

## **HIA Computer Technology Committee Seminar Presentation Outline & Checklist**

One important mission of the HIA Computer Technology Committee is to provide relevant information regarding computer and eBusiness technology to the HIA membership. This is accomplished in large measure, through live seminars coordinated by the committee. Consequently, our presentations should be of high quality, offering relevant and valuable educational content.

This document includes a checklist of actions that, if completed properly and in a timely manner, will ensure a greater likelihood that the seminar will meet the needs of the HIA membership and meet the Committee's quality goals. At the same time, it should aid the subcommittee chairperson in navigating the many steps in the seminar planning process.

### **Seminar Guidelines**

#### 1.Seminar venue:

- All seminars are at held at the Sheraton LI from 8 am to 10 pm.
- If special facilities are required, exceptions are made (such as the need for computer training stations, multimedia rooms etc). The alternate facility should be in or near Hauppauge.

#### 2.Marketing of Event:

- Seminars are marketed to the members through the monthly mailer (one page flyer), website calendar and email newsletter.
- HIA submits the calendar to Newsday but cannot guarantee placement.
- Additional marketing efforts can be made through additional sponsorships but must be cleared through HIA.
- All marketing material must be cleared through HIA.

#### 3.Speakers:

- Multiple, good-quality speakers from multiple companies are recommended. That is, speakers from one company are generally not acceptable except in certain circumstances (such as tips and tricks or where a technology being presented is unique to one company). In all cases, HIA members are preferred speakers.
- "Case studies" are strongly encouraged. That is, end-users describing their experiences. (HIA member companies preferred)
- Content must be educational – sales pitches are unacceptable. Speakers and their company are introduced prior to the seminar and can network after the presentation. Speakers and event sponsors have access to the attendee list.

## Seminar Planning Checklist

- Broadly identify seminar topic or issue the committee would like to address
- Identify subcommittee (seminar) chairperson and subcommittee members if applicable
- Outline of seminar topic (review by full committee. In some cases, review by other committee members may be necessary to validate interest in the topic)
- Select "target" date for seminar (get approval, or schedule an alternate date)
- 2<sup>nd</sup> draft of seminar outline with list of potential speakers (review by full committee)
- Finalize seminar date
- Development and submission of flyer content (review by full committee 2 months prior to event, submission to HIA office no later than 6 weeks prior)
- Review of presentation outlines (review by subcommittee no later than 6 weeks prior)
- Review of Powerpoint slides or other presentation material (review by subcommittee 3 weeks prior)
- Dry Run of presentation (to subcommittee - no less than 1 week prior)

After the seminar:

- Review results, including surveys, at next full committee monthly meeting

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Seminar Topic: \_\_\_\_\_

Target Date: \_\_\_\_\_

Subcommittee Chair(s): \_\_\_\_\_

Subcommittee Members:

<u>Name</u>	<u>Company</u>	<u>Telephone</u>	<u>Email</u>
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