

# DIAGNOSTIC MARKETING ASSOCIATION STANDARD OPERATING PROCEDURES

## GENERAL SUBJECT: DxMA Seminar @ AACC Committee

Effective Date: April 7, 2010  
Superseded Date: October 1, 2006

### 1.0 PURPOSE:

This procedure is designed to describe the requirements for the planning and execution of the DxMA Seminar @ AACC and to ensure the DxMA Seminar @ AACC satisfies the objectives of the Board of Directors and the DxMA Membership.

### 2.0 SCOPE:

This procedure applies to the DxMA Seminar @ AACC and to all involved in planning, executing and managing the event.

### 3.0 COMMITTEE:

3.1 The Committee shall consist of any such number of persons as deemed prudent by the President, Committee Chair and/or Board of Directors.

3.1.1 In no event, however, shall the Committee consist of less than three (3) members inclusive of the Committee Chair.

### 4.0 PROCEDURE:

4.1 Appointment: The President shall annually designate the DxMA Seminar @ AACC Committee, Committee Chair and Committee Members to be approved by the Board of Directors.

4.2 Approval: The Committee shall create a plan and budget for approval by the Board of Directors.

4.3 Planning: The Committee shall complete the following activities in planning the DxMA Seminar @ AACC.

4.3.1 Select program theme and format for the DxMA Seminar @ AACC.

4.3.2 Construct an agenda for the conference program.

4.3.3 Select, recruit and prepare speakers for conference program.

4.3.4 Prepare content materials for conference attendees.

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- 4.3.5 Prepare and execute an effective promotion plan for achieving budgeted attendees for the conference.
- 4.3.6 Coordinate DxMA Seminar @AACC Committee activities with Membership/Sales Committee.
- 4.3.7 Plan date and location for the following year's DxMA Seminar @ AACC. Coordinate with DxMA office all logistics in securing the meeting location and site.
- 4.4 Updates and Succession: The Committee Chair shall update the Board of Directors in person at each regularly scheduled meeting of the Board of Directors regarding the status of the DxMA Seminar @AACC.
  - 4.4.1 The Chair shall act as host and MC for the introduction of presenters and the program.
  - 4.4.2 The Chair shall select and train a successor for the following year with the approval of the President.
  - 4.4.3 The Chair shall create a DxMA Seminar @ AACC history file of the Committee's work to be maintained at the DxMA office. This file shall serve as a reference file for future conference planning.
  - 4.4.4 The Chair shall be a member of the following year's Committee, when possible.

## 5.0 STAFF RESPONSIBILITIES:

- 5.1 Communicate with AACC to request space.
- 5.2 Advise Committee regarding location and room assignment. Make appropriate travel accommodations for staff and speaker.
- 5.3 Coordinate effort with Committee.
  - 5.3.1 Schedule conference calls.
  - 5.3.2 Craft and distribute meeting agendas and updates.
- 5.4 Coordinate printing and mailing of marketing efforts with DxMA Seminar @ AACC Committee.
- 5.5 Update website.

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- 5.6 Provide administrative support for all speakers confirmed by Committee.
- 5.7 Track and report registrations, sponsorships, etc. to Committee and Board.
- 5.8 Compile and assemble all handouts to attendees.
- 5.9 Provide on-site support at conference.
- 5.10 Provide administrative support for Committee Chair and Committee members.

### **6.0 TIMELINE:**

- 6.1 April – Select a Committee Chair.
- 6.2 June – Committee selected.
- 6.3 January – Theme and speakers identified.
- 6.4 Annual Conference – Provide promotional / save the date information.
- 6.5 11 April – Advertisement presented to *CAP Today* for May issue.
- 6.6 15 April – Speakers confirmed with specific topical information; deadline for receipt of presentations communicated.
- 6.7 1 May – Summaries of individual programs and speaker biographies to office.
- 6.8 15 May – Brochures, PDFs and other meeting pieces completed.
- 6.9 31 May – Advertisement presented to *CAP Today* for June issue and initial mailing of marketing pieces.