)
- 2 weeks before event: instructor(s) send staff digital handouts and message to participants
- 1 week before event: staff sends message to participants and provides access to event portal

Typical Annual Meeting **workshop** timeline:

- September 30: Proposals due
- October: Proposals are reviewed and brief meetings are held with those who proposed workshops
- November 1: Workshops selection notifications are sent
- December 1: Final workshop description and instructor bios due to staff

- Early December: Workshop registration opens
- February: Workshop registration and budgets are re-evaluated by staff
- March: LOAs sent to workshop instructors
- Two week before workshop: Handouts and message to participants due to staff

## Workshop Roles

**Organizer:** An FAIC staff member will act as the administrative organizer and point of contact for the workshop.

- Create letters of agreement for the instructor(s), host, and coordinator.
- Create a workshop portal where individuals can register for the workshop.
- Create participant application form and manage application process including notifying applicants of their application status.
- Advertise the workshop through the AIC member communities, F/AIC social media, and the Global Conservation Forum. The organizer can advertise the workshop elsewhere if a list of contacts is provided.
- Order workshop materials (as budgeted for) if a list is provided with hyperlinks to each item. For Annual Meeting workshops, instructors order materials and are reimbursed (as budgeted for).
- Order printed handouts (as budgeted for).
- Manage registration and create a participant list.
- Format and upload handouts and resources provided by the instructor(s) to the workshop portal.
- Send a message to participants with logistical information prior to the workshop.
- Manage a waitlist if the workshop is sold out.

**Instructor(s):** The instructor(s) will create and present the content of the workshop.

- Sign letter of agreement and provided complete W9 or wire transfer form
- Provide a workshop description, short bio, and headshot to use to advertise the workshop.
- Provide organizer with any pre-requisites for participation.
- Advertise workshop to their communities (outside of those that the organizer will advertise to).
- Participate in the anonymous review of applications and selection of workshop participants.
- Provide the host with any requirements for the workshop space including special equipment.
- Provide the organizer with a list of materials to be ordered six weeks prior to the workshop. The organizer will share this with the host to see if any supplies can be provided by the host.
- Provide the organizer with handouts to be printed prior to the workshop.
- Provide the organizer with digital handouts and message to participants prior to the workshop.

**Host:** A staff member at the institution that will be hosting the workshop (ideally a conservation staff member).

- Participate in the anonymous review of applications and selection of workshop participants.
- Advertise workshop to their communities, especially communities local to the workshop location (outside of those that the organizer will advertise to).
- Provide list of nearby accommodations and dining options to share with participants.
- Provide organizer with recommendation for catering or assist with internal caterer.
- Review list of materials and note if any can be supplied by host institution.
- Work with instructor and provide photos or information about the space and equipment.
- Provide organizer with logistical information to pass on to participants such as where to meet, what to bring/what not to bring into the workshop space, any local happenings in the evenings, parking, etc.
- Receive supplies and printed handouts being delivered to workshop site.

**Coordinator:** Could be a staff member or intern or fellow at the host institution, SG/Committee/Network member or leadership interested in assisting with the workshop, or an emerging professional local to the host institution and interested in assisting.

- Assist host with responsibilities listed above (some of this will depend on if the coordinator works at the host institution, but they should do as much as possible).
- Participate in the anonymous review of applications and selection of workshop participants.
- Assist with workshop set up and clean up.
- Assist with meeting workshop participants and getting them to the workshop location.
- Receive catering orders on workshop days.
- Assist instructor(s) as needed during the workshop.