

# Guidelines for STARFLEET Region 6 Summit

The Summit Coordinator is responsible for coordinating the Summit under the direction of the Regional Coordinator. The Summit Coordinator is encouraged to delegate work to members of a Summit Committee. The basic requirements imposed by the RC on the Summit are:

- Gather the region for a weekend. Friends from outside the region are also welcome. The Summit Coordinator is responsible for setting up, programming, and publicizing Summit.
- Provide time and space for a general session, typically two hours on Saturday morning. All Summit attendees are expected to attend the general session.
- Provide time and space for the RC to meet with the chapter Commanding Officers. This meeting may be a panel on Saturday afternoon programmed against another panel that the RC and CO's could not attend. This meeting may also be done over lunch on Saturday or at another time arranged by the Summit Coordinator with the RC.
- Make a profit for the region, if at all possible. A small profit from Summit is necessary to maintain other regional programs, such as *Deep Freeze Six* and the checking account. The Summit is a fundraiser for the Region.

## Finances

There are two ways to handle financing of Summit. The bid must state which one will be used.

- The Summit Coordinator collects all registration and other moneys, pays all the bills, and either suffers any loss or hands over the profits to the Region with an accounting of income and expenses.
- Registration and other moneys are paid to the Region, which pays all the bills and suffers any loss. The Summit Coordinator still provides an accounting of income and expenses. The Summit Coordinator must arrange with the Region's financial officer how to hand over money and pay the bills. The financial officer may help with the accounting if requested.

## Flyer

The Summit Coordinator must produce a flyer and a registration form and send them by mail to, at a minimum, all Region 6 chapters and all members of STARFLEET's Admiralty Board at least 4 months before Summit. The Summit Coordinator will also be provided with a mailing list of previous Summit attendees. The flyer and registration form may be the same piece of paper. Flyers should also be available at the preceding Summit, starting with the flyers for the 2004 Summit, and the Region 6 Conference at ValleyCon. The flyer must include:

- Contact information for Summit, minimally the address to which registration forms should be sent
- Summit dates
- Summit location
- Hotel contact information. Even if Summit is not held at a hotel, one should be recommended to the attendees.
- Hotel room cost
- Registration costs
- Optionally, theme, logo, and any special event information

The registration form should request:

- Name
- Contact information
- Probably rank, chapter, and region for the name badge

## Advertising

In addition to the flyer/registration form, the following methods of advertising should be used.

- Region 6 newsletter
- Region 6 e-mail listserve (sfr6@yahoogroups.com)
- Region 6 Summit web site (<http://www.geocities.com/r6summit/>)
- STARFLEET Communiqué
- STARFLEET Announcements e-mail listserve

## Registrations

Most attendees will pre-register for the entire weekend. Some may register at the door. People accompanying attendees may wish to purchase meals, if offered, without attending the rest of Summit. It is fair to not sell meals, if offered, and merchandise, if offered, at the door. Some attendees may come only Saturday. Some attendees are children and should get discounted rates.

## Schedule

Following is a typical Summit schedule. The only required event is the general session. The remaining events are at the discretion of the Summit Coordinator. However, the Summit Coordinator should be aware that the following are the expectations of those who have attended previous Summits and Summits in other regions. The RC should be informed as soon as possible of any deviations from expectations.

- Friday evening mixer/party. The Summit Coordinator may arrange for this to be hosted by a chapter.
- Saturday morning general session. The Summit Coordinator typically welcomes the attendees and turns over control to the RC at the beginning and then receives control back at the end.
- Saturday lunch. Summit typically provides a lunch which attendees may purchase in order to save on the time it would take for everyone to go out for food.
- Saturday afternoon panels or round tables. The Summit Coordinator typically programs two or more tracks of hour-long discussion sessions on various topics of interest to the attendees. The Summit Coordinator is responsible for recruiting leaders for these discussions and assigning times and places. Discussion leaders may be recruited from the pre-registered attendees. The number of tracks, length of the sessions, and topics are at the discretion of the Summit Coordinator. They don't even have to be discussions. Lectures, demonstrations, and classes are all possibilities. The object is to give the attendees things to do which are potentially interesting and useful for STARFLEET members. If enough children are attending, programming specifically for them would be a good idea.
- Saturday evening banquet. This is an optional event for an additional cost. For a small Summit, it may take the form of everyone interested going to a restaurant together. There may be a dance after the banquet or some other entertainment. Those not attending the banquet should be welcome to the dance/other entertainment. Family members of attendees may wish to attend the banquet but not the rest of Summit.
- Sunday morning session. This is typically everyone sitting around providing feedback on the Summit.
- The Summit Coordinator is encouraged to hold the Region 6 Mini-Golf Tournament at some point during the weekend.
- The Summit Coordinator may invite the STARFLEET Quartermaster to attend and sell STARFLEET merchandise.

- The Summit Coordinator may invite an Academy Away Team to Summit. The Academy may instead send a box of Academy courses. The Summit Coordinator, or designate, must take responsibility for the courses, sell them, collect the money and registration forms, and send the money, registration forms, and unsold courses back to the Academy within a month.

### Expenses

The following expenses must be planned and accounted for.

- Meeting space. A hotel will typically provide free meeting space if enough hotel rooms are used. Don't count on enough hotel rooms being used. If possible, get the meeting space on a sliding scale where some of the room block being used reduces the cost of the meeting space. It can also help to get it stated in terms of room nights, so that people who stay only one night still count, and people who stay an extra night can count for more. Also be careful when setting the size of the room block. Fans may average more than two people per room.
- Food. This includes lunch and banquet, if offered, party snacks, etc.
- Name badges and program books. These are expected by the attendees, but are provided at the discretion of the Summit Coordinator.
- Advertising. This includes the mandatory flyers, postage for mailing them, and possibly paid ads in other publications. The Summit Coordinator may also mail confirmation postcards to pre-registered attendees.
- Signs and any other decorations for the party and meeting spaces.
- Complimentary registrations. So far, we haven't been able to afford any. That means that the RC, the STARFLEET Quartermaster, and the Summit Coordinator have all paid to attend. However, the Summit Coordinator's registration is likely to be unpaid in the sense of being set against unreimbursed expenses.

### Income

Income may come from the following sources.

- Registrations
- Ads in the program book
- Raffle or auction or other fundraiser. This may be billed as a charity auction, but the bills must be paid, including other regional expenses, before any money goes to charity. Bear in mind that the advantage of billing a fundraiser as being for charity is to get mundanes to contribute.
- Merchandise. The Summit Coordinator may choose to sell items like T-shirts with their Summit logo. The Summit Coordinator should be careful not to buy more than can be sold, for example, by requiring that merchandise can be ordered only with pre-registrations.

### Bid

The bid must be written on paper and three copies sent to the RC by the due date. For the 2003 Summit, the due date is September 15, 2002. Thereafter, the due date is May 1.

Prospective bidders may obtain copies or summaries of the final reports for previous Summits from the RC to assist in their planning. These final reports do not include the mailing list. The bid must contain:

- Name and contact information for the Summit Coordinator
- Summit Date. The preferred date is the third weekend of June.
- Location. Include a signed Letter of Intent from the hotel (or other facility) outlining all function space, sleeping rooms, and catering arrangements that they are holding. The Letter of Intent should indicate that arrangements are being held until October 15 (for 2003)

or June 15 (thereafter) pending the decision of the Region Coordinator. Include name and contact information of hotel (or other facility) representative assigned to the Summit.

- Budget
- Tentative schedule
- Theme and logo, if possible
- A sample flyer/registration form

#### Reporting

The Summit Coordinator must report at least monthly to the RC in writing. E-mail is acceptable. The following must be included.

- Number of registrations. This may include the names of those registered.
- Number of hotel rooms reserved and number remaining in the block.
- Advertising progress, including number of flyers sent out, to whom, what publications have ads been sent to, where on-line has information been posted, what web sites have added links to the Summit web site, etc.

#### Final Report

After Summit, the Summit Coordinator must send a final report to the RC within 2 months. This report must include the following.

- Report of actual income and expenses
- Attendance
- Hotel rooms used
- Summit artifacts, such as any flyers and program book
- A paragraph on what advertising was done and how effective it was
- Successes
- Lessons Learned
- Suggestions for the future
- Additions to the mailing list

#### Winning the Bid

The winner of the bid will be announced by October 1, 2002, for the 2003 Summit and by June 1 for Summits thereafter.