

ASA Annual Meeting

# Local Arrangements Committee





# Welcome to the ASA LAC!



## What roles and responsibilities does the LAC have?

### **The LAC is primarily responsible for:**

- Fundraising for specific items & events
- Organizing the Welcome Reception & Closing Dance Party
- Engaging & Inviting Key Local Constituents
- Planning & Coordinating Local Activities
- Supporting the Outreach Council in reaching local Teachers





# LAC Organizational Structure

## Co-chairs, Subcommittees & Other Key Players

### Co-Chairs

Each Local Arrangements Committee has 2-4 Co-chairs that lead the committee's activities. These Co-chairs are nominated and approved by the Board of Directors. The Co-chairs help the Secretariat identify additional committee members from other local institutions and organize them into subcommittees.

### Subcommittees

The Co-Chairs, Board, and Secretariat work together to identify and invite key ASA members at local institutions to participate on LAC subcommittees. These subcommittees are often broken down into Budget & Fundraising, Community Engagement & Outreach, Event Logistics & Communication.

### Secretariat

The ASA's Secretariat is responsible for providing guidelines and policies, as well as fundraising targets to the LAC. They also provide general logistical support prior to the conference including a group site visit to the hotel for in-person years. The Secretariat is deeply knowledgeable about the breadth of membership and as such are helpful in recruiting.

### Local Institutions

An ideal LAC has at least 6 local institutions represented with different strengths. For example: A large university represented on the Budget & Fundraising subcommittee might donate \$10,000 while a liberal arts college might recruit student volunteers or entertainment for a reception.

# Core Responsibilities

**The LAC's key funding priorities are:**

- Welcome Reception Catering & Entertainment
- Transportation for Offsite Venues
- Closing Reception & Awards Ceremony Catering & Entertainment
- Additional LAC Administrative or Participation Costs such as Extra Rooms
- Participant Bags\*

\*Bags are fundraised at least partially through the LAC and designed & purchased by the Secretariat in alignment with the ASA Environmental Agenda

# and Commitments

**Secondary funding & activity priorities are:**

- Recruiting & Supporting Student Volunteers
- K-12 Teachers Workshop
- Additional Public Relations & Communications Costs
- Emerging Scholars Network Activities
- Coordinate Organization Activities



# Perks

- \$500 ASA Start-up Funds
- 2 Complimentary Exhibit Booths
- LAC Page in Final Program
- 4 LAC Sponsored Sessions
- 10 Free Annual Meeting Registrations
- Complimentary Parking Passes (#TBD)
- 2 Complimentary Sleeping Rooms
- Discounted Day Passes for Local Community Leaders

# and Privileges

In addition to the list of LAC perks, the ASA provides space for creativity in programming. Once the core needs are fundraised for, the LAC can organize additional programming\* that can enhance the local experience and foster community engagement including but not limited to:

- City Walking Tours
- Historic Site Visits
- Museum & Cultural Tours
- Additional Local Entertainment Excursions

\*Additional LAC events may not conflict with Annual Meeting keynotes. Check with Secretariat for scheduling information.





## Special Advertising

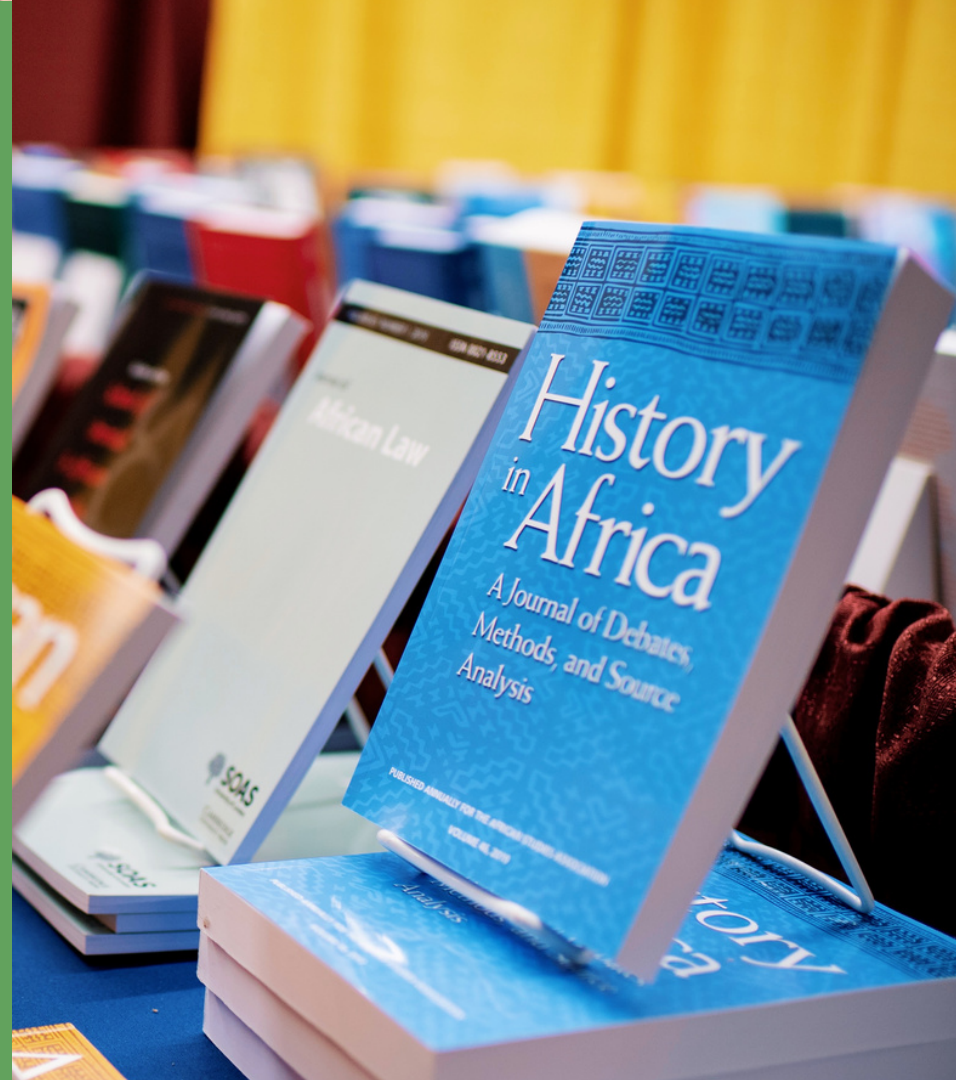
Some years, the LAC has purchased college radio spots, print ads, and student publication space as well as advertised in special local media spaces such as tourism offices, chambers of commerce, and local bookstores or shops.



## Past Added Initiatives

## Event photographer

The ASA always hires a photographer to capture the Annual Meeting for publication, web, and other uses. Some years, the LAC contributes additional funds for special photography projects such as providing headshots to graduate students or their student volunteers.



## ASA branded swag

In years that the ASA has not offered new swag, the LAC has fundraised for and suggested items to give to attendees or certain event guests such as stoles, stickers, portfolios, pens, and mugs. The LAC also uses this additional swag to thank special organizers and volunteers.





# Essential Details for Success

LAC

## The Financials

The LAC may only spend what they fundraise. The LAC does not receive additional funds from the ASA. Gift-in-kind spaces or other items that support LAC activities are wonderful additions. Exclusive use of the ASA bank account ensures tax exception for all donors. All remaining funds will be reallocated to general operating funds and used at the ASA's discretion to support Annual Meeting activities.

## Historic Sponsors

Sponsors have primarily been local colleges and universities so timing for their budget cycles is key. Other past funding and/or gift sources has included museums, diplomatic missions, vendors, places of worship, travel organizations, private donors compelled by the conference theme, and occasionally corporate funders. Any corporations will need to meet ASA guidelines.

## Advertising at ASA

A major selling point for donor institutions is the number of Annual Meeting attendees which averages 1800–2500 people. LAC Exhibit Booths should highlight sponsors as well as Annual Meeting content and all sponsors are included in our program book and Annual Meeting app. The LAC is responsible for gathering information such as sponsor logos for inclusion in these materials.

# LAC Deliverables Deadlines



This timetable ensures a smooth year of planning



## March 15

- Proposed budget breakdown subject to change.
- LAC Sponsored Session information submitted directly through the Annual Meeting submission portal.



## August 30

- Co-Chairs Welcome Letter & Headshots for program book.
- Final Program Book text for all LAC listings and special events.
- Exhibit Booth contacts (often student volunteers or staff).
- Details on added purchases handled by ASA with LAC funds (swag, photo assignments, etc.).



## September 30

- Final list of volunteers and any additional LAC sponsored pre-registrants including full names and emails.
- Contact names for formal thank you letters for LAC members.



## December 15

- Final Expense Reports.
- Final Narrative Reports reviewing the year's activities, successes, and suggested changes or innovations for the next LAC.

\*Secretariat will provide past average expenses and examples of all program book material for reference.



## Our Commitment to You



The LAC is one of the most valuable committees at the ASA as they are responsible for planning and funding the events that make the Annual Meeting memorable and unique in the host city. The ASA is committed to supporting the LAC with creative problem solving, helpful information, past reports, and additional tools at our disposal to help the LAC succeed. We hope you'll help make this Annual Meeting an event to remember.

## Our Supportive Workflow



The ASA Executive Director is responsible for setting financial expectations and meeting with the LAC Co-Chairs bi-weekly or monthly to support their activities. The ASA Vice President may also support the LAC as the chair of the Annual Meeting Committee. Finally, the Secretariat travels annually to the meeting location to view the site, liaise with the LAC members, host them at a cocktail hour, and discuss their vision for Annual Meeting events.



Thank you for  
your time!



# Any questions?

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