



## *Outline and Protocol for Hosting Regional or Chapter Events*

### OVERVIEW

**Purpose:** The purpose is to provide valuable information to your constituents in an environment in which they can interact with a roomful of peers and colleagues, asking questions of subject matter experts, and examining real-world applications of the information you're covering. It really helps cement your new knowledge.

#### **The benefits of a Regional or Chapter training event:**

- The latest, most up-to-date information delivered by experts in the field
- In-depth training on the topics your constituents need
- A chance to interact with others facing the same problems
- An open forum in which your constituents can ask questions and be engaged

#### **What is Hosting a Workshop?**

Hosting a workshop/regional event is an arrangement between the Region/Hosting Chapter and NOBLE HQ to conduct an event. The event will be conducted on a mutually agreed upon date, at a mutually agreed upon location.

- Pick topics that are relevant to all (i.e., 21<sup>st</sup> Century Policing; Opioid Crisis; Human Trafficking) or to your area (i.e., Gang Related Issues; Illegal Immigration)
- The Regional VP should take the lead and contact the local chapter presidents in their region to ask for topic suggestions or speakers.
  - Use your constituent networking – you never know who knows whom!
  - What has affected the local law enforcement community in your area?
  - Examples of topics: 21<sup>st</sup> Century Policing; AT&T/FirstNet; Human Trafficking; Opioid Crisis
  - Examples for the business meeting: How to Fundraise; How to Hold Community Events; How to Hold a Law and Your Community Event; Recruitment Campaigns
- Secure sponsors to underwrite the conference / meeting through a sponsored key note speaker and/or luncheon
  - Historically the Region or Host Chapter will pay for lunch should you not be able to obtain a sponsor
  - You may ask other Chapters to Co-Sponsor with you and ask them to assist with any costs of hosting the event
- It is **highly** recommended that the event be at a minimum of 2 days
- It is **highly** recommended that a sponsor(s) be secured to provide a key note speaker and the lunch and/or to underwrite the event.
- It is **highly** recommended that you have noted speakers on a panel discussion
- **Biggest suggestions** from past attendees – provide enough time for Q&A
- Ample time to market said event (it is recommended 2-3 months)
  - Post on your NOBLE chapter page
  - Email and communicate with your members
  - Coordinate communication with your Regional Vice President
  - Invite the state chiefs association and the state sheriffs association
  - Communicate this information in your community (if appropriate)
- It is recommended that light refreshments be provided for break(s)
- Please contact NOBLE HQ if you need help and/or have questions

## What are the Host's Responsibilities?

- The host agency provides training space for a minimum of 50 people
- Classroom style seating is best, to give everyone space for writing and laying out materials
- The host chapter usually provides light refreshments for morning and afternoon breaks
- The Region **AND** Hosting Chapter should market the event locally and within the region to announce the event and provide reasoning as to why they should attend
- The Hosting Chapter is responsible for advertising the event and all registration procedures
  - It is highly encouraged that RSVP's are asked for to get a feel of the attendance
  - Tap someone to be your POC for RSVP's; questions and comments
  - An attendee list should be collected with their Full Name; Title/Rank; Organization; and email
  - A sign in sheet should be passed around to collect anyone who showed up on site
- Any literature or handouts should be prepared and approved prior to the event
  - It is recommended that they are emailed to the attendees prior to the meeting
  - Hosting Chapter should have this information which is collected via the RSVP process
  - All handouts or literature should be approved by NOBLE HQ
- Provide any speaker with their allotment of time so they know when to stop and allow for Q&A
- Have a person designated to time the speakers and signal when they are about to approach the end of their time allotment
- Provide invitations to your Members; Chief and Deputy Chief of Police; Principals of local Schools (if appropriate); local community members (if appropriate and dependent upon topic)
- Consider a recruitment or retention campaign at the event
  - Offer a waived reinstatement fee if they renew at the meeting
  - New members who join at the meeting – enter them into a drawing to win prize “X”
- Conduct a survey at the end of the event to collect feedback
- A thank you should be sent to any sponsor; panel members; speakers; attendees and Regional VP
- Provide information on marketing which includes if there is a hotel block and any ground transportation rates that can be provided (ball park)
- Please contact NOBLE HQ if you need help and/or questions

## Can the Workshop be Modified to Suit the Region or Hosting Chapter Needs?

Absolutely! You know your area better than anyone. It is recommended that one of the topics be included as part of training during the business meeting.

### ***Recommended Sample Agenda for 1 day Training Session:***

- Agenda
  - 7:00am-8:00am Light breakfast
  - 8:00am-8:15am Introductions and any housekeeping information
  - 8:15am-9:30am Topic 1 -- Speaker/Panel
  - 9:30am-10:00am Q&A
  - 10:00am-10:15am Break
  - 10:15am-11:30am Continuation of Speaker/Panel **or** Topic 2 - Introduce New Speaker/Panel
  - 11:30am-12:00pm Q&A
  - 12:00pm-1:30pm Lunch and Keynote Speaker
  - 1:30pm – 2:30pm Region/Chapter Business Meeting
  - 2:30pm –2:45pm Break
  - 2:45pm-3:45pm Continuation of Region/Chapter Business Meeting
  - 3:45pm-4:00pm Q&A and Wrap Up

**Recommended Sample Agenda for 2-day Training Session:**

- Day 1 – Training
  - 7:00am-8:00am Light breakfast
  - 8:00am-8:15am Introductions and any housekeeping information
  - 8:15am-9:30am Topic 1 -- Speaker/Panel
  - 9:30am-9:45am Break
  - 9:45am-11:00am Continuation of Speaker/Panel
  - 11:00am-11:30am Q&A
  - 11:30am-12:45pm Lunch and Keynote Speaker
  - 12:45pm-2:00pm Topic 2 – Speaker/Panel
  - 2:00pm-2:15pm Break
  - 2:15pm-3:30pm Continuation of Speak/Panel
  - 3:30pm-4:00pm Q&A
  
- Day 2 – Training and Business
  - 7:00am-8:00am Light breakfast
  - 8:00am-8:15am Introductions and any housekeeping information
  - 8:15am-9:30am Topic 3 -- Speaker/Panel
  - 9:30am-9:45am Break
  - 9:45am-11:00am Continuation of Speaker/Panel
  - 11:00am-11:30am Q&A
  - 11:30am-12:45pm Lunch and Keynote Speaker
  - 12:45pm-2:00pm Region/Chapter Business Meeting
  - 2:00pm-2:15pm Break
  - 2:15pm-3:15pm Continuation of Region/Chapter Business Meeting
  - 3:15pm-3:45pm Q&A and Wrap Up

If you don't have a good base for topics to fill 1 ½ days consider holding a LAYC or Train the Trainer.

**NOBLE HQ**

Please contact NOBLE HQ to inquire about assistance on planning your event; event insurance; hotel needs; and sponsorships.

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## Outline and Protocol for Holding Regional or Chapter Events Steps to Holding an Event

### How do I Plan for a Regional or Chapter Event?

**Step 1:** Check the NOBLE Calendar of Events to ensure your event does not coincide with another event. Also, you may wish to check local or regional meetings that may be taking place that NOBLE is unaware of. An excellent source is to check your community calendar or Chamber of Commerce events lists.

- Please contact Heidi Ashley ([hashley@noblenatl.org](mailto:hashley@noblenatl.org)) and alert her to an event so that she may post on the master Calendar of Events.

**Step 2:** Discuss the event with NOBLE HQ

- Establish a meeting planning team that includes the following committees – (Please list them.)
- Date, time, location
  - It is **highly** recommended that the event be at a minimum of 2 days (It would be good to provide an explanation for this. Sometimes a one-day high impact meeting/training can be good in order to keep down costs for individuals for example hotel night stays, parking, meals.
- Topics/Speakers
  - The Regional VP should take the lead and contact the local chapter presidents in their region to ask for topic suggestions or speakers (if this is a local chapter event, who should take the lead?)
  - It is **highly** recommended that you have noted speakers on a panel discussion. Try to identify national or well-known regional local figures who will create a buzz and would draw a larger crowd. \_
  - Pick topics that are relevant to all (i.e., 21<sup>st</sup> Century Policing; Opioid Crisis; Human Trafficking) or to your particular area. (i.e., Gang related issues; illegal immigration)
    - What has affected the local law enforcement in your area?
    - **Examples of topics:** AT&T/First Net; Human Trafficking; Opioid Crisis
    - **Examples for the business meeting:** How to Fundraise; How to Hold Community Events; How to Hold a Law and Your Community; Recruitment Campaigns
  - Work with Heidi Ashley on a recruitment or retention campaign at the event.
    - Offer a waived reinstatement fee if attendees renew their membership at the meeting.
    - New members who join at the meeting can be entered into a drawing to win prize. This should be a part of your marketing for the meeting.
  - Provide any speaker with their allotment of time so they know when to stop and allow for Q&A.
  - Have a person designated to serve as a time keeper to signal the speaker or panelists when they are about to approach the end of their time allotment.
- Sponsors (?)
  - It is **highly** recommended that a sponsor(s) be gotten to provide a key note speaker and the lunch. (Should a sponsor be provided to identify a speaker or underwrite the costs of the event.

**Step 3:** Lock down your speakers/panel members immediately (How many weeks out are you recommending given this should be shared with the potential audience to increase attendance.

**Step 4:** Identify a potential venue and conduct site inspections to be sure the venue is appropriate and can accommodate your needs on the dates you have identified. (This should be step three because, you cannot market the event until the location has been secured) A key resource is NOBLE Consultant, Kevin Richardson, at (404) 840-7712, kevin.richardson@experientselect.com.

- Lock down your venue. (If hotel nights are required, aren't we encouraging chapters to use Kevin Richardson to negotiate rates?)
  - Space Requirements
    - How many days will the meeting be hosted?
    - How many people will attend?
    - What size room will be needed for opening or plenary sessions?
    - Number of concurrent/breakout workshops sessions you will host
  - Will a room block be needed? (Again, are we using Kevin for this?)
  - What is the setup for each session? (Rounds, Theater, Classroom, etc.)
  - What are your food and beverage needs? (meal functions, breaks, etc.)
  - What are your A/V needs? (Microphones (types and number), Screen, Projector, Podium)
  - Will you provide transportation or share transportation options for attendees?
  - Secure a space for registration.
  - Utilize signage (either create signage or use signage available at the hotel) to provide the locations for sessions/workshops)
  - Identify volunteers to serve as hosts/hostesses to provide directions and to answer questions.
  - Create an agenda that provides the times, locations and general information for the meeting.

**Step 5:** Work with NOBLE HQ on sponsors for the event

- It is **highly** recommended you have a sponsor for the event to help defray any costs

**Step 6:**

- Once the event is solidified, contact Heidi Ashley with all information regarding the event so that it may be posted on the Calendar of Events, the Region Calendar of Events and the hosting Chapter web page

**Step 7:** The Region **and** Hosting Chapter should begin marketing as soon as possible

- It is **highly** recommended that you allow a minimum of 3 months for marketing
- The Hosting Chapter is responsible for advertising the event and all registration procedures (Does National help at all with this via Constant Contact or on the website?)
  - It is highly encouraged that RSVP's are asked for to get a feel of the attendance
  - Tap someone to be your POC for RSVP's; questions and comments
  - An attendee list should be collected with their Full Name; Title/Rank; Organization; and email
  - A sign in sheet should be passed around to collect anyone who showed up on site (Should they not register onsite?)
- Any literature or handouts should be prepared and approved prior to the event
  - It is recommended that they are emailed to the attendees prior to the meeting
  - Hosting Chapter should have this information which is collected via the RSVP process
  - All handouts or literature should be approved by NOBLE HQ
- Provide invitations to your Members; Chief and Deputy Chief of Police; Principals of local Schools (if appropriate); local community members (if appropriate and dependent upon topic)

**Step 8: Conduct all after actions items**

- Conduct a survey at the end of the event to collect feedback
- A thank you should be sent to any sponsor; panel members; speakers; attendees and Regional VP
- Conduct a meeting post mortem with your planning team to review any outstanding issues and determine meeting success.

**NOBLE HQ**

Please contact NOBLE HQ to inquire about assistance on planning your event; event insurance; hotel needs; and sponsorships.

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