



April 23-24, 2018

Danbury Crowne Plaza
18 Old Ridgebury Rd
Danbury, CT 06810



April 23 & 24, 2018

Danbury Crowne Plaza, Danbury CT

Conference Co-Chairs:

Kirk Morrison
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127th Connecticut Library Association Annual Conference



Guide to Sponsoring a 2018 CLA Conference Program

Program submission deadline: **Friday, November 24, 2017**

Prior to deadline, program sponsors need to:

- Identify the topic of interest and/or potential speakers
- Invite potential speakers. There is no official program inquiry letter; contact potential speakers in whatever manner works best.
- Refer to the **Program Planner Tip Sheet**.

What you need to know when contacting potential speakers:

- Conference date and location: April 23 & 24, Danbury Crowne Plaza, Danbury CT
- Individual session lengths: 50 minute or 2 hour options
- Conference theme: *Build a Better Library*
- Amount of honorarium (when applicable) and reimbursements available: see handout "**Policies on Fees and Honoraria.**"
- Have paid presenters fill out a W-9.
- Let speakers know that staff from all types of libraries in CT will be present (public, academic, special, school, etc.)
- Speakers do not pay registration and are invited to lunch the day of their presentation.
- Alert speakers that the presentation proposal **must** be accepted by the CLA Conference Committee before an official commitment to speak is required from the speakers.
- If the program is accepted you will be notified of the day the program will be featured. Unfortunately, we will not be able to share the time of the program until the conference schedule is finalized (this might not occur until early February).
- Speakers should plan to bring their own laptops, adapter, cables, and handouts.
- Speakers have an opportunity to sell books at the conference; usually arranged through a local bookstore affiliated with the conference. Authors can contact the Conference Chairs for further information to take advantage of this opportunity.

Submitting your program(s) for consideration:

Use the **Program Proposal Form**. You will need the following information:

- Program title
- Description with presenter names and affiliations
- CLA section, Committee or member sponsoring the program
- Target Audience for program
- Planner name and contact information
- Length of program, date and time of day preferred
- Room set up, A/V needs
- Titles of books your presenter would like sold at Conference
- Budget – Honorarium requests, travel expenses, mileage, other expenses
- Does your speaker require special accommodations?
- If CLA section is providing multiple program proposals, each should be on a separate proposal form and indicate priority level or ranking of level of interest from membership for each proposal

If your program is not accepted:

- Contact your speaker(s) to thank them and to let them know the program was not selected by the Conference Committee.

If program is accepted:

You need to submit two forms to the Conference Committee Co-Chairs:

1. Speaker Confirmation Letter

- Edit this as needed, have the speaker sign it, and return it to the Conference Co-Chairs.
 - This letter communicates a lot of information to your speaker, such as date and time for the program, title and format, conference locations and where the speaker should check-in upon arrival the day of their presentation.
- 2. Conference Expense Forms** (If you are not requesting any funding, no form is needed).
- 3.** Request and forward promo photos of speakers for the conference program.
- 4.** Review program description, dates and times for the Conference program. Notify Conference Committee of any corrections.

One month before the Conference (late March/early April):

- Touch base with your speaker(s)
- If your speaker is an author, finalize details for book sale
- Write report on the session for CLA Today newsletter. Reports should be approximately 250 words and submitted to the CLA Today Editor (editor@ctlibrarians.org).

One week before the Conference (mid April)

- Communicate with your speaker, make sure he or she has the date and time, registration information, directions, your cell phone number or contact information upon arrival, etc. Agreed upon a time to meet
- Touch base with the recorder for your session (if applicable)

Day of the Conference:

- Get there early, check out the room and equipment to make sure everything is as requested.
- Find out how to reach hotel or conference staff in case there are problems during the presentation.
- Greet your speaker and show them the room set up

After the Conference:

- Thank the speaker(s) and any volunteers who assisted, such as the session reporters.

The Conference is only as good as the programs submitted. Section Chairs are encouraged to plan early and solicit ideas from their section members. Please do not hesitate to contact us for any reason.

2018 Conference Co-Chairs

Alessandra Petrino: apetrino@westonct.gov and Kirk Morrison: kmorrison@nhfpl.org



2018 CLA Conference Program Planner Tip Sheet

Planning a program for the annual conference can be nerve-wracking but good pre-planning and preparation can greatly enhance your chances for success.

1. Generate ideas by checking out the offerings at other state or regional and national conferences. This will give you an idea of hot trends and also possible speakers. A past complaint on the evaluations has been that the programs are the same year-after-year.
2. Co-sponsor a program with another section, particularly if you think your idea may appeal to a wider audience. This helps spread the work out over more people and reduces the chance for conflicting programs that are similar.
3. Really spend some time thinking about the title and descriptive text for your session. This is your chance to market your program and you want to do everything you can to entice people to attend. You will need to have this ready for your program submission form so it is never too early to start drafting your text.
4. Be as clear as possible when communicating with your speaker about their AV or other presentation needs. Refer to the list of available equipment that the Conference Chairs have provided and be sure to let your speaker know what they must bring themselves. You may want to have them send their presentation to you to put on a flash drive in case something happens to their laptop and you need to use a back-up. For panels where there is more than one presentation, it is better to load all of the presentations on one laptop so you can switch seamlessly between speakers. If possible, you may want to bring your own laptop as a backup or to use for the panels.
5. At the Conference, check out your assigned room and plan to arrive early to be sure it is set up correctly. If you have a co-chair you may want one person to meet the presenter and the other to check on the room set-up.
6. You will need to assign a person to be a “recorder” for your session. This can be anyone you trust to write up a brief article for the CLA Today Newsletter about your program. This is a great and easy job for one of your current or new members that want to become more involved with CLA.
7. Introduce your speaker and welcome attendees at the beginning of the program to kick off the program. Welcoming attendees to the program, especially one sponsored by a CLA section, is an excellent opportunity to engage new members and encourage others to join CLA and your CLA section.
8. Have Fun! Running a session at the Conference can be stressful, but it also can be extremely rewarding.

From 2017 CLA Post-Conference Surveys, program ideas for next year:

- Reader's Advisory tips and tricks
- Mentor meet up
- Dealing with difficult patrons
- Program directed specifically for non-librarians working in a library
- Team building among staff
- Community Involvement in urban areas
- Advocacy!!!
- More adult services
- Children's services for special groups
- Programming for millennials
- How to start a one book/one town at your library
- Roundtable discussions
- How to run a staff meeting/board meeting/friend's meeting
- Cataloguing and launching new formats
- Programming on a budget
- The future of the maker movement
- Donor relations and fundraising
- Programs on accessibility
- Refreshers on cataloguing
- Making use of small space in your library
- Mental health and social service
- How to use social media platforms to your libraries advantage
- Job search/interview techniques
- Crowd management
- Libraries and Immigrants/refugees
- Grant Writing/Fundraising
- Makerspace play areas
- Programs on successful outreach
- Techniques to enhance story times
- Programs geared to school librarians (both K-5 and middle school)
- More programs geared to academic librarians
- More sessions or programs that are general and appeal to ALL libraries
- Programs on customer service to all patrons



Policies on Fees and Honoraria for the 2018 Annual Conference

1. Speakers:

Conference speakers **must** be approved by the Conference Chairs and will be paid accordingly:

A. Program Presenters

- a. *Out of State and CT Non-Librarian* presenters participating in a panel discussion or presentation may receive an honorarium, transportation expenses, hotel accommodations, and/or that day's conference registration and lunch provided at the conference as approved by the Conference Committee.
- b. *Connecticut Librarians* (including CLA members) participating in a panel discussion or presentation are not eligible for honoraria. They will receive complimentary 1-day registration and lunch provided at the conference for the day they are participating.

Please note: All travel and anticipated expenses must be submitted by **March 1, 2018** for approval. Transportation expenses, registration, lunch, and any other accommodations will be made to the speaker(s) only, not for any travelling companions. Reimbursements for approved expenses will be made to the speaker/presenter by the CLA office at the 2018 Conference.

2. **Hotel Accommodations:** In addition to the major speakers, the following conference-affiliated individuals will receive overnight accommodations at the conference hotel site during the Annual Conference: CLA President, CLA Vice-President, CLA Treasurer, CLA Recording Secretary, Conference Chairs, Conference Staff, Incoming Conference Chairs, Exhibits Chair and Exhibits Coordinators (maximum of 3), and State Librarian.
3. **Complimentary Registration and Lunch:** The following conference-affiliated individuals will receive free conference registration and lunch provided they are current CLA members: CLA President, CLA Vice-President, CLA Treasurer, CLA Recording Secretary, Conference Chairs, Conference Staff, Incoming Conference Chairs, Exhibits Chair and Exhibits Coordinators (maximum of 3), and State Librarian.
4. **Program Sponsors:** Any current CLA section or CLA member may sponsor a conference program. Liaison organizations wishing to sponsor programs at the CLA conference will be accommodated as the conference schedule permits. They will receive complimentary registration for up to 2 speakers and AV equipment, but will be responsible for speaker fees and honoraria unless a CLA section acts as a cosponsor.

Exceptions: Any and all exceptions to these guidelines are at the discretion of the CLA President and Conference Chairs.



2018 CLA Conference Program Proposal

Use the form below to submit a program proposal for CLA's 2018 Annual Conference. The conference will be held Monday and Tuesday, April 23 & 24, at the Danbury Crowne Plaza Hotel in Danbury, CT. Overnight accommodations are available for speakers.

Please use one form for each program you are proposing.

1. Name(s) of Speaker(s) (as it will appear in the conference program):

2. Title of Presentation (as you want it to appear in the conference program):

3. Who is your target audience for the program? (Adult Services, Children's Services, Support Staff, General, etc)

4. Description of Presentation (as you want it to appear in the conference program; no more than 100 words). Keep it short and simple – this is what will draw the crowd!

5. Programs must be sponsored by a CLA member, section, or committee. Sponsorship involves all planning, communication, and arrangements. A CLA member may sponsor him/herself as a presenter. Please list the name of the CLA section, CLA committee, or CLA member sponsoring the program, and any co-sponsors:

6. If you are submitting more than one program, what priority are you assigning this program? (High Priority, Low Priority) Note: Please provide a separate program proposal form for each program.

7. Which day / time of day do you prefer? This year we are offering an option of 50 minutes or 2 hour timeframes, please indicate which timeframe you wish to fill. (Please note: flexibility regarding day and time of program is highly preferred.) ___ 50 Minute or ___ 2 hour (select only one)

Please check all that apply for day/time of day option:

No Preference

Monday AM

Monday PM

Tuesday AM

Tuesday PM

8. Each program room can be equipped with projector/screen setup, and wifi. Presenters will be responsible for providing their own laptops and cables. What are your speaker's additional A/V needs?

__Wireless mic

__Other AV or room needs (please specify and include any adaptive technology needs your speaker(s) or panel will require.):

9. If your speaker or speakers have a book or books available for purchase at the conference, please list them here:

10. What is your estimated budget (fees and reimbursement) for this program?

Speaker fee/Honorarium: \$

Travel Expenses: \$

(flight, car rental, etc)

Mileage: \$

Other Expenses: \$

Total Estimated Budget: \$

11. Does your speaker/presenter require special accommodations? Please describe them.

12. Additional comments?

Lead Planner Information:

First Name:

Last Name:

Email Address:

Institution:

Job Title:

Telephone:



Connecticut Library Association
2018 Annual Conference Expense Form

Sponsors: Submit forms and receipts to Conference Co-Chairs:

Kirk Morrison: kmorrison@nhfpl.org
or Alessandra Petrino: apetrino@westonct.gov

Expense reimbursement requests must be submitted **before March 1, 2018.**

Program Title: _____

Date of presentation: _____ Time: _____

CLA Program Sponsor and/or Section: _____ Name: _____

Email: _____ Phone: _____

Pay to: (Speaker/Presenter Name) _____

Address: _____

Phone: _____

Amounts for:

Speaking fee: \$ _____

Mileage: _____ miles at \$0.535/mile \$ _____

(Attach Mapquest to show route and mileage)

Other travel: \$ _____

(include copy of itinerary and receipt for amount paid)

Total: \$ _____

Submitted by: (Signature) _____ Date _____

Approved by Conference Co-Chair (Signature): _____ Date _____

CLA Office Use Only

Account: _____ Amount \$ _____

Date Paid: _____ Check # _____