

WORK PLAN

CONFERENCE SECRETARIAT

The conference secretariat shall execute the organising of the Summit. The secretariat shall be responsible for coordination of the following committees:

- Sponsorship & Finance
- Publicity & Communications
- Programme & Content
- Registration
- Local logistics

The committees' breakdown of responsibilities as follows:

Sponsorship & Finance Committee (SPON)

- Prepare sponsorship proposals
- Source and approaching potential sponsors
- Maintain accounts, incl receipts & payment slips in chronological order

Publicity & Communications Committee (PCOM)

(6 sub-teams)

Design	Posters, postcard, forum pass, t-shirt, backdrop, banner
Web	Web design & development, event updates, website launch
Publicity	Zo-cards, e-blasts & reminders, confirm outreach partners, call for participants
Communications	Participant liaison, conference kit, welcome letter (participants), invitation letters/cards (partners & speakers), speaker release form, thank you's and follow-up communications
Public Relations	Media strategy, media kit, media invites, press release, press conference, mapping of media partners
Production	Event reporting, photography, videography, summit DVD

Programme & Content (PROG)

- Work with steering committee to develop AYLIF programme
- Prepare programme framework 1-pager
- Liaise with workshop presenters, side events

Registration (REGO)

- Design rego process, incl rego formats, key dates, etc. Work with Logistics
- Manage participant database
- Obtain required rego info from participants, incl consistent follow-up
- Obtain flight info + coordinating with Logistics for airport pick-up
- Prepare practical info sheet predeparture for participants. Part of conference kit
- Coordinate rego/help desk during forum with HR

Local Logistics (LOGS)

(7 sub-teams)

Venue Management	Venue booking, security, emergency protocol, venue layout, venue location map
HR	Volunteer strategy, producer role, coordinate aides, ushers, tech/logistics runners
Day Production	Admin programme, coordinate producers, MCs
Tech	Confirm tech requirements, coordinate tech, confirm AV partner
Transport	Airport pick-up for international speakers
F&B	Catering arrangements
LogiComms	2-way radio system strategy & implementation