

PURPOSE

CSAE delivers three signature events to members annually: Annual Conference, Tête-à-Tête, and Summer Summit. Some of these signature events are hosted in specific networks. A Signature Event Host (Host) Committee is established for each event to collaborate and assist with planning and delivery.

The Host committee operates within the context of the strategic intent of CSAE, the values and expectations of stakeholders and the factors critical to the success of the organization. The committee will assist CSAE in creating and delivering a successful Signature Event while highlighting the unique characteristics and benefits of the host Network.

ACCOUNTABILITY

The Host committee is a sub-committee of the Network Council, and is accountable to the VP, Learning & Innovation regarding the following:

- Creating high-quality, professional signature events in collaboration with the events team and network council
- Supporting CSAE's value proposition as the 'hub for Canadian associations'; the centre point for learning, inclusion, development, and growth
- Advance the strategic plan by fostering community among association professionals and the businesses that support association work

AUTHORITY

The committee shall exercise oversight for the following:

- Creation and development of event theme, content, scheduling, etc.
- Assist with marketing, communications, and promotion of event among network members, prospects, suppliers, and exhibitors
- Propose potential new sponsorship leads and opportunities, in particular from local sources
- Evaluate speaker proposals and keynote speaker ideas; participate in decision making
- Provide input on site selection, schedule/program
- Assist in sourcing or recommending services as identified, such as transportation, entertainment, photographer, security services, etc.

SUPPORT

An appointed member of the CSAE team will be assigned as lead on each signature event providing direct support to the Host committee through professional and administrative services. The designated lead will access support from the team for the following responsibilities:

Logistics:

- Develops and manages event critical path
- Manages and is accountable for the event budget
- Signs all contracts and commitments
- Prepares and circulates all request for proposals
- Liaises with event suppliers and venue(s)
- Manage all aspects of registration, website and event applications
- Develops scripts and run of show
- Liaises with selected speakers/agents and speaker logistics
- Manages all aspects of exhibits (if applicable)
- Manages post-event evaluation and reporting

Sponsorship:

- Solicit sponsor leads and follow up on leads from Committee
- Negotiate the details of all sponsor agreements and is accountable for deliverables

Marketing & communications:

- Develops the plan including images and copy for promotional use
- Schedules the release dates of all messages
- Approve and execute all marketing, communications, signage, and printing

COMPOSITION

- The Host Committee is comprised of four to eight members with at least one member of the current Network Council. Committee representation should reflect overall CSAE membership with an 80/20 ratio of executive to business members:
 - o At least one representative from the network council who acts as chair, appointed by the council.
 - o At least one executive member
 - o At least one business member
 - o The Event Producer or Production Specialist
 - o The Network Relations Manager serves in an ex-officio capacity
 - o The Council chair also serves in an ex-officio capacity
- Sub-Committee Leads may be selected to oversee specific areas of responsibility specific to the event
- Committee members will be appointed by the council for a minimum one-year term which concludes one month following the event. Recruitment of committee members will be done through the annual call for volunteers.

MEETINGS & COMMITMENT

- The committee will meet on a monthly basis. The meeting logistics will be arranged by a CSAE employee, including video conferencing and meeting agenda which will be created in concert with the Host committee chair/co-chairs as appropriate.
- All committee and sub-committee members are required to sign a commitment to serve form along with the confidentiality agreement and adhere to the CSAE Code of Conduct.
- No meetings shall be held without the knowledge and attendance of a representative from CSAE.
- Action items and decisions from each meeting will be recorded, in writing or electronically, and will be circulated to the committee for follow up.
- The estimated time commitment is 2-3 hours on average per month.