
IAWP CONFERENCE PLANNING GUIDE

This Conference planning guide is based on POLICY 10 and must therefore be read with Policy 10. The guide is divided into FOUR sections: Before the bid, After the Award, During the training conference and After the Conference.

CONFERENCE PRINCIPLES

Annual Conferences are meant to support the mission and vision of the IAWP. Conferences must be affordable for all women, particularly those from Developing Countries/Low Economy countries.

Focus of conferences must be on training and development of women, not on functions, excursions and/or other activities that increase the cost of conferences.

BEFORE

Lookout for Call for Bids and Submit a Notice of Intent to Bid to the President

Notice of Intent to Bid:

A notice of intent to bid on a conference site shall be presented to the President at least three months prior to the AGM of the year of submission and shall contain the following:

- a. The year and location of the bid.
- b. Information on the Director and Co-Director/ Coordinator – to include name, how long a member of IAWP, how many IAWP annual conferences and/or regional conferences attended, contact details.
- c. Brief outline of the theme of the training to be presented.
- d. Written invitation from the Chief Law Enforcement Administrator(s) for the department(s) or agencies where the conference is to be held, addressed to the IAWP, agreeing to host the conference. The written invitation(s) shall be enclosed in the Bid Outline. If the Conference Director works for another Chief Law Enforcement Administrator, this administrator shall also issue a written invitation. So, in addition to the police letters, the more letters of support you gain from prominent people will strengthen your bid, e.g. From the City tourism, conference office, etc.
- e. List the resources the hosting department will supply to the Conference Directors.
- f. Written commitment from the superiors of the Conference Directors that duty time of at least one year preceding the conference and sufficient time following the conference, will be devoted to both the Conference Director and

Co-Director to conduct the day to day business of the conference. Some previous conferences have been able to get a full-time existing member of civilian staff to work on the conference when the conference director is of high rank and not so easy to 'write off'.

- g. Contacts that have been made with the local Chamber of Commerce, Convention and Visitors Bureau, or Political figures, (*i.e., Mayor, Governor, Premier, Prime Minister, etc.*) and enclose their letters of welcome.

Bid Outline:

The bid outline shall be submitted to the IAWP President at least 45 days prior to the AGM. The President shall review the bid outline to ensure that the following requirements are met:

- List at least two physical sites, date(s) available, (Dates need to be September/October to have a stronger chance of being accepted by IAWP) and projected room rates of hotel(s) in the area where the conference would be held, At this early stage this could be approximate until you have had an opportunity to negotiate with any hotels or you can arrange for a tourist office to manage this for you. It would be a good idea if the conference venue was somewhere that had a number of hotels nearby of varying prices to suit all budgets of those attending, particularly developing countries.
- Name, title, contact address, phone and e-mail address for conference director. Your Details, or whoever is to be conference director. Also, if there is to be a co-director, include their details here too.
- Department or agency and years of service. How long has the conference director been with the host police service?
- Number of years as an active member of IAWP. The conference director MUST be a current member of IAWP
- Number of past conferences attended, including International, Affiliate and/or Regional. How many IAWP Annual conferences the Conference Director has attended? Also include any IAWP Regional Conferences attended.
- Previous conference planning experience. Conference Director's previous experience of planning conferences.

Try to avoid:

- conflicts with national, international, provincial, and religious holidays, whenever possible; and
- setting a conference date that is in conflict with other professional police organizations conferences dates.

BID Presentation to the IAWP Board and Annual General Meeting

Once the above have been received, the President will invite the Conference Director/Co-Director and any member of the conference committee to present the Bid Outline to the Board of the IAWP at the Late Board Meeting.

Copies of the Bid Outline must be available for review by each member of the IAWP Board of Directors and final approval for it to be put to the membership at the AGM will be given at the Late Board of Directors meeting. Electronic copies can be provided.

Once the final review is completed, the bid will be included on the Agenda of the Annual General Membership meeting for a vote.

Bid Presentation at the AGM: 15 minutes maximum will be allocated to the Conference Director and her team to present the bid to IAWP membership. The presentation should include a summary of the detailed information provided within the Bid document sent to the President namely:

- Tentative Dates,
- Location,
- Tentative training Theme
- Tentative Costs
- Special Events
- Special advantages of the site, and
- any other appropriate information.

This is also when you could play a video to show what the city/country has to offer.

ONCE AWARDED

Confirm the Conference Director, Co-director and appoint the Organising Committee. Determine who is your appointed Mentor from the BOD and keep in contact with her. This is a very useful resource who will be your link with the Board and may have been a conference director with lots of experience you can tap from.

Responsibilities of the Conference Organising Committee:

1. Develop the theme and training outlines for the conference
2. Coordinate with the IAWP to finalize the conference dates. (The annual conference shall not start prior to the 20th of August or end later than the 15th of November).
3. Will be responsible for the following administrative and logistical functions pertaining to the hotel selection, negotiation, and conference venue:
 - a. Room rates (*single/double*), effective 3 days prior to and following the scheduled conference dates. (5.5., policy 10)
 - b. Provide a room/suite, at no cost to the IAWP, for the President, to be used at her discretion. The room/suite will be provided for 3 days in addition to the scheduled conference dates (*i.e., 3 days before; or 2 days before, 1 day after, etc.*). The extra days shall be for legitimate purposes of preparing for and/or conducting the business of the IAWP. (5.5.2, policy 10)
 - c. Provide meeting room(s), if requested, for the Board of Trustees and Committee meetings prior to and /or during the conference. (5.5.3, policy 10)
 - d. Support the IAWP recording secretary to arrange any on site IAWP meetings, luncheons, coffee breaks.
 - e. Provide meeting rooms for the IAWP Board of Directors meeting prior to the conference. The Board meeting will require a minimum time period of 2 days and space for up to 45 persons. (5.5.4, policy 10)

- f. Provide meeting spaces for the IAWP Regional Coordinator meetings during the conference and prior to the Annual General Membership Meeting AGM. (5.5.5, policy 10)
 - g. Provide a meeting room with full audio-visual capability for the IAWP Annual General Membership meeting. The Annual General Membership Meeting will require a minimum of three (3) hours to conduct its business. The President or Recording Secretary shall notify the COMMITTEE at least 6 months prior to the meeting of the estimated duration of the meeting (5.5.6, policy10)
 - h. During election years, provide a room for the Elections Committee to process votes (if required) and a room for a meeting of the newly elected Board of Directors which will require a minimum of one hour. (5.5.7, policy 10)
4. Develop a training programme which provides opportunities for all delegates to enhance their professional and personal competencies, and to share best practice in line with the IAWP's Vision, Mission and Guiding Values (5.6.1, policy 10).
 5. Develop a conference training evaluation form, which is simple yet covers most aspects of the conference. This is a very important instruments as we use it to plan our strategies and future conferences.
 6. Provide a "Certificate of Training" to all registered delegates and have them available prior to the last day of the conference (5.6.2, policy 10)
 7. Provide complimentary vendor space, in a prominent position and large enough. To accommodate the IAWP membership committee, and any IAWP merchandising which may take place, including during the registration period prior to the commencement of the conference (5.7.6, policy 10)
 8. Provide exhibit sales and management of vendor exhibition venues, which includes vendor space to conference committees of following 3 year(s), and any other organizations designated by the IAWP (5.8.1, policy 10)
 9. Report progress related to preparations to the Board of Directors

Key events that must be included in an IAWP Conference:

The following key events must be planned for as part of the IAWP conference:

1. Board of Directors Meeting

The Board of Directors arrives a few days before the conference dates. You are required to provide suitable venue for the members to hold meetings, that take two days.
2. Opening Ceremonies (5.7.2, policy 10) This is the usual time for announcement of the recipients of the Heritage Award (presented by Board of Trustees) and the International Recognition and Scholarship Award (presented by Chair of International Scholarship committee). It is also the time when welcome speeches are made to delegates by dignitaries, including the IAWP President. The opening ceremony also provides an opportunity for the hosts to highlight local culture and/or traditions. It is also the time when the

IAWP Chaplain provides inspirational thoughts and recognises members and female officers who have passed away since the previous IAWP conference.

3. Uniform Parade of Nations Traditionally, the Opening Ceremony is either preceded or followed by a uniform parade of nations where delegates march through the host city in their uniforms following their nation flag. This provides an excellent opportunity to engage with the local community and is often attractive to local, national and even international media. It is a good idea not to make the parade route too long, particularly in warm or cold climates, and any security implications need to be considered when planning the route. A number of conferences have utilised the uniform parade with moving the delegates from the Opening ceremony to the Awards event, also ensuring all formal uniform requirements are completed on the same day. It also has the benefit of not losing additional training time for a separate awards event if it is decided to hold a formal lunch.
4. Officers of the Year Awards function (5.7.3, policy 10) The IAWP Annual Recognition programme chair is responsible for the format of the event which needs to be coordinated with the conference committee to ensure the event addresses local protocols and cultural issues are incorporated. This event is one of the highlights of IAWP's calendar and likely to attract high levels of media attention. A minimum of no less than two hours is required for the meal and presentation of awards.
5. International Scholarship and Recognition Award (5.7.4, policy 10) This is presented at an event agreed by the IAWP President and Conference committee in conjunction with the co-chairs of the International Scholarship and Recognition Committee. The norm for this has become a formal presentation during the Opening Ceremonies, this allows for the recipient to be 'introduced' to the delegates to encourage networking throughout the conference.
6. Final Banquet/Event (5.7.5, policy 10) The President or her designee may present other awards or recognition at this event. This is the usual time when the IAWP thanks representatives of the hosts and any other dignitaries such as local Mayor from the host city. Brief keynote remarks are permitted at this IAWP event. The COMMITTEE shall be cognizant of the varying differences in lifestyles, ethnic and religious backgrounds, etc., when employing/inviting individuals to entertain at this function so as not to cause offense to any group or entity.

Memorandum of Understanding

Noting that the hosting agency/affiliate is hosting a conference on behalf of the IAWP, a Memorandum of Understanding (MoU) will be developed and signed between the Conference Committee and the IAWP. This will be the contract that binds the two parties to ensure successful IAWP conference. A copy of the MOU template is attached as Annexure A, for easy reference.

Prepare a Budget

The Committee must prepare a budget to ensure that they can afford hosting the conference. Note must be taken that focus must be on providing training opportunity for women from different backgrounds. The conference MUST be affordable, and the

budget is not necessarily a percentage increase from the previous one. An example of a budget is attached as Annexure B

The committee may apply for start-up funds from the IAWP in line with section 4.3 of Policy 10.

Other items to be taken into consideration when preparing the budget include:

- Setting up a conference website with a link to the IAWP website
 - Conference Registrations
 - Companion tours
- Marketing the conference, ensuring that those within your Region have an opportunity to attend as it may be cheaper for them than going overseas
- Income from sale of exhibition spaces
- Insurance – see section 5.13.2 of the Policy

Income Generation

Other than any initial 'start-up' funds provided or loaned by IAWP once you secure the right to host an annual training conference, you should aim to generate as much income as possible to enable you to deliver a successful conference on time and on budget.

The main income stream is likely to be via delegate registrations, however, as the majority of those attending IAWP conferences are self-funding, it is important that registration fees are not set so high that it makes the conference inaccessible to many of our own members. To attract large numbers of delegates you will need to set realistic and affordable registration fees, so you will need to raise additional funds by other means. The IAWP also relies on the surplus raised by each annual conference to continue its annual operations, this provides additional financial pressure on your committee.

A good ethos to follow is that anything provided during your conference that is not specified as a requirement within the IAWP conference policy, should only be considered where additional funding has been acquired to cover the additional expense. It is a challenge to balance the expectations of IAWP, individual delegates and those charged with managing your conference budget, but you are not alone. There have been many very successful IAWP conferences that have been able to provide affordable registration fees, value for money for delegates and a healthy surplus for IAWP, your assigned mentor can advise you so can the person responsible for Income generation for IAWP.

Sponsorship & Partnerships

Obtaining sponsors and/or corporate partners for your conference is likely to be your main form of additional fundraising, but it is not without its challenges. Consider taking advice from someone experienced in this area of work, perhaps your agency has a public relations or marketing department, or you may know someone from outside Law Enforcement who may be happy to work as an 'advisor' in a voluntary capacity. The attraction of working on a conference that will result in female officers from across the globe congregating in a town or city may well prove too good an opportunity to miss for some!

The first thing you need to do is make contact with the person who leads on sponsorship and corporate partnerships for IAWP, this will save you time in the long run and may prevent conflicts between your efforts to find sponsors and IAWP's. This

individual is also likely to have ideas on potential sponsors that may be interested in your event or have been involved in previous IAWP events. There will also be certain benefits during the conference that will need to be provided to any IAWP corporate sponsors, particularly sponsors of the IAWP awards, so you need to understand what these are and what/how any related costs to your conference will be covered by IAWP.

To get started, consider the likely demographics of your conference delegates, whilst you will attract international attendees, it is likely that the largest number of delegates will be from your country or region. This will help guide you on who to target for sponsorship as some organisations may not have an 'international' focus yet may well want to promote their goods or services on a local, national, or regional basis. Also, don't limit yourself to targeting police/LE related companies or organisations, remember that many women will be attending your conference so think about how this might attract sponsorship.

A good place to start is to create a list of everything you will need to deliver a successful conference. This list can include the costs of goods and/or services as well as 'in-kind' resources that can be provided, particularly by smaller businesses who may not have a marketing budget but can still gain sponsorship recognition by donating tangible items that you would otherwise need to spend money on from conference funds. Previous examples of in-kind sponsorship have included free banking services, including international bank transfers, free accountancy and tax advice services, provision of vehicles for transporting delegates, VIP's and even a tour bus free of charge for the companions' program.

Good examples of a sponsorship document that includes both cash and in-kind is from the 2005 IAWP conference that took place in Leeds, UK where a substantial amount of 'in-kind' and cash sponsorship was raised (The costs associated with the Leeds Conference document were only relevant for 2005), the other is the IAWP's Corporate Partnership and Sponsorship Brochure.

It is worth considering headline sponsors for some of the main conference events such as the awards function or gala dinner, however, rather than asking for the full cost of these events, which you need to provide anyway, consider an amount that a sponsor would be prepared to pay to have their company name and logo associated with such a prestigious event. As with setting registration fees your expectations on sponsorship need to be realistic and achievable without under selling the benefits.

One of the biggest assets you have to offer will be access to the delegates as they or their agencies are all potential clients/customers of your sponsors. The uniqueness of an IAWP conference, where so many women in uniform from across the globe will come together is likely to attract good media coverage, another key benefit for potential sponsors. The secret is to be creative and do not limit your aspirations.

Finally, ensure you assign individual(s) to your sponsor(s) from the time they arrive for the conference until they leave, ensuring they know where they need to be for any special or social events. It is important to make every sponsor feel special as they all play a vital role in delivering a successful conference. At formal functions that they attend, ensure significant sponsors/partners are seated and/or introduced to any IAWP, police, civic, or other dignitaries and, if they are sponsoring an award, make sure they have been included on the table plan for that award, preferably seated next

to the award recipient. Providing support through sponsorship needs to be recognised appropriately throughout the conference and will go a long way in securing support both for future conference committees and IAWP.

Grants & Fundraising

You might also need to consider other forms of income generation, which could include applying for grants through governments or foundations or other fundraising opportunities. A previous IAWP conference held a very successful 'pre-conference' golf tournament, raising funds through entry fees and a post tournament raffle/auction. These types of events may help you during the early planning stages when you are less likely to attract sponsors, or it may be too early to apply for grants and may provide you with funds for printing of brochures or other promotional materials.

Applying for grants and, just as importantly, managing and reporting on any funds received will require some specific skills. Again, there may be someone within your agency who is familiar with grant applications and can advise you, it may also be worth considering someone from your committee being trained in grant writing etc.

Researching what grants are available may take time but could pay dividends in the long run. Make sure you know what governments and international organisations are currently focusing on, does it fit with the conference theme or any of the training planned or even the relevance of delegates attending from certain countries. Examples include but are not limited to:

The Women, Peace and Security (WPS) agenda.

Police and Security Sector reform to become more gender responsive.

Combatting Gender Based Violence:

Combatting Human Trafficking and Modern-Day Slavery.

You need to think strategically and how the conference might enable positive outcomes for such agendas, the training topics that you decide to focus on can also have an impact on sponsorship, either positively or negatively, so should not be considered in isolation.

Some grants may be attached to specific outcomes, or deliverables by you, others may allow you to use the funds as you choose, hence why it is important to carry out your research.

Call for papers/speakers and volunteers

Send out a call for papers as a first step towards appointment of speakers. Make sure that the speakers are relevant to the theme of the conference and the purpose of IAWP Training conferences. Try to avoid speakers that need payment in order to curb costs as these may have to be borne by the attendees.

Your conference will attract many people from all over the world, most of whom will be visiting your country/region for the first time. You will require volunteers who can assist you to make the conference less stressful for you as the organizing committee and your visitors.

Develop a safety and security plan

You are required to prepare a detailed security plan in terms of section 5.13 of the

Policy. Also make sure that you comply with all occupational health and safety requirements. In this regard, you may want to inform your local hospital of the presence of a number of visitors and prepare for a medical emergency centre on-site.

Ensure that your service providers for catering are properly vetted and have the necessary health safety approvals.

Make provision for special diets for those needing them. This includes Halaal, Kosher, Vegetarian, Vegan and Gluten free options. Please include this on the registration forms so that you have notice to make adequate provision.

DURING THE CONFERENCE

The weeks towards the start of the conference are the busiest and most stressful to conference directors and the committees. This is the time that you will need volunteers as you put your plans and strategies into action. You want your delegates to enjoy the conference and have a good experience of your country, so provide them with necessary assistance and support. Direction boards are handy, but it helps to have volunteers that can help orientate delegates and assist them to find their way to various conference sessions, hotels, use of transport, etc.

The following are most of the important activities that you should attend to:

Registrations

- Ensure that the process is not cumbersome,
- Have a system for pre-registered delegates and a plan for late registrations, including those that will pitch without having been registered.
- Allocate people who will assist your visitors that are going on the companion programme
- Although delegates are responsible for their own accommodation, you might have provided all necessary details on the websites, you will still find people who will arrive without pre-arranged accommodation. As these are your visitors and you do not want them to be stranded in your country, allocate someone the responsibility to try and assist with contact details for local places to call.

IAWP Desk

Allocate a space for the IAWP desk to attract new members. Your mentor should be able to advise you on this.

Exhibitions

Silent auction

Medical emergency centre and staff

Occupational Health and Safety measures

Food safety and health compliance

Conference File

Your conference file must be available and accessible at all times. The file must contain the following information and documents:

- Comprehensive Insurance documents
- Evacuation plan
- Medical emergency plan – local fire department, doctors, hospital, etc informed
- Occupational Health and Safety plans
- Food security certificates

POST CONFERENCE

Once the conference is concluded and delegates have started leaving, you need to tie all the knots before you can take a well-deserved rest. Remember to show appreciation to your volunteers, local police and all other stakeholders that made your conference a success.

The following are some of the issues you have to deal with once the conference is concluded:

Lost and Found but unclaimed items

Decide what to do with unclaimed items – maybe donate to a local NGO for women.

Balancing finances

Make sure that you pay up all your creditors and balance your books in line with your initial budget.

Disposal of financial proceeds

Conferences is a way for the IAWP to generate an income, therefore profits from the conference must be paid into the account of the IAWP in line with the agreed terms and conditions of the MOU.

Reporting to the IAWP Board

Once the conference is concluded, prepare your closing report and submit to the Board without wasting time. Best practice is to submit everything and report at the next Early Board meeting following your conference. In this way, you will be able to give a good quality report while all the information is fresh in your minds and you are still motivated from a job well-done.

Your report must include the conference review based on information collected from delegates through evaluation forms and other forms of feedback.

FREQUENTLY ASKED QUESTIONS

Please find attached frequently asked questions attached as Annexure C