

## Hosting Program

SIF is cognizant that your organization may want to host a first class seminar for colleagues, organizations or communities in your area, but may not have financial capacity to foot the bill or the staff to handle registrations and payment.

**In response, SIF has developed a special program that allows you to host a one or two day seminar in your location at little to no cost.**

## Summary

**Here is how you can partner with SIF** to host a seminar. You, as the host organization, provide the facility, coordinate all the local arrangements and (this is the most important part) promote the event through your local, regional and statewide networks. Your only expenses are those attached to facility, A/V equipment, food, and the time and energy to effectively promote the seminar. If your organization has access to appropriate space, equipment and an effective web-based communication network, then beverages/snacks could be your only expense. In turn, SIF provides a pdf flyer and event web page to use for promotion, and handles all registration and payment through the SIF website. SIF assumes responsibility for materials, travel expenses, cost of registration and payment, etc., and publicizes the seminar through the Strengths Ezine. SIF retains all proceeds.

## Specifics

Here is the breakdown of the specific responsibilities of the host organization (you) and SIF.

### **Responsibilities of the host organization**

1. **Publicize the seminar** and recruit participants through your local/state/regional professional networks. In addition to local press and direct invitations, there are often numerous online training calendars, professionals newsletters, email distribution lists, listserves, meetings, events, etc. through which you can “get the word out.” **You will be responsible for recruiting a minimum number of participants by a specified date to assure that the seminar can be held.**
2. **Secure an appropriate site** for the seminar. The space needs to comfortably hold the number of attendees expected at tables of 2 to 8 (we can discuss this), with sufficient space to comfortably move around, gather in small groups at tables, and accommodate tables for food and resource materials. In terms of aesthetics/light/temperature/seating, consider that we will all be spending up to two days in this room. Windowless rooms with little air movement are deadly! Aesthetics, elbow room, air, light, and quiet all contribute to a great experience.
3. **Secure all needed AV equipment.** This generally consists of a high quality LCD projector, screen, sound amplification tie-in to my laptop and lapel, microphone, if needed.



4. **Coordinate and provide information to SIF** about all local arrangements to be included in confirmation emails. These normally include at least the following (SIF will provide a template): Recommended hotels or B&Bs, public transportation, parking, restaurants and attractions, with URL links to each - all the information and resources you would want if you were coming from out of town to this seminar.
5. **Arrange for snacks and beverages** for participants each day (coffee, tea, pastry/bagels, fruit and water in the morning; some kind of treat and drinks in the afternoon).
6. **Lunch:** The easiest, cheapest, and most common way is to choose a seminar location that allows participants to get lunch on their own at local eateries. Otherwise, lunch would need to be provided at your cost.
7. **Receive and briefly store** any handouts, books and other materials that may be shipped to you prior to the seminar.
8. **Provide volunteers** to host/coordinate all seminar day needs, including any vendor relationships (facility, A/V equipment, catering, etc.), registrant check-in (SIF will provide all materials), nametags, etc.

#### SIF Responsibilities

1. **Promote the seminar** in the Strengths Ezine, at [www.strengthsinfocus.com](http://www.strengthsinfocus.com) and via other appropriate avenues.
2. **Notify folks in your area** who have previously contacted SIF regarding interest in this or similar seminars. Sometimes these folks can serve as additional recruiters for you.
3. **Provide you with a pdf** of a registration flyer that you can print or attach to emails.
4. **Maintain and manage online registration system** at [www.strengthsinfocus.com](http://www.strengthsinfocus.com), which offers payment by credit card, check and purchase order. Registrations may also be completed by mail, fax or phone.
5. **Arrange and pay for all SIF travel, food, and lodging.**
6. **Provide all seminar materials** and conduct the seminar.

#### To be determined

Prior to entering into a co-sponsorship arrangement, we will determine:

1. A minimum number of registrations required to proceed with the seminar and a deadline date by which these registrations must be received
2. A schedule for you to earn free registrations. The exact terms of this schedule will be influenced by the location of the seminar, projected attendance, your capacity to meet your attendance goals, etc.
3. Any alternative ways you choose to utilize your free registrant benefit (see below).



where we focus, grows.

### **What other benefits can I earn?**

You are free to use your free registrations benefit in any way we agree is appropriate. For example:

**Scholarships:** Use the earned slots for your own staff or offer full scholarships to selected attendees. (You must manage this process and provide SIF with completed registration forms for all free registrants.)

**Additional services/products from SIF:** You may negotiate an arrangement that earns you additional services or products instead of free registrations. For example, you may negotiate to apply your earned benefit to contract with Chris to stay an additional day to consult with your organization, provide additional services, or provide the keynote for a community event or conference. Or you may negotiate to purchase additional books or audiobook CDs for staff or volunteers.

Details will be negotiated on a case by case basis and must be determined at the beginning of the process.

### **How far ahead do I need to schedule this?**

Generally speaking, at least 60 days are needed to promote and conduct registration for an event; 90 or more are better. This clock begins ticking once all arrangements have been made and information forwarded to SIF.

### **What do I do if I want to explore this further?**

Contact me at **207 767 2024** or via [email](#). Once you are ready to proceed, you will identify a point person for the project, we will agree on all the specifics, including key milestone dates, and SIF will create a simple Letter of Agreement. To help you organize your activities, SIF will provide you with a checklist for your activities. The rest is just real people (you and me) figuring it out!

**Note:** These guidelines are intended only to help you understand how this program works and should not be construed as binding in any way. We will develop an agreement that is specific to you.