



2019 NDIA Leadership Conference

ORGANIZING AND EXECUTING SUCCESSFUL EVENTS

October 31, 2019



ORGANIZING AND EXECUTING SUCCESSFUL EVENTS

- **Chapter formed September 2017**
- **Inaugural Event 30 October 2017**
- **Can't compete in luncheon battlespace**
 - Jacksonville Monthly Luncheons
 - Association of Naval Aviation (ANA)
 - Navy League (Jacksonville and Mayport Councils)
 - Society of American Military Engineers (SAME)
 - Women in Defense (WID)
 - Jacksonville Area Ship Repair Association (JASRA)
 - National Contract Management Association (NCMA)
- **Decided to execute an annual defense symposium**
 - Put NDIA First Coast “on the map”
- **NDIA First Coast Chapter Rear Admiral “Amazing Grace” Defense Innovation Symposium 26-27 February 2019**
 - 15 months for planning



ORGANIZING AND EXECUTING SUCCESSFUL EVENTS

- **Don't Re-invent the Wheel (someone has done this before)**
 - NDIA Gulf Coast Chapter as model (Air Armament Symposium)
 - Missy Ward, NDIA Gulf Coast Chapter President
 - Pat Swartz, Event Coordinator (NDIA Gulf Coast and SAME Jax experience)
- **Pick a date**
 - Deconflict date based on your target audience
 - NTSA - Leadership Symposium
 - Air Force Air Warfare Symposium
- **Find Mentors**
 - General Craig McKinley
 - Rear Admiral Jim Robb



ORGANIZING AND EXECUTING SUCCESSFUL EVENTS

- **What Event Coordinators Do:**

- Prior to the event
 - Secure Venue – Initiate Contract
 - Coordinate Audio/Visual
 - Provide a way to collect registration fees
- Day of the event
 - Set up main event room and breakout rooms
 - Set up exhibit booths

- **What Event Coordinators Should Not Do:**

- Negotiate Contracts
- Sell Sponsorships!
- Sell Booths!
- Find Guest Speakers/Panelists!



ORGANIZING AND EXECUTING SUCCESSFUL EVENTS

- **Get Volunteers from your Chapters and Delegate**
 - Cheerleaders vs Doers
- **Empower your Doers**
 - Security
 - General Session
 - Track Leads
 - Speaker Power Points
 - Sponsorships/Booth Sales
 - Guest Speakers/Keynotes (Government/Industry Keynotes)
 - Advertise/Marketing



ORGANIZING AND EXECUTING SUCCESSFUL EVENTS

- **If you build it, they will come!**
 - Not true
 - First time event, not budgeted in business development plans
 - Call everyone you know!
 - Get everyone you know to call everyone they know!
 - LinkedIn, Defense News, NTSA, personal emails
- **The 6 Week Scare**
 - 42 people Registered six weeks out
- **The 4 Week Scare**
 - 126 people Registered four weeks out



ORGANIZING AND EXECUTING SUCCESSFUL EVENTS

- **Two weeks out**
 - 160 okay...we won't be too embarrassed
- **One week out**
 - 195 now I can at least sleep at night
- **Date of Event**
 - 265 people over a two-day event!!! We pulled it off!!! Way to go!!!
- **But....**



ORGANIZING AND EXECUTING SUCCESSFUL EVENTS

- **Just when you thought you pulled it off**
 - What are attrition nights?
 - Read the contract - 150
- **Everything is Negotiable**
 - Shoot as high as it takes
 - Local Resources
 - Reach out to NDIA Corporate
 - Negotiate with Event Coordinator
- **Now you can sleep**
 - For a couple months and then start planning next year's symposium!