

New Brunswick Society of Retired Teachers



A Practical Guide To Planning An AGM

New Brunswick Society of Retired Teachers

ACKNOWLEDGEMENTS

This guide is based on experiences gained at the MARTA (2017), GMART (2018), Bathurst (2019), Carleton-North York (2022), and Central (2023) AGMs, and from the pre-AGM planning sessions of the NBSRTSJ (2020) AGM prior to its being cancelled by the COVID-19 pandemic. The 2020 and 2021 AGMs were online events due to the COVID-19 Pandemic.

Acknowledgement should also be given to Andy Clark (MARTA) and Margaret Urquhart (NBSRTSJ) for their valuable contributions to this guide.

INTRODUCTION

Hosting an NBSRT AGM offers a unique opportunity to showcase your branch and your community as well as demonstrate commitment to the membership and to the well-being of retirees across the province. NBSRT welcomes your willingness to do so.

Years of lesson planning, combined with organizing and managing classrooms, have provided NBSRT members with many of the skills and experiences needed to plan a successful AGM. Attention to detail is so important to ensure that everything runs smoothly during the event, and to help avoid last-minute surprises.

The purpose of this guide is to assist in the process, especially for those new to planning a province-wide event for their retired colleagues.

Best wishes for a successful and memorable AGM.

Bathurst – 2019 Carleton/NY – 2007, 2022 (Woodstock) Central – 2006, 2008, 2010, 2012, 2013, 2014, 2016, 2023 (Fredericton) GMART – 2009, 2018 (Moncton) Kings – 2005 (Sussex) MARTA – 2017, 2025 (Miramichi) NBSRTSJ – 2011, 2024 (Saint John) Victoria/Tobique – 2015 (Grand Falls) Video Conference – 2020, 2021 (Covid)	AGM Hosts 2005-2025
---	--------------------------------

PROMOTING AND MARKETING AN AGM

Promoting any major event requires an organized approach focusing on eight concepts. Here are some tips to help you “spread the word” and generate enthusiasm to achieve your desired attendance.

- Concept 1: **Identify your audience**, paying attention to their preferences, needs, and behaviors. In the case of an AGM, you are dealing with a “target” audience rather than a random general audience.
- Concept 2: **Publish pre-registration promotions** of the event to generate a “buzz” about the upcoming AGM so that when registration does begin, members will already have been thinking about attending. *(This can begin up to a year before registration opens)*
- Concept 3: **Develop a sense of urgency** by offering reduced early registration rates, cash draws, or some other perks for those who register before a cut-off date. Make it seem like a “lost opportunity” for those who do not register early. *(Start 6-8 weeks before the AGM)*
- Concept 4: **Increase registration fees** at the beginning of the late registration period two weeks before the AGM as an encouragement for as many members as possible to register early. Use promos as the fee increase approaches to give the registration process a boost.
- Concept 5: **Publish a promo each week** beginning 10 weeks before the AGM. Promote upcoming deadlines, notices, contests, winners’ names, giveaways, etc. Use upbeat language with interesting photos and graphics to support the message. *(Be sure to have copywrite ownership or use copywrite-free photos and other material)*
- Concept 6: **Promote the value of attending** the AGM by naming special speakers, important discussions, fun social activities, etc.
- Concept 7: **Use social media** (*Facebook, Instagram, etc*) to reach the varied segments of NBSRT membership. Weekly posts should be published on all platforms. Encourage people to “follow” your social media accounts and use a hashtag such as **#nbsrt** with your posts so followers can find the promos easily.
- Concept 8: **Use bulk email messages** to ensure information gets to every member even though they may not be social media or website followers.

Generate a buzz – Attract Attention – Show Value – Increase Registration

GUIDING PRINCIPLES

NBSRT Executive

- Determine whether the AGM will be held in-person or online
- Call for expressions of interest to host the AGM 1–2 years in advance
- Offer assistance if requested by the host branch
- If more than one branch applies, select the host through a fair review
- Assess and approve the host branch’s proposal to serve as host
- Appoint an Executive Liaison to support the Branch Planning Committee
- Review the proposed conference budget submitted by the host branch
- Provide “seed money” to the host branch upon request
- Arrange guest speakers who will be of interest to the membership
- Gather reports and financial statements for distribution at the AGM
- Prepare the AGM agenda and facilitate the Business Meeting
- Review a final report by the host branch after the AGM concludes.

Host Branch

- Demonstrate branch support (*motion passed by branch AGM*)
- Set an AGM date for the first half of May prior to most branch AGMs
- Name members to the Branch Planning Committee
- Develop a conference theme and/or logo
- Begin detailed planning no later than September prior to a May AGM
- Initiate budget planning alongside detailed event planning.
- Set up a dedicated bank account for only AGM related funds
- Conduct in-person or online planning meetings with deadlines
 - > Branch Planning Committee
 - > Event Coordinators with their sub-committees
- Submit a proposed conference budget to NBSRT Executive
- Create a publicity campaign: *Reflections*, website, and social media
- Arrange for hard copy and online registration methods
- Invite a local dignitary to give a “Welcome Greeting”
- Provide either a locally led or recorded version of *O’Canada*
- Develop an AGM Evaluation Form to be placed in registration kit
- Prepare a final report for the NBSRT Fall Board of Directors

TABLE OF CONTENTS

Introduction

1. Authority To Proceed
 - a. Branch Resolution
2. Initial Actions
 - a. Planning Committee Chair/Executive
 - b. Venue Selection
 - i. Conference Requisites
 - ii. Facility Features Checklist
 - iii. Terms of the Contract Agreement
 - iv. Signing a Contract
 - c. Executive Liaisons
3. Secondary Actions
 - a. Event Coordinators
 - b. Banking Arrangements
 - c. Budget Planning
 - d. Fund Raising
4. Pre-AGM Publicity
5. Event Operational Timeline
 - a. Key Benefits
 - b. Components
 - i. Opening Statement
 - ii. Contact Information
 - iii. Event Taskings
 - iv. Post-conference Debrief
6. Post-event Evaluations
 - a. A Rationale
 - b. Potential Uses
7. Summary

7. Appendices

<u>APPENDIX</u> A	Sample Branch Resolution
<u>APPENDIX</u> B.1	Planning Committee Executive Organizational Chart
<u>APPENDIX</u> B.2	Planning Committee Executive Terms of Reference
<u>APPENDIX</u> B.3	Venue Location Requisites
<u>APPENDIX</u> B.4	Venue Features Checklist
<u>APPENDIX</u> C.1	Event Coordinators' Organizational Chart
<u>APPENDIX</u> C.2	Event Coordinators' Terms of Reference
<u>APPENDIX</u> C.3	Planning Committee Contact Information
<u>APPENDIX</u> D	AGM Budget Template
<u>APPENDIX</u> E	Event Operational Timeline Example (<i>Miramichi - 2025</i>)
<u>APPENDIX</u> F	Post Event Evaluation Survey

Introduction:

“The most successful AGMs are the result of detailed planning by a well led team that gives itself lots of time to prepare.”

Even though you may have spent your teaching career planning, preparing, and providing leadership, this guide hopes to provide additional insight to help you prepare to host a provincial Annual General Meeting.

This document is not the final answer to planning a large conference. It is a guide – a starting point. Adapt it to suit your circumstances.

Best of luck.

1. Authority to Proceed

a. Branch Resolution

Offering to plan and host a provincial AGM is a massive undertaking that requires a highly motivated and committed team of planners, and it is vital that the members of your branch support the invitation.

The most effective way to gauge support for hosting a provincial AGM is to present a resolution at your branch’s general meeting for discussion and a vote.

Refer to APPENDIX A - Sample Branch Resolution

2. Initial Actions

a. Planning Committee Chair / Planning Committee Executive

Once approval to host a provincial AGM has been indicated by a branch vote, the Branch Executive should name an AGM Planning Committee Chair. The Planning Committee Chair should then form an AGM Planning Committee Executive made up of the following key positions: (1) Vice Chair, (2) AGM Registrar, (3) AGM Treasurer. Minutes should be kept of all meetings/decisions. An optional (4) Recording Secretary position may also be considered.

The Planning Committee Executive investigates potential venue locations and reports to the Branch Executive with the details of a proposed AGM venue for approval before signing any contracts for service.

Refer to APPENDIX B.1 – Planning Committee Executive Organizational Chart

Refer to APPENDIX B.2 – Planning Committee Executive Terms of Reference

2. Initial Actions – Cont’d

b. Venue Selection

It is crucial to have a Venue Liaison Coordinator who is personable and who is well known to assist with selecting a venue location and negotiating the final agreement.

- i. *Conference Requisites* - It is recommended that the first visit to a potential venue be used to check out the facility and to meet the facility staff with whom you may negotiate an agreement. To give the conference manager some idea of what you require, it would be a good idea to provide him/her with a printed list to reference when preparing a “package” for you to consider.

As a safeguard against missing or misinterpreting parts of the conversation, two members of the Planning Committee should carry out the visit together as well as any other visit dealing with the contents of the final agreement.

It’s strongly recommended to take notes after every meeting with the venue’s conference managers to avoid relying solely on memory for what was discussed and agreed upon.

Refer to APPENDIX B.3 - Venue Location Requisites

- ii. *Facility Features Checklist* - If you are investigating more than one potential venue, it is a good idea to use some sort of comparative template. An objective way to evaluate a venue is to use a checklist to compare the venue’s facilities to those required.

Refer to APPENDIX B.4 – Venue Features Checklist

- iii. *Terms of The Contact Agreement* – Hotels, convention centers, and other large venues will require that you sign a contract describing the terms of your agreement to use the venue for the AGM. Look for these – or similar – items to be mentioned:

- Required deposits (*reservation holding, damage, etc*)
- Guestroom rates + HST + Tourism Accommodation Tax
- Number of guestrooms, including dates, reserved in a block
- Cut-off dates for reduced rates tied to blocked rooms
- NBSRT responsibility for blocked rooms not used
- Extra person charge
- Extended stay eligibility for conference room rate
- Eligibility to take advantage of other venue rates/programs
- Check in (*early check-in*) – Check out times (*late check-out*)

2. Initial Actions – Cont'd

- Secure baggage storage area for early arrivals
- Reservations – Venue's local telephone number is best
- Payment options
- Cancellation/Under-use rates (***pay close attention to these***)
- Agreed food and beverage menus - price per person
- Methods of service (*wait staff, buffet/sit-down, times, etc*)
- Meeting room(s) availability/schedule including rental fee(s)
- Rental equipment (*dais, projection, sound, etc*)
- Set-up/clean-up responsibilities
- Potential Penalties
- Other items not mentioned here

The contract should include "Force Majeure" where either party to the contract is subject to acts of God, war, terrorism, government regulations, disaster, strikes, civil disorder, or other emergencies making it illegal or impossible to substantially perform the contract.

- iv. *Signing a Contract* – A contract is a legally binding document. You should read the contract very carefully to confirm that your requirements are met, and the responsibilities of each party are clearly stated.

The contract should be co-signed by a representative of the NBSRT Host Branch who has the authority to represent the branch, and either the Chair or co-Chair of the AGM Planning Committee.

c. Executive Liaisons

To keep everyone "in the loop" the AGM Planning Committee should make a formal request to the Branch Executive and to the NBSRT Executive for a member from each of the executives to act as a liaison with the Branch Planning Committee.

The executive liaisons should be invited to all major planning meetings where the Planning Committee Executive and the Event Coordinators are in attendance and given access to the minutes of all major/minor meetings.

The executive liaisons may not want to attend all major planning meetings, but they should be given the opportunity to attend or send an alternate if that is their wish.

In instances where executive liaisons are unable to attend in person, meetings can be streamed using *Zoom* so they can still participate remotely.

3. Secondary Actions

a. Event Coordinators

A team of Event Coordinators should be formed by the Planning Committee Executive, with each team having a specific area of responsibility.

In the time before a provincial AGM, and during the conference itself, many things must be coordinated and executed, and it is impossible for a small group such as the Planning Committee Executive to look after everything.

The following list contains some of the areas of responsibility that require an Event Coordinator to chair the activity. It is a suggested list that may not be all inclusive and should be modified to suit local circumstances.

Publicity	Prize Acquisition	Treasurer
Themed Display	Prize Draws	Photographer/Videographer
Registrar	Technical Support	Tours/Activities
Sponsorships	Greeters	Entertainment
Venue Liaison	Luncheon Brochure	Special Guest Invitations

Once Event Coordinators have been named by the Planning Committee Executive, each Event Coordinator will form a team to look after the details connected to his/her area of responsibility.

Event Coordinators should keep notes about the group's activities, and report to the Planning Committee Executive.

Refer to APPENDIX C.1 – Event Coordinators' Organizational Chart

Refer to APPENDIX C.2 – Event Coordinators' Terms of Reference

Refer to APPENDIX C.3 – Planning Committee Contact Information

b. Banking Arrangements

An AGM bank account that is separate from the local branch's banking arrangements should be established. This account should have a distinct and memorable name - such as *NBSRT AGM 2025* - to clearly differentiate it from other branch accounts and making it easy to remember for those sending e-transfers or writing cheques.

The account should require two (2) signatures on cheques that are written; however, there should be three (3) authorized signees in case one of the two usual co-signers is unavailable.

The account should also be set up to accommodate e-transfers as the majority of members use electronic funds transfer instead of cheques when paying bills/fees. (67% paid by e-transfer in 2025)

3. Secondary Actions – Cont'd

c. Budget Planning

Budget considerations should begin early in the planning stages to give some idea about the cost of hosting the AGM. It is important to understand the costs and revenue sources well in advance of the AGM to give organizers an idea of what the registration fees should be to cover expenses.

Projected Expenses – The estimated costs of the venue, catering, and other expenses can be entered into the projected budget as they become available to slowly build the overall projected costs of the conference.

Potential Revenue - Traditionally, there have been three sources of revenue to fund the AGM: (1) the NBSRT Executive normally advances \$500 to the local Planning Committee to get things started, (2) Johnson Insurance has historically contributed \$1000.⁰⁰ to assist the local Planning Committee, and (3) Registration fees by those members attending the AGM. This revenue source is dependent on the number of attendees and can be difficult to estimate.

Revenue can be in forms other than cash. For example, free printing, contributed materials (lanyards, name tags), rent-free equipment, donated gift cards, etc.

Refer to APPENDIX D – AGM Budget Template

d. Fundraising

NOTE: It may be necessary to “*think outside of the box*” to create enough revenue to cover expenses. For example . . .

1) Corporate Sponsorships – this involves businesses providing financial support, resources, or other types of assistance to a non-profit organization in exchange for brand exposure and potential marketing opportunities. It also provides a chance for them to promote positive public relations and community engagement, and to heighten their image in the community.

Corporate sponsors can provide significant support to help cover the cost of a special event for non-profit organizations such as the NBSRT in the form of grants, donations, and in-kind contributions. Being associated with a reputable corporate entity can also elevate the visibility and credibility of the NBSRT and may attract more attention from the public.

It is important to ensure that the ethical standards of potential sponsors align with those of the NBSRT, and that the partnership will not compromise the values of the organization.

3. Secondary Actions – Cont'd

** Talking points to use when speaking with potential corporate sponsors:

Five Advantages of being a corporate sponsor:

- To drive brand awareness
- To generate positive public relations
- To reinforce how the company is perceived by the public
- To drive a lift in purchase intent by those exposed to sponsors' products
- To improve interaction/engagement with potential customers

Recognition:

Corporate sponsors will be listed on websites, social media, and documents leading up to the event, on forms of recognition during the conference, and in all public “*thank you*” notices after the event.

Bonus idea – “*Unused sponsorship funds will be donated to a local Food Bank or some other charitable community organization in the sponsor’s name.*”

- 2) **Lotteries:** Fundraising that uses a 50/50 draw or any other “game of chance” opportunity **that is open to the public-at-large** to win a prize or money is **not permitted** under New Brunswick law unless licensed by the ***Department of Public Safety, Gaming, Liquor and Security Licensing Branch.*** (Details below)

Groups Eligible for Licensing: “Religious, charitable, non-profit organizations, amateur sport groups, agricultural fairs, and exhibitions.”

Funds raised must be used for relief of poverty, education, advancement of religion or purposes beneficial to the community. (NB Lottery Licence Application)

Distribution of Proceeds:

“A minimum of 15 percent of gross proceeds from a licensed lottery scheme must be utilized for the objectives indicated at the time of licence application. ***Commercial and private interests must not be the prime beneficiaries of a licensed lottery scheme.*** All prizes and expenses incurred as a result of conducting a lottery shall be deducted and paid from the gross proceeds. The amount incurred for expenses may be limited by the Registrar. ***All net proceeds shall be used for charitable purposes*** within the province of New Brunswick unless otherwise approved by the Registrar. Organizations intending to donate proceeds from a licensed lottery scheme must provide letter(s) of confirmation from recipient(s) of funds.” (NB Raffle Licensing Policy)

4. Pre-AGM Publicity

Advance publicity for a conference is crucial for ensuring its success by generating anticipation and interest around the event. By informing potential attendees about the conference's theme, keynote speakers, social activities, and other highlights well in advance, organizers can build momentum and encourage early registration. This early buzz also aids in securing sponsorships and media coverage, which can further elevate the conference's profile. Moreover, advanced publicity provides ample time for participants to prepare and to plan their schedules, ensuring a smooth and well-attended event.

Advance publicity for a conference should begin six to 12 months before the event to allow for a comprehensive and gradual buildup of awareness and excitement. Initial announcements can include the conference dates and theme. As the event draws nearer, more detailed information, such as keynote speakers, program highlights, and registration details, should be shared. This phased approach ensures that potential attendees have sufficient time to plan and engage with the event.

6 – 12 Months Before Conference	• Release a “save-the-date” notification • Release Theme – Dates – Location • Publish on website, social media, <i>Reflections</i>
4 – 6 Months Before Conference	• Highlight early registration discount & cut-off date • Announce Keynote Speaker(s) and special events • Publish on website, social media, <i>Reflections</i>
2 – 4 Months Before Conference	• Announce pre-conference activity sessions • Publish social activities’ highlights and schedule • Use “video teasers” and interviews with speakers • Increase frequency of announcements
1 – 2 Months Before Conference	• Emphasize registration deadlines • Share testimonials • Reinforce reasons to attend the conference • Highlight sponsors of the conference
Final Days Before Conference	• Daily social media posts with event hashtag • Final announcements and updates • Release “sneak peeks”
Post Conference	• Share highlights • Thank participants/sponsors • Promote next year’s event • Release recordings and materials

5. Event Operational Timeline

An event operational timeline focuses on the event and its team, detailing the "who, what, and when" of each task. Additionally, it serves to align everyone with shared goals and enhances team productivity by ensuring that all members understand the "big picture".

a. Key benefits of a strong operational timeline include:

- **Improved communication:** Ensures everyone understands the event's objectives and priorities.
- **Enhanced efficiency:** Streamlines processes, boosting organizational performance.
- **Risk reduction:** Helps to identify and proactively address potential risks.
- **Better decision-making:** Establishes a clear chain of responsibility, facilitating a more effective evaluation of options.
- **Increased accountability:** Holds the organization accountable for achieving desired outcomes.

b. Components of an Events Operational Timeline

- i. **Opening Statement** – The Operational Plan should be widely publicized among members of the Planning Committee so that everyone knows what is going on even if they are not involved in other parts of the plan. A sample opening statement could be ...
"This information should have wide distribution among event organizers so that unexpected issues can be directed to the proper person in a timely manner."
- ii. **Contact Information of Event Coordinators** – This allows inquiries, etc. to be directed quickly to the proper person.
- iii. **Event Taskings** – This is the most important part of an Operational Timeline and contains a detailed sequence of tasks listed in order along with timings and persons responsible for the execution of the tasks.

This sequence can be divided into three segments: (a) Preparation Events – taskings that must take place well in advance of the Conference, (b) Pre-conference Events – taskings that are scheduled in the day prior to the actual AGM, and (c) Conference Events – taskings that will take place on the day of the AGM.

- iv. **Post-Conference Debrief** – A list of things that “went well” and “could be improved upon” based on the Conference Evaluations submitted by the (a) attendees and (b) by the members of the Planning Committee.

Refer to APPENDIX E – Event Operational Timeline (Miramichi 2025)

6. Post-event Evaluations

a. Rationale - A post-event evaluation form provides an opportunity to gather feedback on various aspects of the conference experience. Attendees can share their thoughts on pre-conference publicity and how well it prepared them for the event, as well as their satisfaction with the venue's location, facilities, and accessibility. The form can also include questions about the quality and enjoyment of social activities, the effectiveness of the business meeting, and their overall impression of the conference.

b. Potential Uses - Post-event evaluations are key to understanding what attendees expected and how they perceived their experience at the conference. By collecting and analyzing this feedback, organizers can assess the event's success, recognize its strengths and weaknesses, and use the insights to plan future conferences.

Refer to APPENDIX F – Post-event Evaluation Survey

7. Summary

This guide serves as a foundational resource for organizers, offering a clear and comprehensive roadmap for planning, coordinating, and executing a successful Provincial Annual General Meeting (AGM). It covers essential phases such as pre-conference planning, venue selection, team coordination, budgeting, communications, scheduling, and post-event evaluation, while emphasizing the importance of maintaining clear and realistic timelines throughout the process.

It is intended to be a flexible tool that can be adapted or expanded to support future organizers in delivering efficient, well-structured, and impactful conferences.

Comments and/or suggestions for improvements to this document can be sent to: macradar@gmail.com

APPENDIX A
Sample Branch Resolution

A Branch Resolution To Support Hosting A Provincial AGM

Whereas it is encouraged that NBSRT Provincial AGMs be hosted by a different branch each year; and

Whereas it is a good opportunity for the host branch to promote itself and the local community; and

Whereas hosting a provincial event promotes collegiality and a sense of “family”.

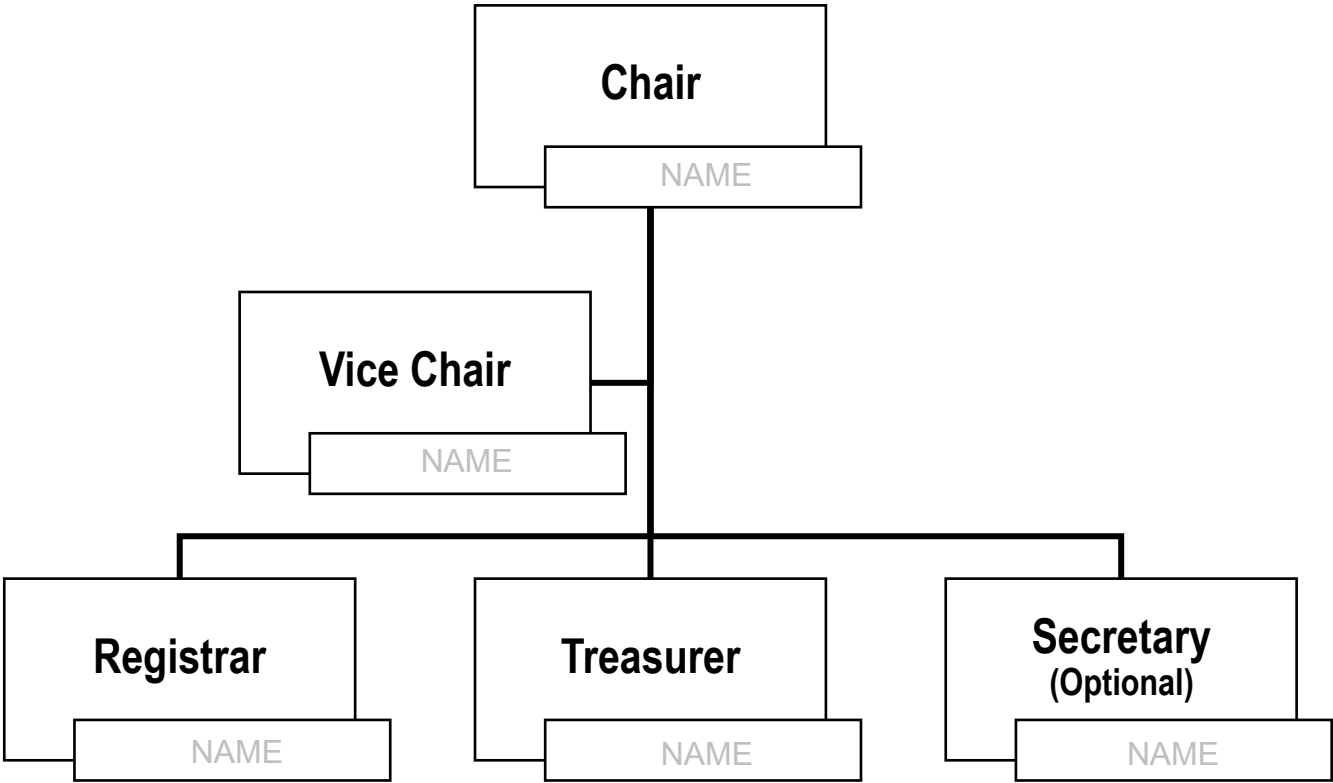
“I move the following:”

Be it resolved that ***Name of Branch*** offer to host the 20xx NBSRT Provincial Annual General Meeting.

Mover: _____

Seconder: _____

APPENDIX B.1
Planning Committee Executive Organizational Chart



APPENDIX B.2

Planning Committee Executive Terms of Reference

<i>Executive</i>	<i>TORs</i>
Chair	• Assume strategic over-all planning responsibility • Display strong motivational and leadership skills • Promote teamwork • Lead Executive and Planning Committee meetings • Liaise with Executive members and Event Coordinators • Liaise with host Branch and NBSRT presidents • Other duties as required
Vice Chair	• Work closely with the Planning Committee Chair • Assume the Planning Comm Chair's responsibilities in the event he/she is unable to act • Possess strong communication and facilitation skills • Promote a collaborative environment • Other duties as required
Registrar	• Be proficient in MS Excel • Receive all registrations and send confirmation msgs • Keep a spreadsheet record of all registrations • Liaise with Treasurer for members' payment details • Prepare Activity Lists (from attendees' choices) • Set up registration area in appropriate venue location • Set up a Registration Desk Schedule for committee • Organize welcome bags, name tags, voting cards, etc • Include noon luncheon meal ticket with name tag • Include registration receipt with name tag
Treasurer	• Be proficient in MS Excel • Set up a bank account for AGM funds with at least three signing officers (2 signatures req'd per cheque) • Establish an e-Transfer deposit protocol • Purchase required items – example receipt book • Create an accounting system for AGM funds • Receive e-Transfers and cheques • Collect, deposit, and record registration and event fees • Pay all authorized bills related to the AGM • Close AGM bank account when all bills have been paid • Prepare a final financial report for audit • Other duties as required
Secretary	• Optional Exec position – may be filled by another Executive member. • Record minutes of Planning Comm meetings • Distribute minutes via email within seven days. • Other duties as required

APPENDIX B.3

Venue Location Requisites

Client Name: New Brunswick Society of Retired Teachers (NBSRT)

Function: Provincial Conference (with estimated number of attendees)

Date(s): Be very specific about days/dates and the hours of operation each day

Requirements:

1. A reserved block of hotel rooms for NBSRT conference attendees with an “early reservation” room rate and cut-off date. Discuss a possible late check-out time on the last day of the conference – AND a “special room rate” option for individual guests who extend their stay.
2. A centrally visible registration area for conference attendees on their arrival.
3. Access to a meeting space for an NBSRT Executive Meeting as required.
4. Facilities for an evening social activity. Request that NBSRT be able to provide sealed commercially available chips, popcorn, etc to the event to reduce costs.
5. Room setup for the social activity and the business meeting.
6. A meeting room capable of seating up to 150 persons with a head table for 4-6 persons. (Explore the various seating options available)
7. A meeting room podium with 2 meeting room microphones - 1 for head table and 1 for audience speakers. (Wireless microphones preferred)
8. An LCD projector and screen. (Multiple synchronized screens preferred)
9. Uninterrupted WIFI internet signal.
10. Morning break snack items. (Confirm snack items and cost per person)
11. A catered lunch. Self-serve with access to both sides of the food table(s) for faster service. Dietary restricted servings located separately or served by servers. All other meals will be off the menu in the restaurant. (Confirm menu items and cost per person)
12. A secure overnight storage area.
13. An on-site conference staff member during the event to deal with any unexpected issues.

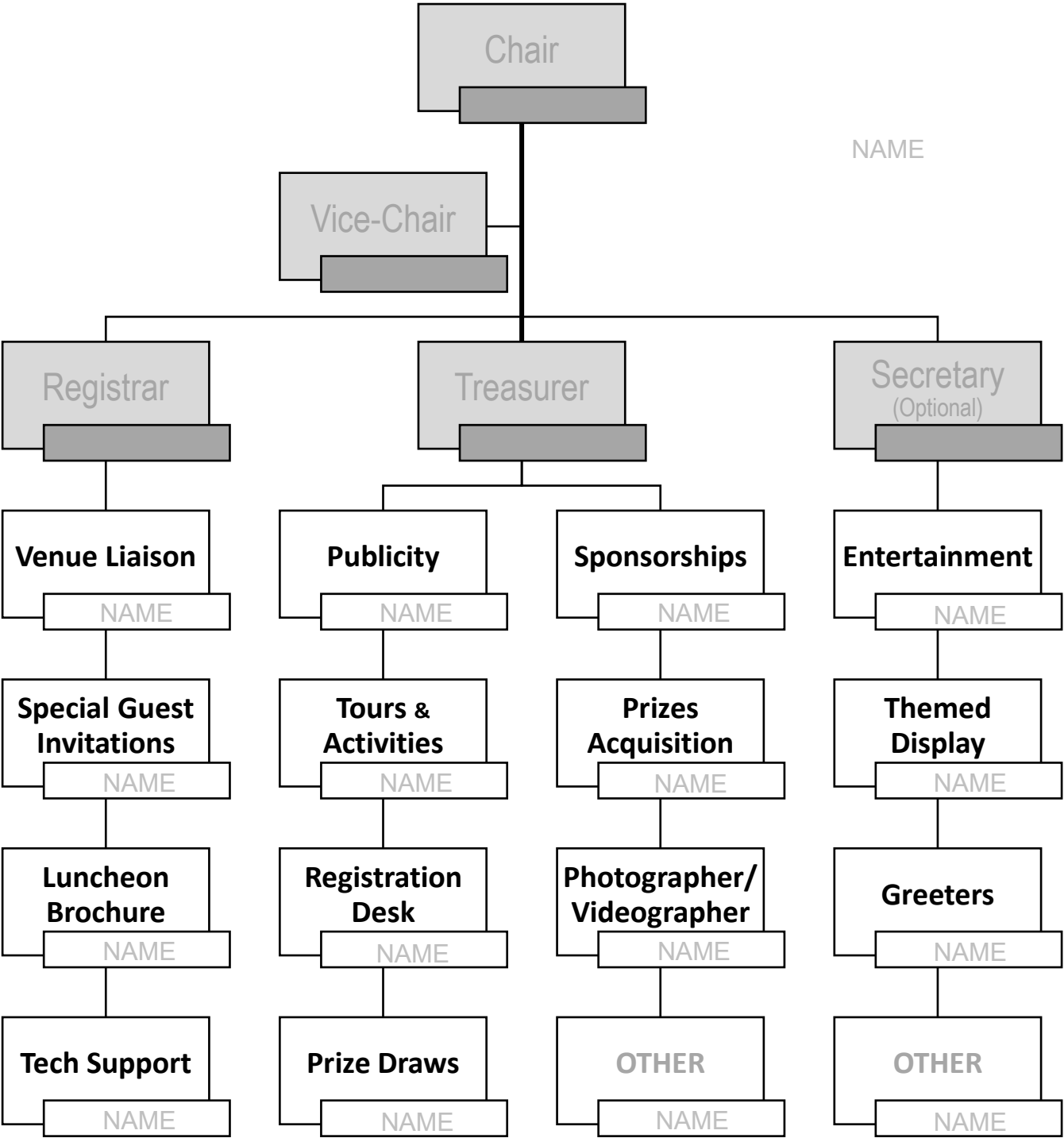
Also, please make suggestions based on your experience as the host facility coordinator as we move toward a final agreement.

APPENDIX B.4

Venue Features Checklist

	Feature	✓
	Appropriate parking is available and easily accessible	
	All public areas and guest rooms are universally accessible	
	Accommodations available (if not - distance to accommodations)	
	Room blocking can be reserved until cut-off date	
	Competitive “Early Booking” rate available until cut-off date	
	Late check-out available on an individual basis	
	Extended stay available on an individual basis	
	Meeting room with up to 150 seats including head table available	
	Access to uninterrupted WIFI Internet connection available	
	Podium available PLUS head table for leaders	
	LCD Projector / Projection screen available – Cost?	
	Sound system with two (2) microphones available – Cost?	
	Restaurant available on-site	
	Catering available for noon meal – Cost per person?	
	Restricted diet items served/displayed separately	
	Mid-morning nutrition break catering available – Cost per person?	
	Appropriate space for evening social activity	
	NBSRT provided sealed commercial snacks allowed	
	Licensed bar facilities available	
	Meeting room for NBSRT Executive Meeting available	
	Lobby area AGM Registration space available	
	Deposit required	
	Waived fees offered	
	Special considerations offered (prizes, night’s accommodation)	
	Sample contract document available	
	Cancellation policy agreement clearly explained	
	NBSRT penalties clearly explained	
	Vendor penalties clearly explained	
	On-site venue representative to handle unexpected issues	
	Secure storage area prior to and during events available	

APPENDIX C.1
Event Coordinators Organizational Chart



APPENDIX C.2

Event Coordinators' Terms of Reference

Event Coordinators act as part of the AGM Planning Committee. All final decisions are at the discretion of the Planning Committee Executive.

<i>Event Coordinator</i>	<i>TORs</i>
Venue Liaison	• Be THE main point of contact between venue & NBSRT • Develop a friendly working rapport with venue staff • Communicate with Event Coordinators for requirements • Ensure meeting spaces are requested/set up properly • On-site support for last minute requests/changes • Promote NBSRT as a positive/cooperative client
Entertainment	• <u>EVENING</u> - Investigate availability potential entertainment • Provide costs • Liaise with selected act(s) • Decorations • Ensure entertainment sound level allows social chatting • Consider varied and interactive activities • Arrange Emcee where required • <u>MORNING</u> – Arrange <i>O'Canada</i> before business meeting • <u>NOON</u> - Investigate the availability of entertainment providers, presentation packages, costs, etc • Assist AGM Planning Comm to select entertainment • Liaise with performers
Prizes Acquisition	• Support event success with appealing prize offerings • Select demographically appropriate give-aways • Develop plan for the number of prizes, acquisition, etc • Arrange pre-conference storage for collected prizes • Purchase gifts for presenters, honored guests, etc • Keep an accurate record of contributions
Prize Draws	• Liaise with Prize Acquisition Coordinator • Determine the number and type of draws • Encourage members to participate/generate excitement • Use a fair / transparent method for conducting draws
Greeters	• Be present at registration and major activities • Set a positive and comfortable tone for attendees • Warmly welcome guests at hotel entrance • Direct guests to registration desk, washrooms, etc • Know conference events to answer questions
Official Photographer	• Form a team of photographers/videographers • Cover Planning Comm meetings, minor/major events • Upload original photos to "cloud" for publicity access • Be aware of "<i>No Picture Please</i>" participants • Develop a final package of photos/videos

Publicity	• Develop a promotional plan to advertise the AGM • Design website/social media releases/graphics • Submit promo for Winter edition of <i>Reflections</i> • Publish key speakers/events/deadlines/registration info • Publish weekly promos for 10 weeks pre-conference
Registration Desk	• Refer to Registrar's Terms of Reference (<i>APPENDIX B.2</i>)
Tech Support	• Liaise with Event Coordinators for tech requirements • Ensure tech items are available for business meeting • Confirm that the setup is complete and serviceable • Complete a "sound/equipment check" before all events • Work through the venue liaison for onsite venue access • Check with third party suppliers if required
Sponsorships	• Identify potential financial sponsors • Identify a member to make initial contact with each • Provide supporting materials to promote sponsorship • Mail a "thank you" letter to each sponsor upon payment • Maintain a list of all sponsors/donors for publication • Develop a "sponsor board" showing all sponsors' logos • Liaise with Planning Cmte, Publicity Chairs, Treasurer
Themed Display	• Develop an AGM "theme oriented" display • Perform research – archives, contacts, documents, etc • Create a physical display for viewing during the AGM
Tours/Activities	• Develop/schedule pre-AGM activities and tours • Take advantage of local events, festivals, attractions • Plan routes, timings, group sizes, etc • Consider special requirements such as accessibility • Investigate costs and/or participant fees • Prepare brochures/guides/maps • Arrange for accompaniment for each activity/tour

APPENDIX C.3

Planning Committee Contact Information

	Name	Telephone	Email
Chair			
Vice Chair			
Registrar			
Treasurer			
Secretary (optional)			
Venue Liaison			
Publicity			
Sponsorships			
Entertainment			
Guest Invitations			
Tours/Activities			
Prizes Acquisition			
Prize Draws			
Themed Display			
Luncheon Brochure			
Registration Desk			
Photographer			
Greeters			
Tech Support			

**NBSRT Annual General Meeting
Projected Budget
Date - TBA**

REVENUE

	DETAILS	ESTIMATED	
1.0 CASH SPONSORS	1.1 NBSRT Executive "Seed Money"	\$500.00	
	1.2 Other	\$0.00	
	1.3 Other	\$0.00	
	1.4 Other	\$0.00	
	1.5 Other	\$0.00	
	1.0 CASH SPONSORS - TOTAL		\$500.00
2.0 IN-KIND SPONSORS	2.1 Other (<i>Equivalent Value</i>)	\$0.00	
	2.2 Other (<i>Equivalent Value</i>)	\$0.00	
	2.3 Other (<i>Equivalent Value</i>)	\$0.00	
	2.0 IN-KIND EQUIVALENT VALUE - TOTAL		\$0.00
3.0 REGISTRATIONS	3.1 Early Registration Fee (<i>before cut-off date</i>)	\$0.00	
	3.2 Late Registration Fee (<i>after cut-off date</i>)	\$0.00	
	3.0 REGISTRATIONS CASH - TOTAL		\$0.00
4.0 ADDITIONAL REVENUE	4.1 In-house Draws	\$0.00	
	4.2 in-house Auctions	\$0.00	
	4.0 ADDITIONAL REVENUE - TOTAL		\$0.00
TOTAL REVENUE:			\$500.00

EXPENSES

	DETAILS	ESTIMATED	
5.0 VENUE	5.1 Pre-conference Meeting Room	\$0.00	
	5.2 Technical Equipment - Microphones, etc	\$0.00	
	5.3 Catering - Bartender	\$0.00	
	5.4 Catering - Morning Tea & Coffee	\$0.00	
	5.5 Catering - Mid-morning Break	\$0.00	
	5.6 Catering - Buffet Lunch	\$0.00	
	5.7 Catering - Other	\$0.00	
	5.8 Catering - Automatic Gratuity	\$0.00	
	5.9 HST (<i>All taxable items in this section</i>)	\$0.00	
	5.0 VENUE EXPENSES - TOTAL		\$0.00
6.0 ENTERTAINMENT	6.1 Social Evening	\$0.00	
	6.2 Snacks	\$0.00	
	6.3 Decorations	\$0.00	
	6.4 Miscellaneous	\$0.00	
	6.5 Other	\$0.00	
	6.6 HST (<i>All taxable items in this section</i>)	\$0.00	
	6.0 ENTERTAINMENT EXPENSES - TOTAL		\$0.00

7.0 ARRIVAL DESK	7.1	Welcome Bags	\$0.00	
	7.2	Welcome Bag Cresting Costs	\$0.00	
	7.3	Stationary Supplies	\$0.00	
	7.4	Miscellaneous	\$0.00	
	7.5	Other	\$0.00	
	7.6	HST (All taxable items in this section)	\$0.00	
	7.0 ARRIVAL DESK EXPENSES - TOTAL			\$0.00
8.0 PRINTING	8.1	Miscellaneous	\$0.00	
	8.2	Other	\$0.00	
	8.3	HST (All taxable items in this section)	\$0.00	
	8.0 PRINTING EXPENSES - TOTAL			\$0.00
9.0 TRANSPORTATION	9.1	Miscellaneous	\$0.00	
	9.2	Mileage	\$0.00	
	9.3	Other	\$0.00	
	9.4	HST (All taxable items in this section)	\$0.00	\$0.00
	9.0 TRANSPORTATION EXPENSES - TOTAL			
10.0 MISCELLANEOUS	10.1	Bank Charges	\$0.00	
	10.2	Thank You Gifts & Cards	\$0.00	
	10.3	Other	\$0.00	
	10.4	Other	\$0.00	
	10.5	HST (All taxable items in this section)	\$0.00	
	10.0 MISCELLANEOUS EXPENSES - TOTAL			\$0.00
TOTAL EXPENSES:				\$0.00
BALANCE:				\$500.00

APPENDIX E

Event Operational Timeline

"Every plan is a good one until the first shot is fired"
Helmuth von Moltke - German Military Strategist

1. CONTACT INFORMATION:

a. Rationale

1. This information should have wide distribution among event organizers so that unexpected issues can be directed to the proper person in a timely manner.
2. Cell numbers should be listed as the preferred method of contact.

b. Planning Committee Executive & Event Coordinators

1. Chair – Dale MacRae **(506) 123-4567**
2. Vice-Chair – John Bosma **(506) 123-4567**
3. Registrar – Eleanor Watt **(506) 123-4567**
4. Treasurer – Patsy Kingston **(506) 123-4567**
5. Secretary – Not Appointed
6. Event Coordinators:
 - a) Anniversary Special Project – Marjorie Sinclair **(506) 123-4567**
 - b) Clean-up Inspection(s) – Dale MacRae & John Bosma
 - c) Prize Draws – Trudy Underhill **(506) 123-4567**
 - d) Gifts/Prizes Acquisition – Mary Alice Ahern **(506) 123-4567**
 - e) Greeter – Connie MacRae **(506) 123-4567**
 - f) Luncheon Brochure - John Bosma **(506) 123-4567**
 - g) Registration – Eleanor Watt **(506) 123-4567**
 - h) Photographer – Peter Gadd **(506) 123-4567**
 - i) Publicity – Dale MacRae **(506) 123-4567**
 - j) Entertainment – Lois Gilliss **(506) 123-4567**
 - k) Special Guest Invitations – Dale MacRae **(506) 123-4567**
 - l) Sponsorships – John Bosma **(506) 123-4567**
 - m) Technical Support – Bob Gillis **(506) 123-4567**
 - n) Tours and Activities – Charlotte Loggie **(506) 123-4567**
 - o) Venue Liaison – Andy Clark **(506) 123-4567**
 - p) _____

2. PREPARATION

EVENTS:

March 2025

**** Add a separate line for each activity/event/task with Time and Person Responsible.

Event	Date/Time	Task(s)	Responsibility
NBSRT History Book	NLT 31 March	Arrange to Pick Up From Printer	Special Project Vice-Chair

April 2025

**** Add a separate line for each activity/event/task with Time and Person Responsible.

Event	Date/Time	Task(s)	Responsibility
NBSRT Banners (2)	NLT 30 April	Pick up NBSRT Banners NBTF Building	Planning Cmte Chair
AGM Booklets	NLT 30 April	Pick up AGM Booklets NBTF Bldg	Planning Cmte Chair
School Days Museum Insert	NLT 30 April	Pick up SD Museum Inserts – NBTF Bldg	Planning Cmte Chair
NBSRT Voting Cards	NLT 30 April	Pick up Voting Cards NBTF Bldg	Planning Cmte Chair
Luncheon Brochure	NLT 30 April	Pick up Luncheon Broc (Newcastle Printing)	Luncheon Brochure Chair
Tour Brochures	NLT 30 April	Pick up Tour Brochures (All Decked Out)	Tours & Activities Co-Ordinator
Introductions	NLT 30 April	Face-to-Face Intros Co-ord's & Rodd Staff	Venue Co-Ordinator
Technical Walk-through	NLT 30 April	Familiarize with Audio Visual & Sound Facilities	Tech Support Co-Ordinator

May 2025

***** Add a separate line for each activity/event/task with time and person responsible.

Event	Date/Time	Task	Responsibility
Welcome Bag Preparation	Monday – May 12 th Time – 6:00 pm	Fill Welcome Bags Location – UC Center	Registrar (Committee Members)
Prize Draw Preparation	Tuesday – May 13 th NLT 9:00 am	Prepare Gift Bags & Draw Tickets	Draws Co-Ordinator (Committee Members)

*Some suggested Items to include in Welcome Bags:

- AGM Booklet
- School Days Museum Promotion (*optional*)
- Voting Card (NBSRT Exec can supply)
- Notepads/Pens
- Local Tourism Brochures if Available (*optional*)
- **Name tags, Receipts, and Guest Luncheon Tickets** (*Separate – Not in Bags*)

3. PRE-CONFERENCE EVENTS:

Tuesday, May 13, 2025

**** Add a separate line for each activity/event/task with Time and Person Responsible.

Event	Time/Location	Task	Responsibility
Last-minute Pre-check	9:00 am	Visit Venue	Planning Cmtte Chair, Vice Chair & Venue Liaison
Pre-arrival Setup	9:00 am	Set up Registration Desk/Area	Registrar
Setup	10:00 am	Setup Banners, Craft Displays - NW Mir Room	Planning Cmte Chair Tours & Activities Co-Ord
NBSRT Executive Meeting	11:00 am – 1:00 pm	SW Miramichi Room Set-up For 10	Planning Cmte Chair
Arrival & Registration	1:00 – 7:00 pm (Shifts: 1-3, 3-5, 5-7)	Registrations Desk	Registrar
Greeters Meet Members	1:00 – 7:00 pm (Shifts: 1-3, 3-5, 5-7)	Welcome Members & Provide Direction	Greeting Co-Ordinator
<u>Tours & Activities</u>	2:00 – 4:00 pm	Dispatch From Hotel Lobby	Tours & Activities Co-Ordinator
(1) Crafts & Hobbies	2:00 – 4:00 pm	NW Miramichi Room	Tours & Activities Co-Ordinator
(2) Aviation Museum	2:00 – 3:30 pm	Bus #1+ – To Museum Bus #1+ – Fr. Museum	Tours & Activities Co-Ordinator
(3) Bass Fishing Derby	2:20 – 4:20 pm	To/From Middle Island Personal Vehicles	Tours & Activities Co-Ord (\$10 Rebate On Hand)
(4) Hop On/Hop Off Bus Tour	2:00 – 4:30 pm	Bus #2 – Bus Tour	Tours & Activities Co-Ordinator
(5) Tai Chi	3:15 – 4:00 pm	Waterford Green (Alternate - SW Mir Room)	Tours & Activities Co-Ordinator
(6) Water Street Walking Tour	At Any Time	Historic Water Street	Self-Directed
(7) Scenic Bike & Walking Trail	At Any Time	Beside Miramichi River	Self-Directed
<u>Social Evening Activities</u>	7:00 – 11:00 pm	Pre-event Audio Visual & Sound Checks	Tech Support Co-Ordinator
(1) Meet & Greet	7:00 – 7:30 pm 7:15 pm	Sevogle & Cains Rooms Early Bird Draw	Entertainment Co-Ord Draws Co-Ordinator
(2) Miramichi Whoop-in Ceremony	7:30 – 8:00 pm	Sevogle & Cains Rooms	Planning Cmte Vice-chair
(3) School House Trivia	8:00 – 8:30 pm 8:30 pm	Sevogle & Cains Rooms Prize Draw #1	Entertainment Co-Ord Draws Co-Ordinator
(4) Live Music & Dancing	8:30 – 11:00 pm 9:30 pm	Sevogle & Cains Rooms 50/50 Draw #1	Entertainment Co-Ord Draws Co-Ordinator
Final Check	11:00 pm	Sevogle & Cains Rooms	Planning Cmte Chair and Vice-chair

Bus #1 – 1.5 Hours / Bus #2 – 2.5 Hours

4. CONFERENCE EVENTS:

Wednesday, May 14, 2025

**** Add a separate line for each activity/event/task with Time and Person Responsible.

Event	Time	Task(s)	Responsibility
Business Meeting Setup	7:30 am	Seating Arrangements, AV & Sound Checks, Microphones, Podium, etc.	Planning Cmte Chair & Tech Support Co-Ord
Late Registration	7:30 – 8:45 am (1 Shift)	Registrations Desk	Registrar
Greeters Meet Members	7:30 – 8:45 am (1 Shift)	Welcome to Members & Provide Direction	Greeting Co-Ordinator
Opening Ceremonies	8:45 – 9:15 am	Call To Order Welcome	Planning Cmte Chair & Vice-chair
(1) Recognition	8:45 – 8:50 am	Territorial Acknowledge Moment of Silence	Planning Cmte Chair
(2) O'Canada	8:50 – 8:55 am	Led by <i>Aliyah Hossin</i> (Gretna Green Student)	Planning Cmte Vice-chair Tech Support Co-Ord
(3) Deputy Mayor	8:55 – 9:05 am	Mayor Paddy Quinn Greetings	Planning Cmte Vice-chair
(4) ASD-N Super	9:05 – 9:15 am	Super. Dean Mutch Greetings	Planning Cmte Chair
Business Meeting	9:15 – 10:15 am	Sean Hewitt (<i>Vestcor</i>) Dale Weldon (<i>Johnson</i>)	NBSRT Executive
Mid-morning Break	10:15 am 10:15 - 10:45 am	Prize Draw #2 Provide Restricted Diets	Draws Co-Ordinator Venue Co-Ordinator
Business Meeting	10:45 - 12:00 pm 11:55	As per Agenda NBSRT History Rollout + Luncheon Brochures/Survey	NBSRT Executive Research & Copy Editors
Luncheon (<i>Numbered Tables</i>)	12:00 - 1:15 pm	Non-Allergen Diets Service for Disabled	Venue Co-Ordinator
Luncheon Entertainment	12:15 - 1:00 pm	Background Music <i>Melissa Barry</i>	Entertain Coordinator & Planning Cmte Vice-chair
Business Meeting	1:00 pm 1:00 pm 1:15 – 3:00 pm	50/50 Draw #2 Prize Draw #3 As per Business Agenda	Draws Co-Ordinator Draws Co-Ordinator NBSRT Executive
Concluding Activities	3:00 pm 3:00 pm	Basket & Grand Prize Draw Thanks Collect Eval. Surveys	Draws Co-Ordinator NBSRT President Greeters
Lost & Found	Post Conference	Return Lost Items	Front Desk
Evaluation Forms	Post Conference	Container at the Door	Greeting Co-Ordinator
Clean-up	Post Meeting	Pack up and return items	Planning Cmte Exec and Vice-chair

APPENDIX F
Post-event Evaluation Survey

AGM Post-event Survey

Thank you for attending the AGM. Please take a moment to complete this short post-event survey. Be honest - your feedback will help us improve future events.

1 = Strongly Disagree | **2** = Disagree | **3** = Neutral | **4** = Agree | **5** = Strongly Agree

Pre-AGM Information

<i>Place a score of 1-5 in the score column to rate each of the statements below.</i>	Score
1.a There was sufficient publicity about the AGM and social activities in advance.	
1.b The online registration process was clear and easy to follow.	
1.c On arrival, I was met in the lobby of the hotel and welcomed to the conference.	
1.d The on-site registration process was friendly and efficient.	

The Venue

2.a The venue facilities were pleasant and allowed for an enjoyable experience.	
2.b The hotel staff provided friendly and helpful service.	
2.c Meals and snacks contained plenty of options and were served efficiently.	

Social Activities *(Use "0" if you did not attend afternoon and/or evening activities)*

3.a The afternoon tours and activities reflected strong organization and planning.	
3.b The social evening combined efficient planning with plenty of fun.	
3.c There was a good variety of social events to suit different interests.	

Business Meeting

4.a The meeting room seating and visibility were comfortable and appropriate.	
4.b The audio visual and sound setups were effective.	
4.c The business meeting was organized and carried out efficiently.	
4.d Guest speaker presentations were informative and relevant.	
4.e There was sufficient time for discussions and Q&A.	

Overall Experience

5.a I enjoyed attending the AGM, and I am satisfied with my overall experience.	
---	--

Additional Comments/Suggestions *(Use reverse side if additional space is req'd)*