



american
institute for
conservation

**Preserving Cultural
Heritage**

Event and Program Planning Guide

July 2023

AIC members have benefited from a growth in year-round programming over the past few years. These have been primarily online events on topics relevant to specific groups or the membership as a whole.

FAIC has a professional development endowment that supports workshops in the field. Workshop topics are determined by staff and AIC Education and Training Committee with the needs of the greater field in mind. The FAIC strategic plan, field-wide assessments such as Held in Trust, and survey results are used to guide these decisions. For the past several years, FAIC has provided a proposal process to allow AIC groups and members to propose workshop topics for consideration by FAIC.

With recent growth in programming, we hope to develop a more integrated approach to planning across both organizations. The following processes and guidelines for program development by AIC committees, specialty groups, and networks are intended to assist both group leadership and staff with budgeting, staff support, promotion, communications, and consistency across the organization.

2023-2024 will be a trial year for these new procedures, and your feedback will help ensure that we create a tool that is helpful to everyone.

Planning Schedule for 2024 Events

This section addresses events outside of the Annual Meeting. For events happening at the Annual Meeting please refer to the Annual Meeting abstract submission schedule.

April - June: Staff works with specialty groups, networks, and committees to familiarize and start the process. Staff will share a list of topics previously proposed or requested. Group leadership selects topics, identifies potential instructors, coordinators, and/or host locations. Drafts budget in consultation with staff liaison and discusses funding options, including if the group is willing/able to commit funding. If surveying membership, consider planning for 3 years. [Survey template can be viewed here](#) and survey use should be coordinated with staff liaison.

July 1: Proposals submitted [through the application here](#) for review. Proposals will continue to be accepted and reviewed on a rolling basis as resources are available.

July - August: AIC Education and Training Committee reviews and selects which workshops FAIC will support; AIC staff reviews other topics for staffing and budgeting options. Events that are not approved will be added to a list of topic ideas to be considered in the future.

September 1: Staff liaisons share selection of events with budgets with groups.

October 1: Get commitment from coordinator, instructor(s), and host (if applicable), and schedule event.

November 1: Staff share tentative schedule of events for upcoming calendar year.

Early December: Budget approval by boards and schedule of events shared with membership.

Event Types

This section addresses events outside of the Annual Meeting. For events happening at the Annual Meeting please refer to the Annual Meeting Section below. Registration fees are for AIC members unless otherwise indicated. Non member rates are typically 20% more.

Workshops

FAIC can support a total of 10 workshops, whether online or in-person, per year (outside of the Annual Meeting).

In-person workshop

Interactive learning that includes either a hands-on component or has another reason that makes it not conducive to online learning. Workshops should be 3-5 days.

- Instructors: At least one instructor and one coordinator with option for up to three instructors
- Registration fees: \$165/day (plus option for lunch at \$25/pp/day) for AIC members
- Instructor payment: \$115 per hour or \$920/day (with 2 days of prep for a 3-day workshop, 2.5 days prep for a 4-day workshop, 3 days prep for a 5-day workshop)
- Coordinator payment: \$115 per hour (20 hours plus free registration)
- Accessibility Guidelines: https://www.culturalheritage.org/docs/default-source/resources/guidelines/speaker-guide/accessibility_guidelines_for_presenters_and_moderators.pdf?sfvrsn=4ecc0a20_10

Online workshop

Online events that include at least one live session (which can be recorded and viewed later) with option for multiple sessions (over days or weeks). Content includes: an interactive component such as a discussion, handouts and resources, and an option for pre-recorded case studies.

- Instructors: At least one instructor and one coordinator with option for multiple instructors
- Registration fees: \$20 per hour of online instruction for AIC members
- Instructor payment: \$115 per hour with 2 hours of prep for 1 hour of presentation
- Registrant access: One year from end of event

- Coordinator payment: \$115 per hour with 1 hour prep for 1 hour of presentation
- Accessibility Guidelines: https://www.conservation-wiki.com/w/images/0/05/Accessibility_Guidelines_for_Online_Events_and_Presentations_Combined_16Feb2021_Final.pdf

Symposium

1-3 day online or in-person program on a single topic (e.g. Collaborative Workshops in Photo Conservation symposium). FAIC can support 1 per year.

- Instructors: At least two coordinators and multiple presenters.
- Registration fees: \$100/day for AIC members
- Instructor payment: \$115 per hour with 2 hours of prep for 1 hour of presentation (Symposium presentations are usually 20-30 mins.)

Self-study course

Pre-recorded content from at least one instructor and handouts that participants can access any time. Self-study courses may include self-quiz components to assess learning as well as possibility to have limited-time access to communication with the instructor(s).

- Instructors: At least one instructor
- Registration fees: \$20 per hour of instruction
- Instructor payment: \$115 per hour with 2 hours of prep for 1 hour of presentation
- Coordinator payment: \$1,000 flat fee
- Registrant access: One year from registration
- Accessibility Guidelines: https://www.conservation-wiki.com/w/images/0/05/Accessibility_Guidelines_for_Online_Events_and_Presentations_Combined_16Feb2021_Final.pdf

Webinar

1-2 hour live informational session that can be recorded for self-study at a later time. Participants won't have access to video and microphone but can use the chat and Q&A feature. Groups should consider grouping webinars in webinar series. AIC can support no more than 1 webinar per month per group.

- Instructors: At least one instructor with option for multiple presenters or panel
- Registration fees: Typically free for AIC or group members, \$20/hour for non-members
- Instructor payment: \$350 for 60 minutes (based on \$115 per hour with 2 hours of prep for 1 hour of presentation) total, split amongst presenters if multiple presenters
- Coordinator payment: Group volunteer serves as coordinator, no fee
- Registrant access: One year from registration
- Accessibility Guidelines: https://www.culturalheritage.org/docs/default-source/resources/guidelines/speaker-guide/accessibility_guidelines_for_presenters_and_moderators.pdf?sfvrsn=4ecc0a20_10

Town Hall Session

AIC-hosted 60-minute sessions using Zoom meetings on a planned topic. These may provide updates or host topical discussions with room for feedback, or be held as an open forum to meet others and discuss a given topic. Gaining qualitative feedback is the intended outcome. We can offer up to 4 per year, with the Member Business Meeting serving as one of the four.

Networking/Discussion events

Can be in person or virtual. Online networking and discussion events should be no more than two hours with the majority of the time being spent in discussion, whether in small groups or in the whole group. Any presentations should take up less than half the meeting time. AIC can support no more than 1 webinar per month per group.

- In-person local events may be organized by members; staff should be alerted but do not manage.
- Funds for F&B, room rental, etc. come from membership dues.
- Lunch & Learn: Short online session, from 20-60 minutes maximum, with a predefined and narrow topic. Q&A period encouraged. May be Zoom webinar or meeting format, with meeting preferred. Recordings can be made with presenter permission, but recordings are only accessible for a limited time, such as one month.
 - Instructors: None
 - Registration fees: \$0 members, \$20/hour for non-members
 - Coordinator payment: Group volunteer serves as facilitator, no fee
 - Registrant access: One month from registration
- Networking: Guided or open
- Facilitated Discussion: Mostly discussion with some content added by the facilitator to create a starting point for conversation and push the discussion further.
 - Facilitator: \$115 per hour with 2 hours of prep for 1 hour of facilitation
 - Registration fees: \$0 members, \$20/hour for non-members; expectation that participants contribute to an output following the event (if applicable)

Annual Meeting Event Types

Pre or Post-session seminar or Symposium

Pre-session seminars offer the opportunity to explore a topic over the course of a half day or full day. Groups may propose these as part of the annual meeting program proposal process.

- Instructors: varies
- Registration fees: varies

In-person workshop

Interactive learning that includes a hands-on component or has another reason that makes it not conducive to online learning. Workshops should be a half day-2 days. FAIC can typically support 6-8 Annual Meeting workshops per year with up to 3 off-site.

- Instructors: One to three instructors
- Registration fees: \$132 per day for workshops at conference center, \$165 per day for workshops off-site
- Instructor payment: \$920/per day per instructor; no prep fee; no travel/accommodation support; speaker rate to register for meeting

Networking/Discussion events

Can be in person or virtual. Online networking and discussion events should be no more than two hours, with the majority of the time being spent in discussion, whether in small groups or in the whole group. Any presentations should be less than half the event time.

- Annual meeting events should be proposed to the Meetings & Advocacy by October
- Funds for F&B, room rental, etc. come from membership dues

Lunch Session

Lunch sessions are 90 minutes in length and are often panel discussions.

- Instructors receive comped lunch
- Registration fees: typically the cost of the lunch

Meeting

Groups may occasionally have need for informal meetings at the annual meeting. These require meeting room access arranged in advance by staff.

Online Workshop

At least one live online session (which can be recorded and viewed later) with option for multiple sessions, content includes an interactive component such as a discussion, instructor provides participants with handouts and resources, can be short (one time) or multiple sessions (over days or weeks), option for pre-recorded case studies.

- Instructors: At least one instructor and one coordinator with option for multiple instructors
- Registration fees:
- Instructor payment: Registrant access: Coincides with access to the virtual meeting; typically a few months
- Coordinator payment: varies
- Accessibility Guidelines: https://www.conservation-wiki.com/w/images/0/05/Accessibility_Guidelines_for_Online_Events_and_Presentations_Combined_16Feb2021_Final.pdf

Responsive Events

Occasionally, situations may arise that warrant responsive events that cannot be planned so far in advance. For example, there might be a desire to convene an online discussion following a

newsworthy cultural heritage event. Please notify your staff liaison to discuss these activities. They will be supported as much as resources allow.

Mechanics of hosting events

Participant Support

All in-person and online workshops will have free registration for one third of participants. This will be factored into the budget. Additional support can be provided with up to \$1,000 travel stipends for the participants receiving free registration, if budget allows. Host organization receives one complimentary registration.

The non-member rate for workshops is an additional 20% of the member rate. Member rates for workshops are for all AIC-members (not exclusive to specialty groups).

Accessibility Guidelines

Please include these accessibility considerations in your planning: https://www.conservation-wiki.com/wiki/Accessibility_Issues_in_Conservation.

Program Implementation Timelines

In-person workshop timeline for events outside of the annual meeting:

- 18 weeks before event staff sends LOAs to instructor(s), coordinator, and host and requests final workshop description and instructor bios
- 4 months before event announce workshop and open application
- 3 months before event close application and begin review
- 9-10 weeks before event review ends and selection of participants is made
- 8-9 weeks before event notify applicants of participation and funding status
- 7 weeks before workshop deadline for participants pay registration fee; unpaid spaces are offered to waitlist
- 6 weeks before event instructor(s) sent supply list to staff
- 4 weeks before event instructor(s) send handouts for printing to staff
- 3 weeks before event coordinator and staff order catering
- 2 weeks before event instructor(s) send digital handouts and message to participants
- 1 week before event staff sends message to participants and provides access to workshop portal

Online event timeline:

- 12 weeks before event staff sends LOAs to instructor(s), coordinator, and host and requests final workshop description and instructor bios
- 10 weeks before event announce event and open application (if applicable)
- 6-7 weeks before event close application and begin review (if applicable)

- 5-6 weeks before event review ends and selection of participants is made (if applicable)
- 4-5 weeks before event notify applicants of participation and funding status (if applicable)
- 3-4 weeks before workshop deadline for participants pay registration fee; unpaid spaces are offered to waitlist (if applicable)
- 2 weeks before event instructor(s) send digital handouts and message to participants
- 1 week before event staff sends message to participants and provides access to event portal

Annual Meeting **workshop** timeline:

- October 1: Staff requests final workshop description and instructor bios
- November 1: Final workshop description and instructor bios due to staff
- December 1: Workshop registration opens
- February 21: Workshop registration and budgets are re-evaluated by staff
- March 1: LOAs sent to workshop instructors
- April 1: Supply list due to staff
- April 15: Handouts for printing due to staff
- May 1: Digital handouts and message to participants due to staff

Workshop Roles

Organizer: An FAIC staff member will act as the administrative organizer and point of contact for the workshop.

- Create letters of agreement for the instructor(s), host, and coordinator.
- Create a workshop portal where individuals can register for the workshop.
- Create participant application form and manage application process including notifying applicants of their application status.
- Advertise the workshop through the AIC member communities, F/AIC social media, and the Global Conservation Forum. The organizer can advertise the workshop elsewhere if a list of contacts is provided.
- Order workshop materials (as budgeted for) if a list is provided with hyperlinks to each item.
- Order printed handouts (as budgeted for).
- Manage registration and create a participant list.
- Format and upload handouts and resources provided by the instructor(s) to the workshop portal.
- Send a message to participants with logistical information prior to the workshop.
- Manage a waitlist if the workshop is sold out.

Instructor(s): The instructor(s) will create and present the content of the workshop.

- Sign letter of agreement and provided complete W9 or wire transfer form
 - o Instructors are typically provided with \$920 per day of instruction and preparation (2 days of prep is usually budgeted for).

- o Travel expenses up to the budgeted amount are included in the agreement and will be reimbursed with receipts and a reimbursement form provided to the organizer. Instructor must make their own travel arrangements.
- Provide a workshop description, short bio, and headshot to use to advertise the workshop.
- Provide organizer with any pre-requisites for participation.
- Advertise workshop to their communities (outside of those that the organizer will advertise to).
- Participate in the anonymous review of applications and selection of workshop participants.
- Provide the host with any requirements for the workshop space including special equipment.
- Provide the organizer with a list of materials to be ordered six weeks prior to the workshop. The organizer will share this with the host to see if any supplies can be provided by the host.
- Provide the organizer with handouts to be printed four weeks prior to the workshop.
- Provide the organizer with digital handouts and message to participants two weeks prior to the workshop.

Host: A staff member at the institution that will be hosting the workshop (ideally a conservation staff member).

- Participate in the anonymous review of applications and selection of workshop participants.
- Advertise workshop to their communities, especially communities local to the workshop location (outside of those that the organizer will advertise to).
- Provide list of nearby accommodations and dining options to share with participants.
- Provide organizer with recommendation for catering or assist with internal caterer.
- Review list of materials and note if any can be supplied by host institution.
- Work with instructor and provide photos or information about the space and equipment.
- Provide organizer with logistical information to pass on to participants such as where to meet, what to bring/what not to bring into the workshop space, any local happenings in the evenings, parking, etc.
- Receive supplies and printed handouts being delivered to workshop site.

Coordinator: Could be a staff member or intern or fellow at the host institution, SG/Committee/Network member or leadership interested in assisting with the workshop, or an emerging professional local to the host institution and interested in assisting.

- Assist host with responsibilities listed above (some of this will depend on if the coordinator works at the host institution, but they should do as much as possible).
- Participate in the anonymous review of applications and selection of workshop participants.
- Assist with workshop set up and clean up.

- Assist with meeting workshop participants and getting them to the workshop location.
- Receive catering orders on workshop days.
- Assist instructor(s) as needed during the workshop.