



How to Organize an APPA Facilities Drive-In Workshop

APPA's Facilities Drive-In Workshop offerings are an excellent way for APPA member institutions to encourage networking and professional development among educational facilities professionals within their local vicinity. **To host a half-day workshop at your institution, contact Corey Newman at corey@appa.org.**

APPA Business Partners are encouraged to consider sponsoring a Drive-In Workshop(s). Contact Corey Newman (corey@appa.org) for details.

The APPA Drive-In Workshop: Objectives and Benefits

- Provide local delivery of professional development and training to educational facilities professionals located within a two-hour driving distance to the workshop site.
- Reach out to professionals who might not normally have access to training and professional development opportunities, due to operating budget restrictions or similar constraints.
- Encourage networking of educational professionals at the local level.
- Introduce educational facilities professionals to APPA, its regions, and its chapters, with the intent of fostering further engagement of these professionals with the APPA organization.

The Drive-In Workshop Schedule

The APPA Facilities Drive-In Workshop is a half-day event that typically runs from 10:00 am – 2:00 pm. The event registration is at no cost to education facilities professionals. The workshop program includes lunch and breaks, the cost of which is assumed by the sponsoring APPA business partner. The content and speakers of each workshop is organized by the sponsor, with prior approval by APPA and the host institution. A typical program schedule is as follows:

9:30 am – 10:00 am

Registration and Coffee

10:00 am – 10:15 am

Introductory comments

10:15 am -- 11:15 am

First presentation/speaker(s)

11:15 am – 11:30 am

15 minute break

11:30 am – 12:30 pm

Second presentation/speakers

12:30 pm – 1:15 pm

Lunch Break

1:15 pm – 1:45 pm

Third presentation/speaker(s)

1:45 pm – 2:00 pm

Final Remarks and Closing

How are APPA's Drive-In Workshops Planned and Organized?

Each workshop is organized with the support of APPA, an APPA Business Partner, and a host educational institution.

Responsibilities of the Host Institution:

- Provide adequate meeting space, including tables and chairs (conference room plus adjoining registration area, as well as separate seating in adjoining area for sponsored luncheon).
- Supply audiovisual equipment (typical requirements are a podium, one or two mics, a projection screen and LCD projector).
- Arrange for parking for attendees.
- Provide menu options to the sponsor (if the host location site has a kitchen or works with required caterers). The sponsor picks up the cost of lunch and all breaks.
- The person coordinating on behalf of the host institution (typically the institution's facilities officer) is present during the workshop to welcome attendees and provide some introductory comments on APPA.

Responsibilities of the Sponsor:

- Works with APPA and the host institution to identify suitable session content and speakers, and firms up the program. This also ensures that the content is fully educational in nature, i.e., **does not advocate a particular product or service.**
- Manages on-site registration on the day of the workshop, distributes badges and distributes/collects evaluation forms.
- Pays sponsorship fees and the cost of food/beverage at the workshop.

Responsibilities of APPA:

- Manages event promotions (produces flyer, email invitations and distributes these promotions).
- Creates list of prospective attendees (from both APPA member institutions and prospective institutions). Shares this targeted attendee list with the host and the sponsor.
- Creates an online registration link and sends regular attendee registration reports out to the sponsor and host prior to the event.
- Works with host institution's facility officer to prepare any comments, supporting materials, slides describing APPA, benefits of becoming involved with APPA, etc.

The generic planning schedule on the next page shows how the host institution, sponsoring business partner, and APPA work with one another to organize and produce an APPA Drive-In Workshop.

PLANNING SCHEDULE – APPA DRIVE-IN WORKSHOP
(TIMES ARE APPROXIMATE)

DUE DATE (WEEKS)	RESPONSIBLE PARTIES	TASK
LOCATION		
12	Sponsor/APPA	Determine sponsor's preferred state/location for workshop
10	Sponsor/Host/APPA	Secure commitment of host institution
8	Sponsor/Host/APPA	Select date and hours of event
8	Host	Confirm building and address of workshop location
6	Sponsor/Host/APPA	Parking arrangements for attendees identified
4	Sponsor/Host	Initial f/b estimate identified - coffee, drinks, lunch
1	Sponsor/Host	Final f/b set/guarantee identified - coffee, drinks, lunch
PRESENTERS		
8	Sponsor	Presenters identified -- name, title, organization and bios
8	Sponsor	Presenter session titles identified
6	Sponsor	Sponsor provides full session descriptions to APPA
PROMOTION		
8	APPA	APPA finalizes target list of prospective attendees
8	APPA	on-line registration set up
7	APPA	Create flyer / e-mail
6	APPA	Marketing campaign to prospect attendee list launched
WELCOME / REGISTRATION		
2	APPA	Welcome letter from APPA President prepared, sent to sponsor
1	Sponsor	Handouts
1	APPA	Nametags

1	APPA	Final registration list, badges, evaluation. forms sent to sponsor via overnight/FEDEX
1 (72 hours before event)	APPA	"Event update" emailed to attendees with map, parking instructions, schedule
AUDIO/VISUAL		
4	Sponsor/Host	Audiovisual equipment ordered - - screen, projector, mikes
4	Host	Photographer assigned for onsite event photos
2	Sponsor/Host	Notepads and pens ordered
POST EVENT		
1 week after workshop	APPA	Post event "thank you" sent to attendees via email
1 week after workshop	APPA	Post presentations for download on APPA website (with approval of speakers)
2 weeks after workshop	APPA	APPA nonmembers in attendance receive follow-up info on member benefits

Questions? Contact APPA's Associate Director of Professional Development, Corey Newman at corey@appa.org.



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