



**NORTH AMERICAN FIRE TRAINING DIRECTORS**

SERVING STATE, PROVINCIAL, AND TERRITORIAL FIRE TRAINING AND EDUCATION SYSTEMS

## CONFERENCE PLANNER

*Organizing a Successful Conference!*



**Prepared by:**

**Cathy Lange  
Program Planner  
Justice Institute of BC  
Fire and Safety Division**

**January 2005**



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## **Introduction**

This manual has been produced for the use of North American Fire Training Directors (NAFTD) who are hosting the annual fall conference. This manual is intended as a guide to assist conference planners in getting organized. Included are tips for establishing a timeline, booking a venue, and ordering catering. Planning ahead will assist in alleviating challenges and identifying potential trouble areas. *(A sample timeline is included in the Appendix).*

Hosting a conference has its challenges and rewards, just remember - have fun!

## Getting Started

The first step is to establish a *planning team* with one *coordinator* who will be responsible for the overall organization of the conference. Planning and organizing a successful conference depends on a variety of skills, abilities and talents. One person cannot effectively manage a conference. When choosing team members it is important to select people who are dependable, reliable, can make decisions wisely and work well with other team members – oh, and have a good sense of humour! Consider dividing conference responsibilities into the following areas:

- 1) Budgeting
- 2) Registration
- 3) Venue booking and catering
- 4) Transportation
- 5) Conference Material
- 6) Partners Program
- 7) Sponsors

Before the first meeting of your planning team you may want to establish guidelines for the following:

- How often the committee will meet.
- Responsibilities of each team member.
- Will team members or other conference volunteers be reimbursed for expenses?
- Will there be funds in the budget for a celebratory gathering of team members and volunteers after the conference?

Provide team members and volunteers with “staff” shirts to identify them during conference events. This is also a nice gesture of appreciation.

Conference planning may be a part-time responsibility for the first ten months, however, for the two months leading up to the conference, it becomes a full-time job.

## **Budgeting**

Preparing a budget is somewhat of a challenge because the level of sponsorship the host receives could determine the success of the conference. As soon as you know you are hosting the conference the following areas can be researched to build a framework for your budget:

- Hotel
- Catering
- Transportation (vans/bus)
- Conference Giveaways (keep in mind that members are traveling and may not want anything bulky to transport home)
- Banquet/Entertainment
- Welcome Banner
- Hospitality Suite
- Postage
- Stationary
- Committee and volunteer expenses (gas/parking/meals)
- Name Tags

It may be helpful to get three quotes on hotels/meeting venues and transportation. Take the time to visit the hotels/venues/bus companies to determine if they meet your needs and standards.

Conference fees are established by the NAFTD. Partners are expected to pay the same registration fee as the member in order to cover the cost of meals. If a sponsor is sending more than one person, the second person is expected to pay the registration fee as well. Members, guests and sponsors are responsible for booking and paying for their accommodation. You can count on 35 – 40 attendees for budget purposes. Other than conference fees, your only additional source of revenue is through sponsorship!

Keep an Excel spreadsheet or other budgeting tool to help you track of revenue and expenses. If you are collecting NAFTD membership fees with registration, it is important that you keep this separate as you will be responsible for remitting membership fees to the NAFTD's Treasurer after the conference.

**Note:** Some registrants are invited guests of the NAFTD and may not be required to pay a registration fee. Contact the NAFTD's President to confirm who these guests are.

## **Registration**

If you know 18-24 months in advance that you are hosting a conference, it is helpful to have handouts for members at the NAFTD conference the year prior to hosting. This could be a brief letter reminding members of the date and location of the conference, accommodation information, and a target date for supplying registration forms. (*See sample in Appendix.*)

The conference planner and team member responsible for registration should contact the International Fire Service Training Association (IFSTA) to be added to the listserv for the NAFTD's. For the time leading up to the conference it means you will receive ALL emails intended for NAFTD members, however, this is the most efficient way to communicate.

When creating your registration form, keep in mind the information you require from registrants in order to plan effectively.

- If you are providing transportation to and from the airport you will need flight information including airline, flight number, arrival and departure times
- It may be important to determine whether members have dietary needs such as allergies.
- You may wish to ask if the registrant plans on attending the banquet evening so that you can better plan for catering needs.
- Is a partner attending and are they interested in any particular activities?

*(See sample invitation letter and registration form in the Appendix.)*

It is important to set up a system, e.g. Excel spreadsheet, for tracking registrations, membership fees, arrival dates/times and departures. This becomes critical in the final few days as members cancel or change flight times. The team member looking after registration will need to work closely with the transportation coordinator.

Communicate early and often! You may need to send out 3-4 reminders, however, rest assured that you will receive last minute registrations. Also, ask the NAFTD website administrator (Dick Jaehne) to place your invitation and registration form on the NAFTD's website. With your last reminder, send a draft agenda and two schedules of event. The first schedule will be your plans for the conference days: where people are expected to be and at what time. The second schedule provides information as to what is happening in your city during that week. If members are in town for extra days it will give them opportunity to plan ahead.

Provide the hotel with welcome letters for all registrants. The welcome letter should explain the location and time of the hospitality suite, where and when to register for the conference, details regarding the partners program, and any additional information you feel is important (*see sample welcome letter in the Appendix*).

Work with the Venue Coordinator to plan a registration table for the first evening and following morning. A registration table on the morning of the first meeting day may not be necessary if all members, sponsors and guests checked in the night before. Discuss with the person preparing conference material who will distribute conference packages during registration.

**Note:** Don't forget to count sponsors as part of your registration process.

### **Guests**

Once you have determined with the NAFTD President who your guest speakers will be, you will need to ensure they complete a registration form for tracking transportation needs. You will also require the following information:

- How much time will they need for their presentation?
- Do they require Internet hookup, laptop or projector?
- Are they bringing a CD or DVD?

- Do they require special software?
- Do they have handouts to be photocopied? Can these be sent to you in advance?

## **Venue Booking/Catering**

### **Hotel**

Your choice of hotel will depend on several factors:

- Proximity to the airport
- Proximity to your educational institution
- Proximity to shopping, restaurants and attractions
- Cost of suites for guests
- Cost of meeting rooms and equipment
- Cost of catering
- Does the hotel have an airport shuttle?
- Ability to accommodate a hospitality suite
- Ability to accommodate a registration area
- Ability to accommodate an area for sponsors to display their product

### **Meeting Rooms**

For meetings, larger rooms tend to be more challenging. In a smaller room you may not require a sound system for guest speakers/presenters. Make it clear to the hotel that you will have catering needs as this could make a difference in the size of the meeting room and the rental price. Ask for all the discounts you can get! Keep in mind the following needs:

- Laptop/projector (are you taking your own or having the hotel supply? Do you have a backup if necessary? Will the person taking minutes need a laptop?)
- Screen
- Mike/sound system
- Internet hookup
- Flip Charts
- Markers
- Catering needs
- Registration Table

### **Catering**

Discuss with the hotel how far in advance they require final numbers. My experience is that caterers tend to oversell. For example, when planning lunches if a caterer suggests 1.5 sandwiches per person plus salads, desserts etc. try ordering 1 sandwich per person, two kinds of salad and keep the desserts for later in the afternoon. The following are a few suggestions for planning for catering needs:

- Provide coffee, decaffeinated coffee, tea, water, cold pop/juice throughout the day. If the venue can provide pop/juice in bottles, they may charge for what is consumed and this will help keep costs down.

- Keep in mind any guests who have dietary restrictions.
- Ensure you have variety in your meals. For example, plan a continental breakfast one day and a hot breakfast the next.
- Plan for coffee breaks with snacks in the morning and afternoon
- If in doubt, phone the prior years conference planner for suggestions
- Don't forget to include partners and sponsors/guests in your head count

### **Hospitality Suite**

This is typically held on the evening guests arrive. It can be booked at the hotel using hotel catering and beverage service or in a hotel suite using beverages you have provided and volunteers to tend bar. How this is arranged will depend on your budget and number of volunteers. If budget is a concern, consider having a no host bar.

### **Banquet/Entertainment**

This need not be expensive! The 2004 conference holders hired a Ukulele Ensemble, a group of 24 school kids for about \$750USD. Be creative if you wish to provide entertainment although it is certainly not required. There may be something unique about your city or location that inspires you, e.g., a riverboat dinner cruise?

If possible, provide several meal options to choose from such as chicken, fish, or vegetarian choices, to accommodate all preferences. Alternatively there may be a local food you wish to promote.

Consider whether you will have a no host bar or whether you will provide a fixed amount of alcohol for the evening. If you are providing alcohol check that the venue has proper licensing.

## **Transportation**

Providing transportation to and from the airport is a wonderful service, however, this could be the most challenging task to organize. You may have planned to have a driver pick up 6 people at 1600, take them to their hotel and return to the airport to pick up 4 more at 1830. What do you do if your volunteer driver's car breaks down, s/he is stuck in traffic, or a flight is delayed? All of these contingencies need to be planned for. It may be worthwhile to plan your conference accommodation with a hotel that provides airport shuttle service.

If you decide to provide transportation, the person responsible for this area of the conference will need to stay in close communication with the team member coordinating registration.

- If your drivers are volunteers ensure they are somewhat outgoing and enjoy spending time with people they don't know
- Determine in advance if you are reimbursing drivers for gas/parking/meals
- Plan in advance if drivers are expected to pay for their expenses and be reimbursed or whether you will supply them with petty cash
- Communicate your plan to the drivers
- Ensure drivers have cell phones
- Ensure drivers have directions from the airport to the hotel
- Provide drivers with identifying signage so members can easily locate them when they arrive at the airport
- Communicate to members requiring transportation how they can identify their driver at the airport and who to call if their flight changes or they can't find their driver
- Ensure you have backup plans for all contingencies!

If your host hotel is not in walking distance from your meeting venue or your institution you will need to rent a bus or vans. If any long drives are anticipated, consider providing beverages/snacks. You will need to confirm the bus company's policy on food/drinks on the bus, especially if you are considering serving beer!

**Note:** Ensure you include sponsors and guests who may require transportation.

## Conference Material

### Binder/Handouts/Package

The President of the NAFTD typically provides conference material. Six to eight weeks prior to your event, contact the President and let him know when you need the material from him. Give yourself enough time to have the material printed and compiled. If you do not hear from the President - follow up! The amount of material will determine the size of binder or folio you need. The following is a list of documents you should consider for your package:

- A list of sponsors
- Current membership list (provided by the NAFTD President or Treasurer)
- Agenda
- Meeting Minutes from prior year
- Name Tags
- Pen
- Note Paper
- Current events listing for what is happening around town. This may be of interest to members who have a longer stay (The team member coordinating registration may have prepared one of these in advance. See notes under *Registration*.)
- Handouts via the NAFTD President
- Handouts from guest speakers

### Giveaways

These may be in the form of pens, notepads, folios or brief bags or it could be donations from sponsors e.g. Institution or City lapel pins.

**Note:** Ensure you have packages for sponsors and guests in addition to members. You may also want to consider a small token or giveaway for partners.

## **Partners Program**

The team member handling registrations will know who is bringing a partner. You may need to contact the registrants via email and provide them with a list of possible activities for their partners. In the past perhaps up to six partners have attended a conference, however, it appears that most prefer to schedule their own time. If possible, have a volunteer who knows the city and has a car, or can drive a van if provided, to accommodate partners during meeting times.

Speak with the team member responsible for the conference package and giveaways to provide a small gift for partners.

## Sponsors

### Soliciting Sponsorship

Mail or email sponsor letters and registration forms six months in advance. (*See sample letter in the Appendix.*) Follow up with sponsors as needed. Below is a list of potential sponsors who *may* welcome the opportunity to attend these conferences. In addition, approach companies who supply materials for your school or who have ground breaking products they wish to showcase to a North American audience.

- Oklahoma State University Fire Protection Publications
- Jones and Bartlett Publishers
- Thomson/Delmar Learning
- National Board on Fire Service Professional Qualifications (ProBoard)
- National Fire Protection Association (NFPA)
- International Fire Service Accreditation Congress (IFSTA)
- Fire Engineering/Pennwell Publishing

Determine your sponsor's needs well in advance:

- Do they require Internet hookup, laptop or projector?
- Are they bringing a CD or DVD?
- Do they require special software?
- Do they have handouts that need to be photocopied? Can these be sent to you in advance?
- Are they sending textbooks for distribution or display? If so, determine the expected arrival date and follow up if you haven't received them on time.
- If sponsors wish to display their product, coordinate space with the team member coordinating the venue.
- Do they have giveaways for the conference package?

## **Meeting Days**

The conference coordinator will want to be on site for all meals events and meetings to ensure everything runs smoothly. It is ideal for the coordinator to have one or two committee members or volunteers to assist as necessary. The following is a suggested checklist for the day:

- Welcome Banner hung (you may want one person responsible for hanging this and moving it to your institution for tour day)
- Has catering been arranged as requested?
- Water/glasses on all tables
- Extra pens/notepads on hand
- Name tent cards for tables
- Table for the President at the front of the room
- Minute taker set up close to the President
- Registration table set up and conference packages available if required?
- Sponsor tables and products set up
- Ensure sound system, AV equipment working
- Do you need petty cash in case of an emergency?

Once the meeting begins, the host or conference coordinator should introduce the conference team and volunteers and who to talk to if members have needs. It is helpful for the host or coordinator to review the agenda to ensure members, guests and sponsors know what to expect.

On the last day of meetings you may wish to provide a survey for feedback. This is helpful if you are planning future conferences. It also assists the NAFTD's association in planning. (*See sample survey in Appendix.*)

## **Post Conference**

You made it! Conference attendees have had a wonderful time at your conference and are heading back home. Now that the conference is over, you have a few small details to attend to:

- Thank you letters/cards to sponsors, hotel staff, catering, entertainment
- Check for NAFTD membership fees sent to the Treasurer
- Ensure all bills are paid
- Final minutes sent to the President
- Wrap-up party for the conference team/volunteers
- Newsletter article for your institution if desired
- Send photos to Dick Jaehne for the NAFTD website
- Have the conference planner's name removed from the NAFTD's listserv
- Forward a summary of feedback to the President

## **Summary**

Although this manual provides some direction in planning a NAFTD's conference, it can by no means cover every possible situation. The Internet is also an excellent resource for information on conference planning.

Congratulations on a job well done!

## **Appendix**

## Sample Timeline

Timeline	Activity	Check	Detail
<b>18-24 months</b>	Book Hotel Rooms for Guests		
<b>18-24 months</b>	Book Meeting Room for AGM		
<b>12 months</b>	Start Preparing a Budget/Research Costs <ul style="list-style-type: none"> <li>• Hotel</li> <li>• Catering</li> <li>• Transportation (vans/bus)</li> <li>• Giveaways</li> <li>• Entertainment</li> <li>• Welcome Banner</li> <li>• Banquet</li> <li>• Hospitality Suite</li> </ul>		
<b>14 months</b>	Prepare notice and hotel information to distribute at current years NAFTD AGM		
<b>10 – 12 months</b>	Book Entertainment		
<b>10 – 12 months</b>	Compile names and contact information for members, potential sponsors and guests		
<b>9 – 10 months</b>	Send copies of member invitation and sponsorship request to Treasurer NAFTD for approval		
<b>8 – 9 months</b>	Send out letter of invitation and registration form to members by <b>email</b> <ul style="list-style-type: none"> <li>• Request response 2 months prior to event</li> </ul>		
<b>7 – 8 months</b>	Send out letter of invitation and registration form to members by <b>mail</b>		
<b>8 – 9 months</b>	Send out Sponsorship letter and registration form by mail <ul style="list-style-type: none"> <li>• Request response for 4 months prior to event</li> </ul>		
<b>Ongoing</b>	Enter registrations in an excel spreadsheet to be ordered by flight times for airport pick up		
<b>Ongoing</b>	Send confirmation of registration with Visa/MC receipt (important for this event as registrants pay in USD, we convert to Cdn)		
	Letter to Mayor Wright re: lapel pins for		

	conference giveaways		
<b>6 months</b>	Order Giveaways ie, folios/binders, pens etc.		
	Reserve laptop/projector with backups, may also require a laptop for minute taking		
	Reserve Fire and Safety Division Display Booth		
<b>3 - 4 months months</b>	Invite special guests once schedule of events determined		
<b>4 months</b>	Send Draft Schedule to President of NAFTA who will return with Business Agenda for distribution		
<b>4 months</b>	Email out a draft agenda		
<b>3 months</b>	Order Welcome Banner		
	Confirm set up for meeting room at hotel, reserve lavalier and standing microphone, flipchart, screen, registration table, needs for hospitality suite		
	Book Transportation		
<b>2 - 3 months</b>	Order shirts for staff		
	Confirm minute taker		
	Discuss staff involvement		
	Prepare welcome letter to be provided by hotel info re: hospitality suite, registration, phone charges etc.		
<b>8 - 10 weeks</b>	Send a reminder of registration deadline of July 31st		
	Ideas for Partners		
<b>6 weeks</b>	Agenda & package sent from President??		
	Confirm Following: Transportation from Airport Room Booking at Hotel Room Booking at Maple Ridge Catering at Hotel Catering in New West Transportation to/from venues Demonstrations/Sponsors Laptops/Projectors		
<b>1 month</b>	Put together conference packages and sponsor packages: Brief Pouch		

	Binders CD's (JI Promo Video, F&SD promo video, F&SD course Catalogue) F&SD Pens F&SD lapel pins City of NW lapel pins Info on What's happening around town Sponsor List/Thank you GST Rebate Form Name tags Registration Sheet Name tent cards for both the hotel and FSTC		
	Do presenters have special needs, ie DVD drive, flipchart, pens		
	Confirm volunteers and work with them on assigned duties		
<b>2 weeks</b>	Supply hotel with welcome letter for packages		
	Confirm numbers for catering, include <b>sponsors, staff and guests</b> in this number		
<b>Sept 27</b>	Check laptop/projector are working		
<b>Sept 28</b>	Food and Beverage for Hospitality Suite		
	Registration Table: list of attendees blank registration forms confirm those who haven't paid name tags/lanyards conference packages		
	Hang Banner at Hotel early morning (7am)		
	Pick up Delegates from Airport		
<b>Sept 29</b>	Registration Table		
	Name Tent Cards		
	Felt Pens/Flip Chart Pens		
	Photos?		
<b>Sept 30</b>	Camera to for Photos		
	Candy Bowls for tables		
	Name tent cards		
	Extra pens/paper in case		
	Beer/pop/snacks for bus trip		
<b>Follow-up</b>	Thank you's: Sponsors Hotel Staff Catering		

	Cafeteria Staff Entertainment		
	Wrap-up celebration for planning committee and volunteers		
	Minutes sent to President		
	Check to NAFTD (Randy Novak) for membership dues collected		
	Article for newsletter/ website		

## Sample Invitation Letter

PRINT ON HOST ORGANIZATION LETTERHEAD

Date

Dear Fellow NAFTD Member,

The Justice Institute of B.C., Fire and Safety Division will be hosting the Annual Meeting of the *NORTH AMERICAN FIRE TRAINING DIRECTORS* in New Westminster, British Columbia, September 30 - October 2, 2004.

### Accommodations

The Conference will be held at the Inn at Westminster Quay (see attached brochure). A block of rooms has been reserved at a rate of ninety-nine dollars (\$99) per night (single or double occupancy). Please contact the Inn at Westminster Quay to make your room reservation by calling 1-800-663-2001 and use **group code NAFTD** to acquire the special room rate. The Inn at Westminster Quay offers high-speed internet access, fitness facilities, and business center services. It is located on two miles of boardwalk that includes a public market, restaurants and liquor store.

More information in regard to registration and transportation will be mailed to you in the near future.

If you have any questions, please feel welcome to contact Cathy Lange at 604-528-5668 or email [clange@jibc.bc.ca](mailto:clange@jibc.bc.ca) We are looking forward to seeing you in October 2004.

Sincerely,

Director  
Fire and Safety Division

Enclosure

## Sample Invitation Letter and Registration Form



August 26, 2004

Dear Fellow NAFTD Member,

The **Justice Institute of B.C., Fire and Safety Division** is hosting the Annual Meeting of the ***NORTH AMERICAN FIRE TRAINING DIRECTORS*** in New Westminister and Maple Ridge, British Columbia, September 28 - 30, 2004.

### **Registration**

Enclosed is a registration form. Please submit one per attendee. The Conference fee is one hundred twenty-five dollars US (\$130.00 US) per person. Annual dues are seventy-five dollars (\$75.00 US) **per entity** (not per person). The dues may be included with the conference fee or you may contact NAFTD Treasurer Randy Novak at (888) 469-2374. Randy will be sending out dues notices as well.

### **Accommodations**

The Conference will be held at the Inn at Westminister Quay ([www.innatwestminsterquay.com](http://www.innatwestminsterquay.com)). A block of rooms has been reserved at a rate of ninety-nine dollars (\$99Cdn) per night (single or double occupancy). Please contact the Inn at Westminister Quay to make your room reservation by calling 1-800-663-2001 and use **group code NAFTD** to acquire the special room rate. The Inn at Westminister Quay offers high-speed internet access, fitness facilities, and business center services. It is located on two miles of boardwalk that includes a public market, casino, restaurants and liquor store.

### **Transportation**

The City of New Westminister and the Inn at Westminister Quay is approximately 24 miles (40kms) drive from Vancouver International Airport (YVR). If you would like transportation to your hotel please ensure you note this on your registration form. If you plan on renting a car and require directions to the hotel, please visit their website at [www.innatwestminsterquay.com/location](http://www.innatwestminsterquay.com/location) or contact us. Parking at the Inn at New Westminister Quay is available at a reduced rate of \$5.16Cdn per day.

Further meeting information and an agenda will be mailed separately closer to the meeting date.

If you have any questions, please contact Cathy Lange, Program Planner, Fire and Safety Division at (604) 528-5668 or [clange@jibc.bc.ca](mailto:clange@jibc.bc.ca). We are looking forward to seeing you in September!

Sincerely,

Director  
Fire and Safety Division  
Justice Institute of BC

Attachment



# NORTH AMERICAN FIRE TRAINING DIRECTORS

SERVING STATE, PROVINCIAL, AND TERRITORIAL FIRE TRAINING AND EDUCATION SYSTEMS

## ANNUAL MEETING

September 28 – 30, 2004

New Westminster, BC, Canada

Please complete this registration form *and mail with payment no later than July 30, 2004* to:

Cathy Lange  
Justice Institute of BC  
Fire and Safety Division  
715 McBride Boulevard  
New Westminster, BC  
V3L 5T4 Canada

Last name: \_\_\_\_\_ First name: \_\_\_\_\_

Affiliation: \_\_\_\_\_ Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip or City/Prov/PC: \_\_\_\_\_

Telephone #: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ FAX #: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_

Registration fee \$130US per person	\$130US _____
Dues \$75US per entity (indicate if paying dues ____)	\$75US _____
Partner attending: Yes ____ No ____	\$130US _____
(We will provide info on tours/shopping etc. for Partners)	
<b>Total</b>	_____

Payment method:

**Cheque** (Please make payable to: **Justice Institute of BC**) Cheque # \_\_\_\_\_

**Credit Card:** MC  VISA  Card# \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Dietary Restrictions \_\_\_\_\_

Do you require transportation from the airport to the hotel? Yes  No

Airline: \_\_\_\_\_ Flight #: \_\_\_\_\_ Arrival Date: \_\_\_\_\_ Arrival Time: \_\_\_\_\_

Airline: \_\_\_\_\_ Flight #: \_\_\_\_\_ Depart Date: \_\_\_\_\_ Depart Time: \_\_\_\_\_

## Sample Sponsor Letter and Registration Form



Date

«First\_Name» «Last\_Name»  
«Title»  
«Company»  
«Address»  
«Street\_Address»  
«City», «State»  
«Zip» USA

Dear «First\_Name»:

The ***NORTH AMERICAN FIRE TRAINING DIRECTORS*** (NAFTD) Annual Conference is being hosted by the **Justice Institute of British Columbia's Fire and Safety Division** (FSD) from September 28<sup>th</sup> to 30<sup>th</sup>, 2004 at our New Westminster and Maple Ridge Campuses. The NAFTD ([www.naftd.org](http://www.naftd.org)) is the organization of State, Provincial and Territorial Fire Training Directors in North America that provides training for over 700,000 fire fighters. The purpose of this letter is to invite your organization to participate in this event through sponsorship.

This conference will bring together Fire Training Directors from most states and provinces as well as educational professionals who work in emergency response fields, to discuss trends and outlooks for all aspects of training and education. This conference takes place over three days and will showcase the Justice Institute of BC, local suppliers of emergency response services and equipment, the lower mainland, and to the extent possible, what British Columbia offers the world.

The FSD is holding an educational seminar for NAFTD members on September 29th at its Maple Ridge Campus. Sponsors have the opportunity to demonstrate or present their products on that day, through 20-minute presentations (first-come, first served). In addition, there is an opportunity to provide a static display over lunch hour on the 29th. Showcasing a product or service or providing a display requires minimum sponsorship of \$750US.

Additional sponsorship opportunities are as follows:

- Provision of transportation (approximately \$1,775US)
- Sponsorship of entertainment (approximately \$775US)
- Sponsorship of delegate folders (approximately \$925US)
- Sponsorship of meals/coffee breaks (approx \$5,780US)
- Contribution of pens, note pads and \$100US

In exchange for participation as a sponsor, we will offer an opportunity to distribute written material to each delegate. In addition, a list of sponsors and their respective contact information will be placed in each delegate package.

Thank you for your consideration in pursuing one of these opportunities. If you are interested in sponsorship please complete and return the attached form with payment. If you have further questions, please contact Cathy Lange, Program Planner at the Fire and Safety Division at (604) 528-5668 or email [clange@jibc.bc.ca](mailto:clange@jibc.bc.ca).

Sincerely,

Director  
Fire and Safety Division

Attachment (1)



# NORTH AMERICAN FIRE TRAINING DIRECTORS

SERVING STATE, PROVINCIAL, AND TERRITORIAL FIRE TRAINING AND EDUCATION SYSTEMS

## SPONSOR REGISTRATION

**NAME** \_\_\_\_\_

ADDRESS \_\_\_\_\_

**CITY** \_\_\_\_\_

STATE \_\_\_\_\_

**ZIP** \_\_\_\_\_ **PHONE** \_\_\_\_\_

EMAIL/WEBSITE \_\_\_\_\_

Type of product/service \_\_\_\_\_

- 20 minute presentation or display \$750US:                      Yes    No    Amt \_\_\_\_\_
- Provision of transportation (approximately \$1,775US):    Yes    No    Amt \_\_\_\_\_
- Sponsorship of entertainment (approximately \$775US):    Yes    No    Amt \_\_\_\_\_
- Sponsorship of delegate folders (approximately \$925US): Yes    No    Amt \_\_\_\_\_
- Sponsorship of meals/coffee breaks (approx \$5,780US): Yes    No    Amt \_\_\_\_\_
- Contribution of pens, note pads and \$100US:                Yes    No    Amt \_\_\_\_\_
- Register add'l representatives for the conference \$130 US Yes    No    Amt \_\_\_\_\_

Partial sponsorship of any of these items is also appreciated. Sponsors contributing \$750US and over are invited to attend the banquet evening on Wednesday September 29<sup>th</sup>.

Mail form to:  
Cathy Lange, Program Planner  
Justice Institute of BC  
Fire and Safety Division  
715 McBride Boulevard  
New Westminster, BC V3L 2Y2  
Canada

**Please make cheques payable to: Justice Institute of BC**

We would be grateful for your response by May 31, 2004. Thank you!

## Sample Welcome Letter

September 28, 2004

**Welcome** to the 2004 **North American Fire Training Directors** Annual Fall Meeting! We are pleased that you could come to beautiful British Columbia for this event!

**Tuesday September 28<sup>th</sup>:** You are invited to join us this evening for drinks and snacks, in the *Hospitality Suite*, Room #801 from 1800 - 2030. *Registration* for the conference will take place in the lobby of the Inn at Westminster Quay from 1600 to 1900.

**Wednesday September 29<sup>th</sup>:** *Registration* will continue on the mezzanine outside the Hyack Room at the Inn at Westminster Quay from 0700 - 0800. *Breakfast* is being served on the mezzanine outside the Hyack Room from 0700 – 0800. *Business Meeting* commences in the Hyack Room at 0800.

**Partners Program:** If your partner is attending and would like to explore options for Wednesday September 29<sup>th</sup> please have her/him come by the Registration table that morning between 0700 and 0800.

**\*\*Please note! Phone Calls from the Hotel:** Local calls, 1-800 calls, calling card calls, or operator assisted calls are all \$1.00 plus tax for the 1st 30 minutes, then 10 cents per minute after that.

Long distance within Canada - Telus rate plus \$1.50 per minute for the 1st 10 minutes, then Telus rate plus 75 cents per minute up to 30 minutes, then no surcharge only Telus rates

Long distance to the US - Telus rate plus \$2.50 per minute for the 1st 10 minutes, then Telus rate plus \$1.00 per minute up to 30 minutes, then no surcharge, only Telus rate.

In addition, and if you require assistance beyond what is provided during the meetings, please feel welcome to call me on my cell phone at 604-219-0022 and I will assist to the extent possible.

Sincerely,

Director

**Sample Feedback Survey**

**North American Fire Training Directors Conference**

September 28 to October 1, 2004

Justice Institute of British Columbia  
New Westminster, B.C.

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***We'd like your feedback!***

Please rate the following:

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
1. Event marketing	_____	_____	_____	_____
2. Accommodation	_____	_____	_____	_____
3. Hospitality Suite	_____	_____	_____	_____
4. Conference package	_____	_____	_____	_____
5. Presentations	_____	_____	_____	_____
6. Transportation to / from hotel	_____	_____	_____	_____
7. Transportation to / from events	_____	_____	_____	_____
8. Banquet	_____	_____	_____	_____
9. Entertainment	_____	_____	_____	_____
10. Site tour	_____	_____	_____	_____

What were the successes of the conference?

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How could the conference have been improved?

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What suggestions do you have for future hosts?

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Do you have any other comments and concerns?

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