

## **PROGRAM GUIDELINES**

### **Program Basics**

Your program may be developed along any format you choose:

- Community Service
- Field Trip
- Group Study
- Hands-on Activities
- Panel Discussion
- Question and Answer
- Speakers Forum
- Other

Interaction between participants and speakers is encouraged. Let your imagination run free. BE CREATIVE!

In the past, the typical program has lasted between four and five hours. It is suggested that your group limit itself to this timeframe. If additional time is needed, the request should be referred to the curriculum committee. Start and end your program on time.

Focus on and communicate logistics such as location, props, cost, notification of all interested parties, and thank-you letters. Follow up with guest speakers.

Any expenses, such as breaks, breakfast, lunch, printing, transportation, etc. will need to be raised by the team. This is your group's responsibility. Remember to acknowledge such gifts during and after your programs. **Only Roanoke Regional Chamber members should be used as to provide support for your program.**

Handouts and reading materials, such as speaker's bios, are all great for future reference. As you educate your fellow participants about your program topic and call to action, materials are useful for handout purposes. Materials kept are excellent resources for future participation.

The Roanoke region is the stage for your program. Select your location creatively from the list of Chamber members found on the Chamber's website directory. Your advisor will be sharing updates on locations and speakers chosen monthly to prevent duplication of program sites and speakers, so decide early.

Your sponsor will be invited to attend your program, so it is a great opportunity to share your LRV experience and learnings.

## What Makes a Good Program?

1. Programs should **identify, probe, and explore** regional hot topics, rather than concentrate exclusively on imparting information.

Considerations:

- Any necessary background information (e.g., on the topic, speakers) may be distributed in advance.
- Find the areas of controversy and see that various points of view are represented.
- Identify the range of realistic alternatives to solving problems.

2. **Goals and objectives** should be determined by each participant group. Establishing goals and objectives will assist in focusing the group's energies into the key issues. Planning the presentation will be easier if all members of the group understand the goals and objectives of the program.

Considerations:

- Who are the opinion leaders in this region?
- What are the most pressing issues in this region?
- What is the knowledge level of the participants?
- How much material may realistically be covered in the time allotted?
- What insights do you want the participants to gain?
- What is the issue today?
- What are the implications for tomorrow?

3. The ideal learning event is difficult to determine. Remember that opening and closing exercises are important. It is recommended that:

- An "ice breaking" exercise start the day to allow for continued interpersonal growth
- At least one-half hour be allotted at the end of the day for a "closing" exercise allowing for a wrap-up, pulling together, and airing feelings. A typical program format schedules from 8:00/8:30 AM to 1:00/1:30 PM; however, you are not limited by this. Programs may be scheduled in the morning, afternoon, or for the entire day depending on what your group is trying to accomplish.
- Plan breaks as needed for program length. Please spare the participants "seat fatigue."

4. When designing the program, consider a variety of formats to ensure reaching the program's objectives:

- How can we best demonstrate a point, convey opinions, and impart knowledge?
- Who and what would be our best resources?
- Where\* and in what setting can we best impart this knowledge?
- What types of technology might help us accomplish our objectives?

\* It is meaningful for LRV participants to visit as many areas of Roanoke as possible throughout the year. Locations are limited only by the issue(s) being developed, the weather, travel time, and Chamber membership. BE CREATIVE!

5. Generally, programs are most successful when the creativity and imagination of the participants becomes an integral part of the overall program design. Provide an opportunity for participants to be somewhere, speak with someone, or do something that they would not be able to do under normal circumstances.

6. The planning group may wish to bring in an outside facilitator. The facilitator would attend the entire program and lead the closing exercise. Curriculum advisors can help identify persons who have been

particularly effective in this role. It is suggested that your group identify all outside speakers, panel members, and facilitators as early as possible. Try not to utilize individuals who are part of another LRV program. Your curriculum committee advisors should be kept informed of potential outside speakers to ensure no duplication occurs.

7. An **evaluation form** must be developed for each program and should be reviewed by the curriculum committee during the program review process. The evaluation form is to be administered at the conclusion of the day's program. The evaluation should seek to measure the extent to which the goals and objectives were met as well as to evaluate other factors such as logistics and presenter effectiveness. **Curriculum advisors** will work with each group's evaluation coordinator in preparing the evaluation form.

If you would like, your group can develop an electronic evaluation (e.g. SurveyMonkey.com). Please forward your invitation and evaluation reminder to the Chamber liaison, no later than two (2) weeks prior to the delivery of your actual program. The evaluation will be electronically distributed the afternoon of your program to all LRV participants and curriculum advisors.

A summary of results should be forwarded to the Chamber liaison within **one week** and should be included in your group's final report. (Refer to *Final Report Summary*.)

8. Planning early is important because program topics and guest speakers often cross topics with multiple groups vying for the same guest speakers. Avoiding repetition is desirable. Finally, planning early will help to assure you of the guest speakers of your choice. These individuals tend to have very full schedules and must be booked as early as possible. Remember, guest speakers may need to cancel; have backups for everyone.

9. Unless otherwise requested, no media is allowed access to LRV activities.

10. **Words of Wisdom** (gained from experience)

- Start on time (even if participants are missing).
- Consider giving participants some choices by having concurrent sessions.
- Explain the day's objectives as part of the session's introduction.
- Consider the length of time needed to travel from one location to another and use that time creatively (e.g., games, icebreakers).
- Allow plenty of time for getting organized on program day; be certain you can get in the building.
- Beware! Some VIP's do not know as much as their staff.
- Avoid having a passive audience. Even when there is a speaker, prepare the audience for active listening. Lecture formats can be dull.
- Work in subgroups as often as feasible throughout the day.
- Often the richest resources reside in the LRV participants themselves. Simulation exercises, role playing, and problem-solving activities draw on participants' experiences.
- Recognize underwriters and financial supporters of your program.
- Beware of panels after lunch (typically naptime).
- Check and double check. Confirm final plans with all involved right before the day.
- Narrow your focus early to give your group time to plan and less time brainstorming.
- Pick a topic about which the entire group is excited. This will increase the level of participation.
- Always try to mingle with all participants at each program, and feature networking opportunities.
- Reach outside of your comfort zone. Do not choose a topic because it is easy; use this opportunity for personal, professional, and community discovery.
- BE CREATIVE! Find methods to involve all LRV participants in each step of your program.

## Program Logistics

Participant groups should provide for an appropriate flow and transition from one section of the program or location to another. In addition, there are speaker, material, and contingency factors that must be considered.

### 1. Guest speakers

- Who is responsible for each person?
- How does this person fit into the program?
- Aim high - go after the BEST possible presenters
- Get commitments from guest speakers early
- Get commitments from backup speakers for each speaker as well
- Collect speaker biographies
- Each guest should be given the necessary information in writing about Leadership Roanoke Valley, the day's agenda, the location, and the expectation of them as a participant. (It is a good idea to share this information with each speaker in advance to so they have context for their comments. Refer to the *Welcome/Overview* page for language to explain the LRV program.)

### 2. Location

- *Remember that the entire Roanoke region is your classroom!* Try to choose locations appropriate to the subject matter that may represent a new experience for most participants.
- Visit the location prior to the session to ascertain:
  - Size of meeting rooms
  - Lighting, acoustics, climate/environment
  - Appropriateness for program subject matter
  - Adequate break-out rooms
  - Facilities for service of meals
  - Adequate electrical accessories (extension cord, electrical outlet)
  - Make allowances for adequate transition time from room to room or from location to location

### 3. Materials

- Audio-visual equipment in place and tested
- Easels, flipcharts, markers, pads, pencils as necessary
- Provision for breaks and meals

### 4. Contingency Considerations

- Murphy's Law - give yourself some alternatives
- Think about how your program could get off schedule and how to prevent it

### 5. Thank you Letters

- Write thank you letters to every guest speaker and sponsors. *This is a very important detail!*
- Remember to recognize and thank each speaker and sponsor during the program and follow up with a written thank you note as well. (Contact Chamber liaison for Chamber stationary.)

### 6. Mailings

- Each planning group is responsible for their program's clerical and invitation/announcement design work. All written materials must be approved in advance by Chamber liaison to ensure that everyone follows an approved Chamber format and uses correct LRV/Chamber logo.

## **Program Financing**

The Roanoke Regional Chamber does not provide funds for your group's program. Your group will be responsible for raising any funds needed to present your program. This may include: refreshments, meals, transportation, speaker fees and/or gifts, parking, venue fees, postage, and other direct expenses. (Refer to *Sample Financial Report*.) You may contact the Chamber liaison for Chamber stationary.

If funds are raised but not spent by the group, they will be allocated to the following years LRV class for enhancements to programs such as Retreat, the Leadership program, or to the LRV Scholarship Fund. They are **not** to be used for social activities for your group or given as donations to local organizations.

In planning for program expenses, sponsors should be solicited by the group. Please be sure to recognize donations, contributions, and in-kind gifts properly from your program sponsors. **The Chamber is a 501(c) 6 not-for-profit organization and therefore is not tax-exempt.**

**All monetary contributions** are to be made to the **Roanoke Regional Chamber of Commerce** with a notation about the specific LRV program to which it applies. All disbursements of funds will be the responsibility of the Chamber. A check request form is required for all disbursements. (See *Check Request Form*.)

**The Chamber check request deadlines are the 10th and 25th of each month. Plan at least five (5) business days to receive the check after the check request deadline.** Do not promise a vendor payment on the day of service unless a check request form has been submitted well in advance and verified by Chamber staff.

## **Countdown Checklist**

Each planning group should prepare their own program checklist, one that is unique to their needs and goals.

### **Two weeks prior to the program date, have you...?**

1. \_\_\_\_\_ Sent an electronic invitation reminder to the Chamber liaison with time, place, location and parking directions. Maps are often necessary. Suggestions on appropriate attire for the session may be helpful.
2. \_\_\_\_\_ Visited and arranged all details of the meeting place.
3. \_\_\_\_\_ Considered all the physical requirements for the day:
  - \_\_\_\_\_ Seating arrangements
  - \_\_\_\_\_ Furniture - podium, microphone, tables
  - \_\_\_\_\_ Drinking water and cups for presenters
  - \_\_\_\_\_ Refreshments
  - \_\_\_\_\_ Coat racks
  - \_\_\_\_\_ Ventilation, heating and lighting
  - \_\_\_\_\_ Audio-visual equipment
  - \_\_\_\_\_ Chalkboard, flip chart, easel, chalk, markers, pencils, etc.
4. \_\_\_\_\_ Prepared and secured necessary aids/equipment:
  - \_\_\_\_\_ Visuals
  - \_\_\_\_\_ Handouts
  - \_\_\_\_\_ Films, videos, slides
  - \_\_\_\_\_ Film, camera
  - \_\_\_\_\_ Name tags, place names
5. \_\_\_\_\_ Checked to be certain equipment is in working order.
6. \_\_\_\_\_ Planned to rehearse/review the total design together before the day of the event.
7. \_\_\_\_\_ Confirmed/reconfirmed with all guest speakers and outside participants in writing.
8. \_\_\_\_\_ Prepared an evaluation form (See *Sample Evaluation Form*).

### **Immediately after the program, have you...?**

1. \_\_\_\_\_ Written thank you letters to all guest speakers and sponsors.
2. \_\_\_\_\_ Completed your final report (See *Sample Final Report*).

## **Final Report**

A **FINAL REPORT** must be bound in some manner and submitted to the Chamber liaison within one (1) month following the presentation of the group's program; however, the group presenting in May will have a week and a half to turn-in their final report. (See *LRV Calendar of Events* for dates.)

The final report must include a:

1. **Summary** that includes the program goals and objectives, how the program went, if the program achieved its goals, and what you would have changed
2. CD with approximately **250 word program description** and **photographs** documenting the entire planning process and the day of the program.
3. Copy of the **initial and final plans** presented to the Curriculum Committee
4. Copy of the **invitation**
5. Copy of the program **agenda and handouts**
6. **Summary of evaluations** collected from attendees and notes from the group addressing comments, challenges, how you would do things differently, etc.
7. **Financial summary.** (See *Sample Financial Report* when preparing your financial report summary. This form gives the Chamber a record of individuals or businesses that supported LRV as well as a record to account for the group's income and expenses, surpluses and deficits.)

*See Chamber liaison about any questions on format.*

**Roanoke Regional Chamber of Commerce**  
**Leadership Roanoke Valley Program**  
**Check Request Form**

Date of request: \_\_\_\_\_

Check needed by: \_\_\_\_\_

*The Chamber check request deadlines are the 10th and 25th of each month.*

*Plan five (5) business days to receive the check after the check request deadline.*

Check amount: \$ \_\_\_\_\_

Make check payable to: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
(Re-imbusement checks will only be mailed to home addresses.)

Purpose of check: \_\_\_\_\_

\_\_\_\_\_

Select the Program to be charged:

- |   |  |
|---|--|
| <input type="checkbox"/> Opening Breakfast      | <input type="checkbox"/> Education             |
| <input type="checkbox"/> Retreat                | <input type="checkbox"/> Regionalism           |
| <input type="checkbox"/> Leadership Program     | <input type="checkbox"/> Economic Development  |
| <input type="checkbox"/> Networking Program     | <input type="checkbox"/> Environmental         |
| <input type="checkbox"/> General Assembly Visit | <input type="checkbox"/> Community Involvement |
| <input type="checkbox"/> Graduation             |  |

Submitted by: \_\_\_\_\_

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For Chamber Use Only

Approved by: \_\_\_\_\_

Budget No.: \_\_\_\_\_

Vendor No.: \_\_\_\_\_

Voucher No.: \_\_\_\_\_

## **Sample Program Evaluation**

### **2007 LRV Economic Development**

Thank you for attending the recent taping of "Economic Development Today: A New Look at an Old Problem" held on Wednesday, December 19, 2007 at the Claude Moore Education Complex. To help us schedule guests for upcoming shows and to better understand today's audience, we invite you to take five to ten minutes to respond to the following survey questions. Please provide your response by Friday, December 21, 2007. All responses are anonymous so please be candid as your feedback will be used to enhance future shows. The producers of the show thank you in advance for your time.

#### **I received an invitation to the show because**

- I am a current LRV participant.
- I am a current LRV Curriculum Advisor.

#### **My level of interest in economic development prior to attending this show was best described as**

- High. You could consider me an economic development junkie.
- Medium. I have thought about this topic before but never really knew how to get involved.
- Low. Not my cup of tea.

#### **Having attended this show, my level of interest in economic development issues has**

- Increased.
- Stayed about the same.
- Decreased.

#### **I found the format for this particular show to be**

- Helpful in assisting with the presentation of the subject matter.
- Distracting, which interfered with my ability to follow the presentations.
- Neither particularly helpful nor distracting—you've seen one program on economic development, you've seen them all.

#### **Of the three specific segments of the show, I thought the following segment was the most informative**

- Too Slow (the audience-led discussion)
- Too Fast (the interviews with particular guests)
- Just Right (the panel discussion)

**Of the three specific segments of the show, I thought the following segment was the most entertaining**

- Too Slow (the audience-led discussion)
- Too Fast (the interviews with particular guests)
- Just Right (the panel discussion)

**At the end of the show, I thought the Call to Action**

- Presented good suggestions on how I could get involved with these issues.
- Could have done a better job helping me understand how to get involved.
- Call to Action? I was too busy enjoying the cake.

**What was the highlight of the show?**

**What, if anything, did you appreciate about the show that you did not expect?**

**If you had served as a producer for this particular show, what suggestions or ideas would you have brought up that might have enhanced the show?**

Thank you again for your participation in our program. We look forward to seeing you on January 16th for our trip to the General Assembly.

LRV 2007 Economic Development Team

## Sample Financial Summary Report

Leadership Roanoke Valley - Governmental Affairs Program  
Summary of Receipts and Disbursements

<u>Contributions</u>	<u>Cash</u>	<u>In Kind</u>	<u>Total</u>
National Business College	\$200.00		\$200.00
Foti Flynn Lowen & Co.	\$300.00		\$300.00
Optical Cable	\$200.00		\$500.00
Met Life	\$200.00		\$200.00
Turner	\$50.00		\$50.00
Woods Rogers Hazlegrove	\$250.00		\$250.00
The Roanker - Breakfast/2 trays of biscuits, two trays fruit		\$200.00	\$200.00
YMCA - Door Prizes/2 one-month membership certificates		\$80.00	\$80.00
Roanoke College - Door Prizes/t-shirt and water bottle		\$31.50	\$280.00
Woods Rogers Hazlegrove - Door Prizes - WRH Gear		\$100.00	\$100.00
National College of Bus. & Tech. - Door Prizes/2 shirts		\$40.00	\$40.00
Wyndham Roanoke Airport Hotel - Notepads for participants		\$25.00	\$140.00
Optical Cable - 60 notepads and pens for participants		\$25.00	\$25.00
Foti Flynn Lowen & Co. - Miscellaneous supplies		\$25.00	\$25.00
National College of Bus. & Tech. - Printed invitations/handouts		\$250.00	\$50.00
Roanoke Regional Chamber of Commerce - name tags		\$100.00	\$100.00
Thomson Learning - Speaker Gifts - 4 books		\$400.00	\$400.00
Coca Cola - Five cases of beverages		\$40.00	\$500.00
InSystems - Meeting Space		\$100.00	\$100.00
<b>Total Contributions</b>	<b>\$1,200.00</b>	<b>\$1,416.50</b>	<b>\$2,616.50</b>

<u>Expenses</u>	<u>Cash</u>	<u>In Kind</u>	<u>Total</u>
Higher Education - Meeting Space	\$320.00		\$320.00
Kinko's - Meeting Space	\$225.00		\$225.00
InSystems - Meeting Space		\$100.00	\$100.00
Seattle's Best - Lunch	\$393.87		\$393.87
The Roanoker- Breakfast		\$200.00	\$200.00
Beverages	\$5.20	\$40.00	\$45.20
Snacks	\$21.09		\$21.09
Supplies	\$125.89	\$425.00	\$550.89
Barnes & Noble - Two speaker gifts	\$60.00		\$60.00
Thompson Learning - Four speaker gifts		\$400.00	\$400.00
Door Prizes		\$251.50	\$251.50
<b>Total Expenses</b>	<b>\$1,151.05</b>	<b>\$1,416.50</b>	<b>\$2,567.55</b>

<b>Excess Revenue over Expenses</b>	<b>\$48.95</b>	<b>\$48.95</b>
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*This format was requested by the vice president of operations at the Chamber.  
Please follow this example for your budget summary. Thank you*

## Sample Sponsorship Letter

September 1, 2007

Mr. John Smith  
ABC Co.  
123 Street, NW  
Roanoke, VA 24017

Dear Mr. Smith:

I am a current participant in the Roanoke Regional Chamber's Leadership Roanoke Valley (LRV) program that was established in 1983 to encourage community leadership and give participants a better understanding of issues facing the NewVa region.

Participants (working as teams) are responsible for the planning and the execution of an informative and educational program to present to fellow participants. Each group is responsible for underwriting/sponsorship for the program expenses.

The Governmental Affairs committee is planning to examine Eminent Domain and its effect on the public and private sector in Southwest Virginia. The program will touch on specific instances where property rights have been challenged for the public good, and include a group exercise in which participants will evaluate a hypothetical eminent domain issue. Our program expenses are estimated at \$2,000. We are currently seeking sponsors who can help us offset these expenses. For a \$200 contribution, we will recognize your company on all printed materials and other promotional media, as well as be recognized the day of the program.

We hope that ABC Co. will consider sponsoring our program. It will help to provide a better understanding of our region's needs for consensus building and community development, which affect the quality of life for the NewVa region. Should you have any questions or need further information, please contact me at 983-1234.

Thank you for your support.

Sincerely,

Jane Doe  
123 Co., Leadership Roanoke Valley – Class of 2008

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Yes, I will contribute to Leadership Roanoke Valley's (LRV) Governmental Affairs' program.  
Enclosed is our check for \$\_\_\_\_\_.

**Please make check payable and mail to the:**  
Roanoke Regional Chamber of Commerce  
Include memo: LRV's Governmental Affairs' program.  
210 S Jefferson St, Roanoke, VA 24011-1702