

VIRGINIA SECTION

American Water Works Association

Chair 101 Series

HOW TO SUCCESSFULLY RUN A COMMITTEE



Series Schedule

- **October 2 - Orientation**
  - Association/Section Overview
  - Roles and Responsibilities
  - Committee Roadmap – New!
  - Organizing your Committee
- **October 16 – Financials/Contracts**
  - Budgets/finances
  - Reimbursements
  - Contract Requirements
  - Committee Leadership Resources
- **October 30 – Events/Marketing**
  - Event Planning
  - Marketing/Advertising/Branding
  - Credit Review Process

Today’s Agenda

- Event Planning
- Marketing/Advertising/Branding
- Credit Review Process
- Who to ask for help
- YOUR QUESTIONS!!



In-Person / Virtual – When to use each format





In-Person

- More than 2 hours in length
- Multiple speakers/presentation (3 or more)
- Networking/interactive sessions

Virtual

- Less than 2 hours in length
- 1 – 2 speakers/presentations
- Mainly knowledge transfer only
- Limited interaction

Planning tool

Planning Timeline for Multi-day Conference

Committee: _____

Title of Event: _____

Proposed Event Start Date: _____ Ev

Location type for Seminar: ☐ Contract space

Registration Fee: _____ (member fee) Target Attendan

_____ (non-member fee)

Task	T R
9-12 Months out	
Select date (Check calendar to verify no conflicts)	1
Determine location (contract vs. free)	1
Negotiate any contracts for Room rental, AV, Lodging (if applicable)	1
Select caterer and negotiate contract (if different then facility)	1
Send all contracts to Association for signature	1
6-9 Months out	
Determine Topic	
Determine Speakers and Presentations	
Receive abstracts from speakers	
Submit online CPE form for consideration	
3-6 Months out	
Prepare draft flyer/brochure	
Send information to Staff for registration site and conduct testing	
Finalize flyer/brochure and open registration	
Receive CPE approvals	
Promote event via e-Newsletter, Magazine, Website, Social Media	
1-2 Months out	
Re-confirm local arrangements	
Monitor registration and continue to promote event	
Assign moderator/volunteer positions for on-site tasks	
Confirm AV needs/equipment	
2 Weeks out	
Print agenda/handouts	

Planning Timeline for One-day Seminar

Committee: _____

Title of Event: _____

Proposed Event Date: _____

Location type for Seminar: ☐ Contract space

Registration Fee: _____ (member fee) Target Attendanc

_____ (non-member fee)

Task	Ta Ra
6-9 Months out	
Select date (Check calendar to verify no conflicts)	9
Determine location (contract vs. free)	9
Negotiate any contracts for Room rental, AV, Lodging (if applicable)	8
Select caterer and negotiate contract (if different then facility)	8
Send all contracts to Association for signature	8
Determine Topic	8
Confirm Speakers/Presenters	7
Receive abstracts from speakers	6
Submit online CPE form for consideration	6
3-6 months out	
Prepare draft flyer/brochure	5
Send information to Staff for registration site and conduct testing	5
Finalize flyer/brochure and open registration	4
Receive CPE approvals	3
Promote event via e-Newsletter, Magazine, Website, Social Media	3
1-2 months out	
Re-confirm local arrangements	2

Planning Timeline for Webinars

Committee: _____

Title of Event: _____

Proposed Event Date: _____ (MM/DD/YY)

Determine type of webinar: ☐ Site locations ☐ Online Only ☐ Hybrid

Registration Fee: _____ (member fee) Target Attendance: _____

_____ (non-member fee) _____

Task	Target Range	Due Date	Assigned Committee Member
3-6 Months out			
Select date (Check calendar to verify no conflicts)	6 m		
Determine Topic	6 m		
Confirm Speakers/Presenters	5 m		
Receive abstracts from speakers	4 m		
Site locations contacted to confirm availability (if applicable)	4 m		
Submit online CPE form for consideration	4 m		
Prepare flyer/brochure	3 m		
Create registration site and conduct testing	3 m		
2-3 Months out			
Receive CPE approvals	3 m		
Open registration	3 m		
Promote event via e-Newsletter, Magazine, website	3 m		
Create webinar powerpoint template for use by speakers	2 m		

Event Roadmap: *In-person*

6-12 months

-Set date

-Determine location

-Negotiate/sign contracts

-Pick theme and begin selecting speakers

3-6 months

-Prepare draft flyer/registration

-Apply for CPE credits

-Begin early promotion "Save the Date"

2-3 months

-Finalize registration

-Begin full promotion

-Receive CPE approval

1-2 months

-Reconfirm local arrangements

-Assign committee members for on-site tasks

-Confirm AV needs/equipment

2 weeks

-Print agendas/handout

-Acquire speaker presentations and bios

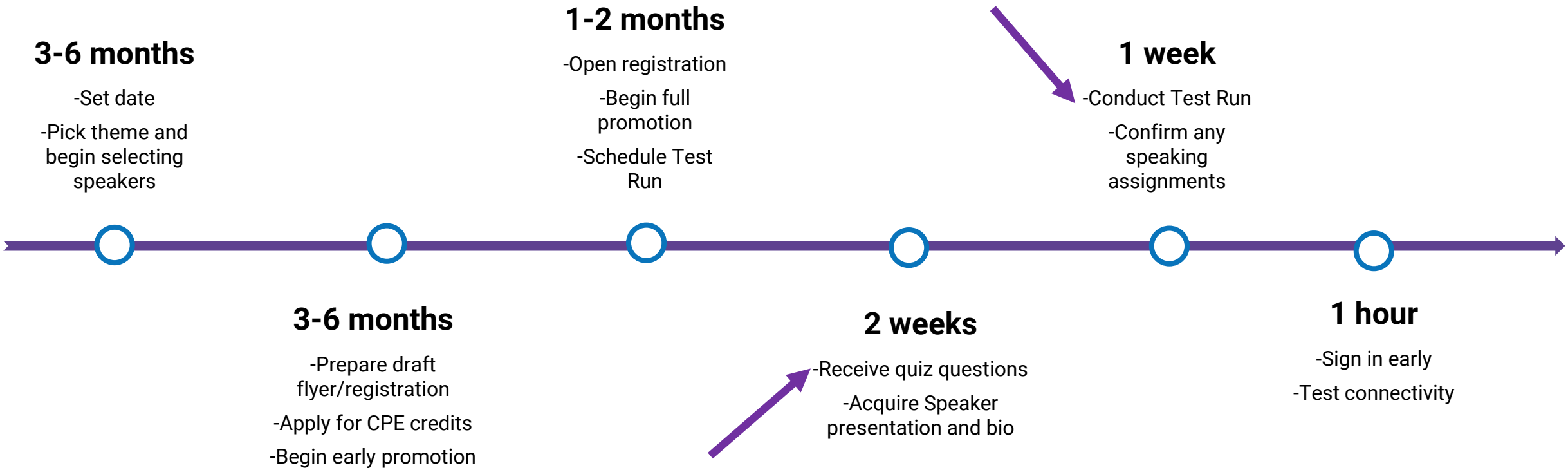
-Final marketing push

1 week

-Submit final headcount to caterer

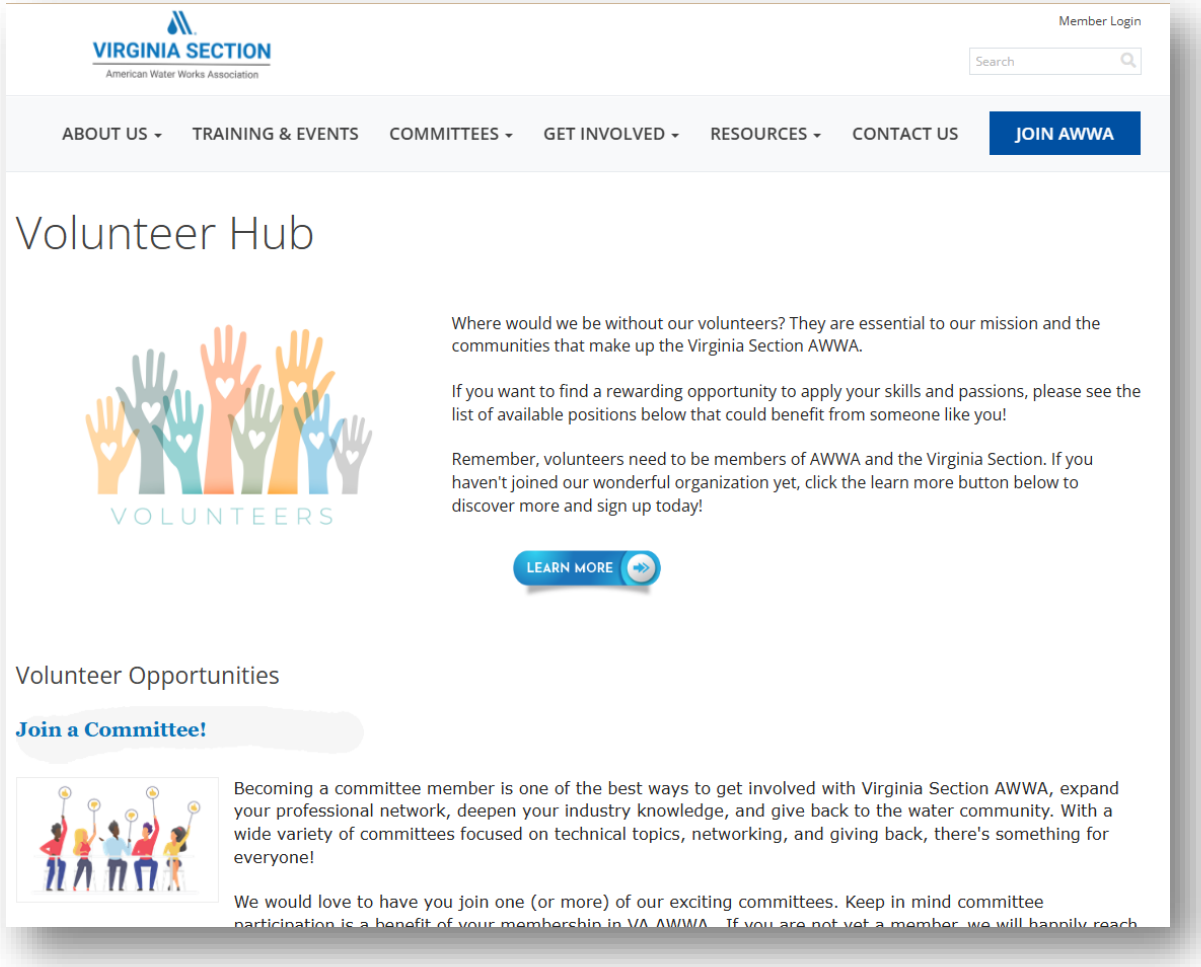
-Reconfirm attending committee members

Event Roadmap: *Virtual*



Volunteer Hub

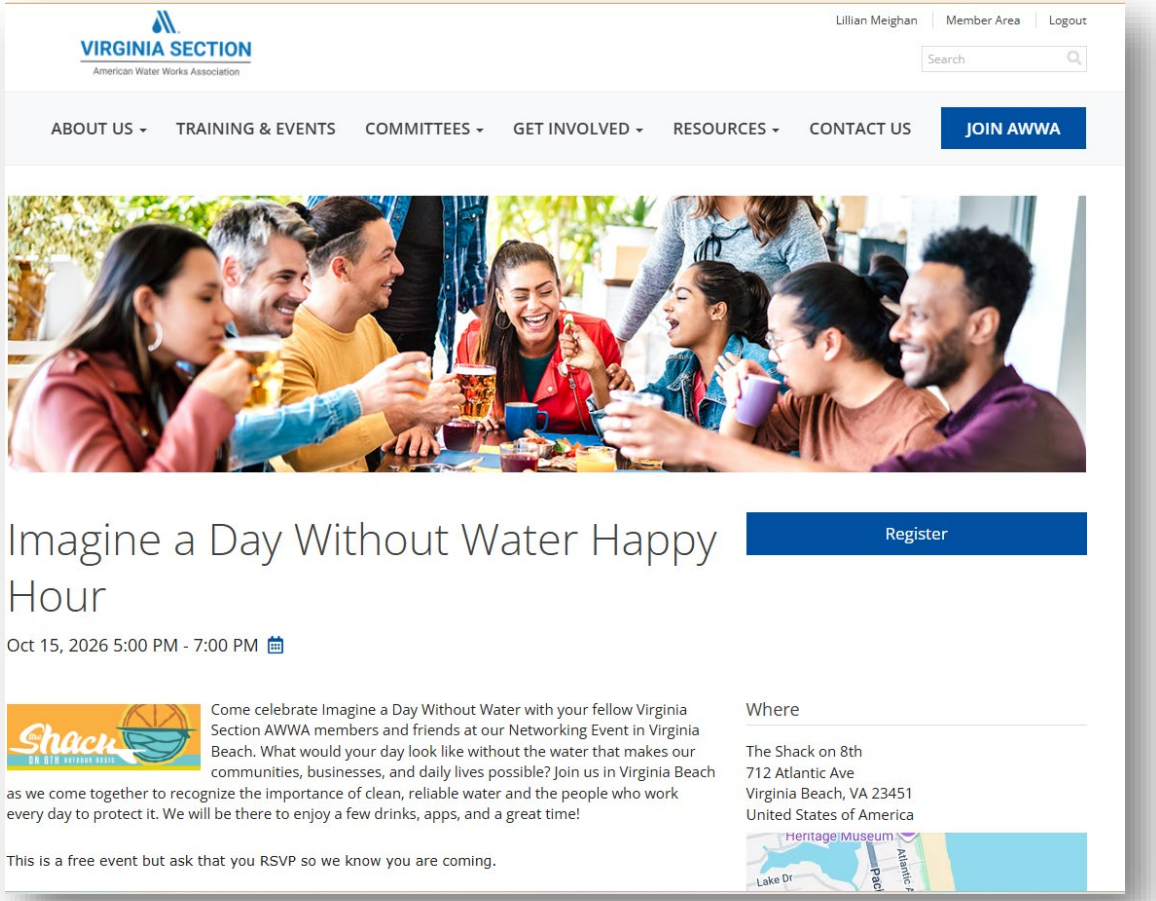
- **New resource** to share volunteer opportunities with members
- Send opportunities (special events, vice-chairs, open committee positions) to staff for listing
- Include an overview of volunteer opportunity, time commitment, and who to contact to sign up or learn more



Marketing and Advertising

Event Registration

- Every event needs a registration page with all the details about the event.
- Shares all the event details and registration information
- All other marketing will direct people to this page



Marketing and Advertising

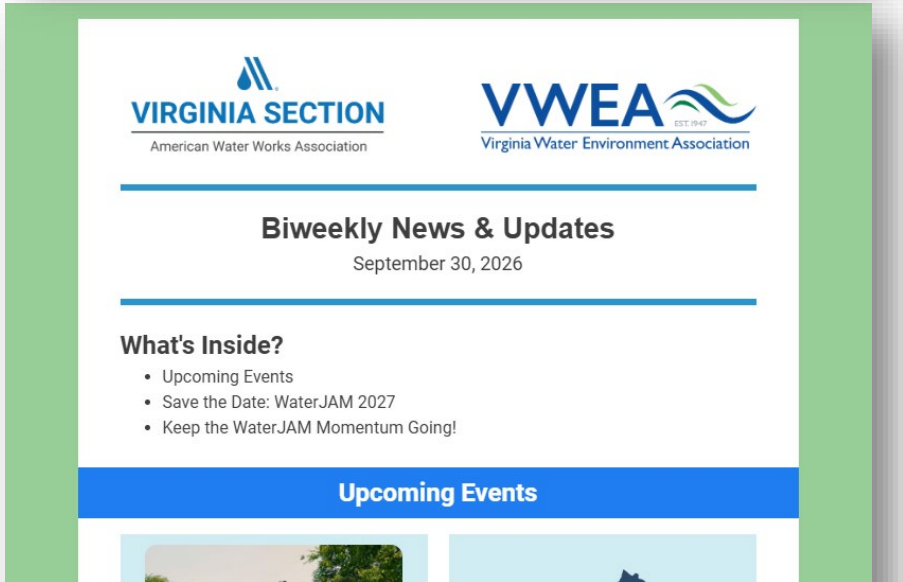
Newsletters

- Virginia Section member newsletters (wE-Splash) are sent out every other Wednesday
- Joint Virginia Section AWWA | VWEA newsletters on alternating Wednesday

Emails

- Personal invitations from committee members are more effective than mass-market emails



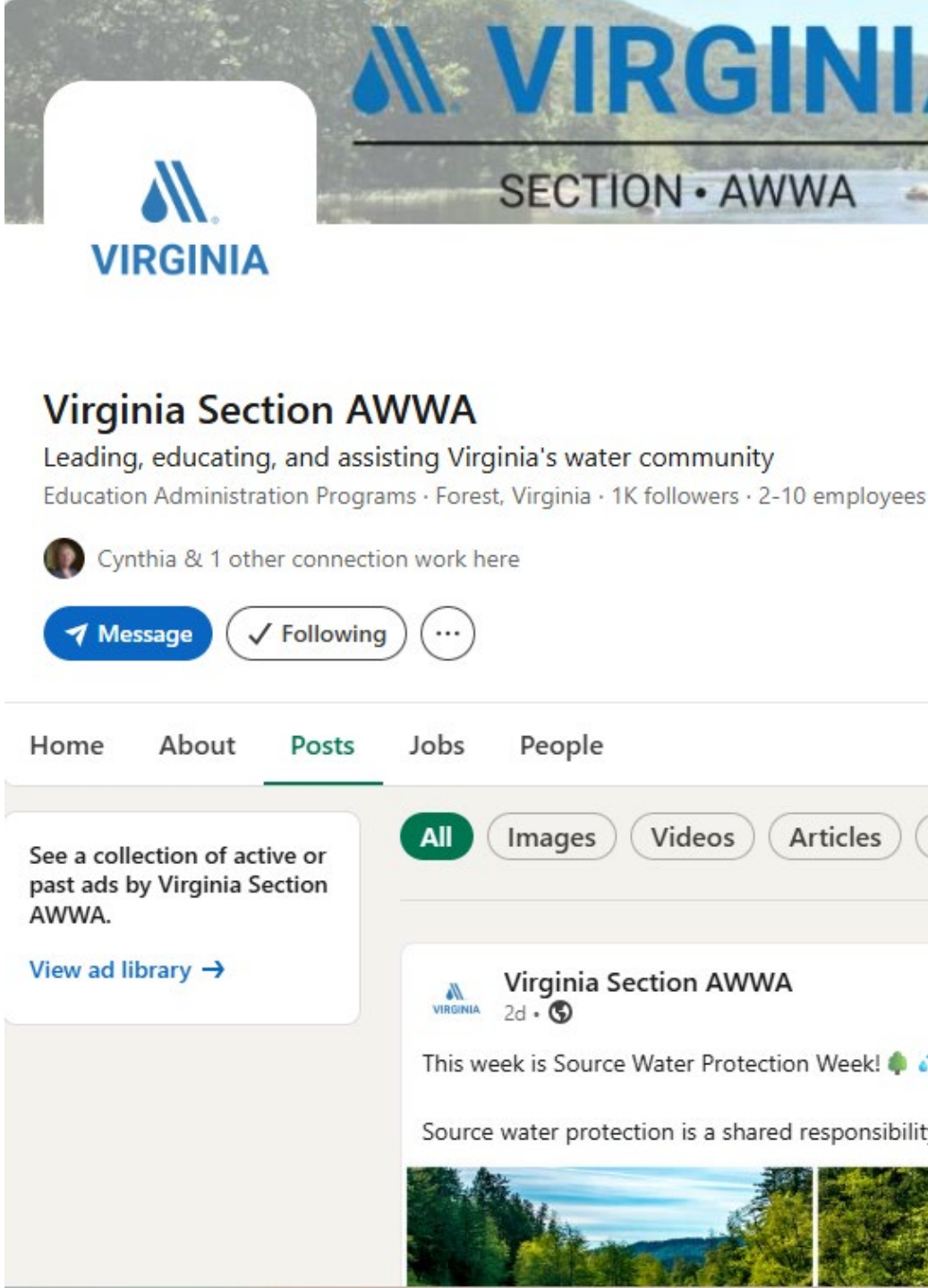


Marketing and Advertising

Social Media

- Event promotion posts can be made from the Virginia Section AWWA LinkedIn, Facebook, and Instagram accounts
- Committee members should **share/repost the Virginia Section post** to their personal networks to increase reach and impact

Follow Virginia Section AWWA!



New Logos!

Primary Logo

VIRGINIA SECTION

American Water Works Association

State Logo



VIRGINIA

Section • American Water Works Association

VIRGINIA

Compact Stacked

VIRGINIA

Compact Horizontal

Joint Logos

Primary Logo



Compact Stacked



Compact Horizontal



Committee Logos/Graphics

VIRGINIA | Water Utility Committee

VIRGINIA
Water Utility Committee

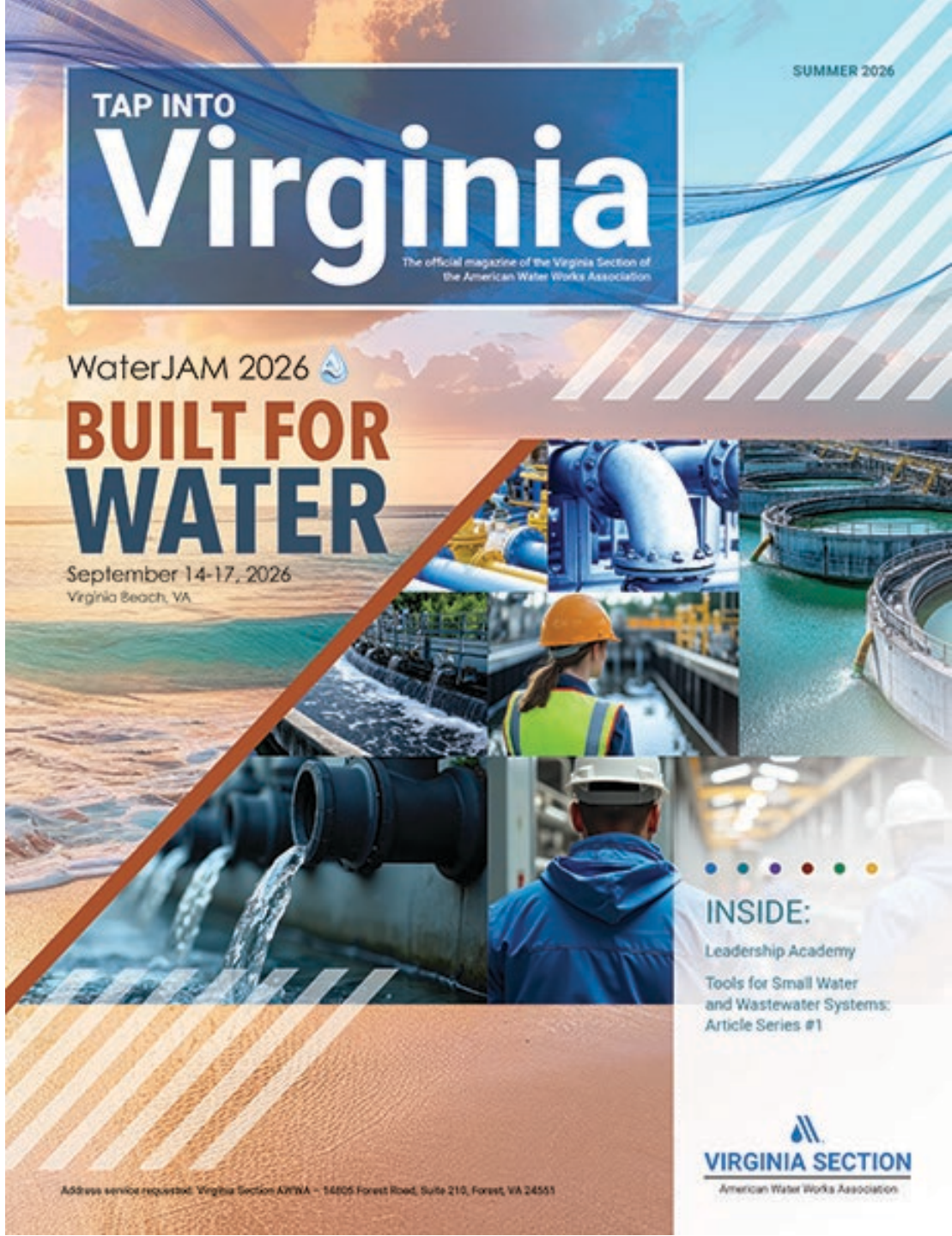
VIRGINIA VWEA
Welcome and Value Everyone Committee

VWEA VIRGINIA
Lab Practice Committee

New Website and Magazine Design

- We need everyone to **update their content/verbiage** on their committee pages

- If you are joint, please make sure that the content is consistent on both pages. Staff can assist you with that.





Credit Review Process

- Speaker's Name
- Speaker's Credentials and Bio (60-100 words)
- Abstract with a Short Summary of Learning Objectives (100-300 words)
- Core Competencies
- **PE CEC Credits for Professional Engineers** do not require approval and may be self-reported by the attendee
- **Water/Wastewater Operator Credits require approval and a strict verification of attendance** (scanning, sign-in sheets, etc.)

https://vaawwa.typeform.com/cpecreditreview

Gather Abstract and Bio

Request an abstract (1-2 paragraphs) from each speaker for your event, along with a short biography.

Complete online form

Complete the Credit Review form online using information about your event (such as title and date), and the abstract and bio.

Wait for Approval

The Credit Review Committee will read your information and provide you with an approved/declined response in 3 to 4 weeks.

Update Website/Flyer

Once you have received the response, make sure to update the registration website and flyer (or request staff assistance).

Hold Event

Hold your event and scan badges so that CPE transcripts can be generated and emailed to attendees.

You don’t have to do it alone!

1

TRUSTEE

Contact your trustee at any time if you have any questions or need assistance

2

STAFF

Staff is always available to assist you with anything you might need.

3

PAST CHAIRS

Many past chairs stay on the committee after their term is complete. They are a wealth of information.

4

BOARD

Each board member has served on/lead a committee at some point. They are all available to you as a resource.



VIRGINIA SECTION

American Water Works Association

Questions?



Next Steps

1. Turn in your **2027 Budget Due November 6th**
2. Keep up all the great work you have been doing!
3. Reach out if you have any questions at any time.
4. Let us know if there is any subject you need more training on or would like to discuss that we haven't talked about yet.
5. Be on the lookout for more training opportunities next year called – **Leadership Pop-up!**